

March 24, 2025

To Our Valued Stakeholders

Company Name	GENDA Inc.	
Name of Representative	Representative Director	Mai Shin
	and President	
	(Code No.: 9166 Tokyo Stock Exchange Growth Market)	
Contact information	Director CFO	Taiju Watanabe
		(TEL 03-6281-4781)

Notice Concerning the Acquisition of Shares of Game Goose Co., Ltd.
(one amusement arcade) by our Consolidated Subsidiary

GENDA Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and Chairman of the Board: Nao Kataoka, Representative Director and President: Mai Shin) and its group companies (hereinafter referred to as "GENDA") have resolved at a meeting of the Board of Directors held today to acquire 100% of the shares outstanding of Game Goose Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo; Representative Director: Ryoichiro Mukai, hereinafter "Game Goose"), which operates one store of amusement arcade "Game Goose Musashikoyama" (Location: Koyama, Shinagawa-ku, Tokyo), and make Game Goose a subsidiary of GENDA as follows.

Game Goose is scheduled to split businesses other than the one amusement arcade into a new company to be established by their shareholders prior to this acquisition of shares.

This matter falls within the scope of the Minor Standards for Timely Disclosure of "transfer or acquisition of shares or equity involving changes in a subsidiary or other matters involving changes in a subsidiary" stipulated by the Tokyo Stock Exchange, Inc. and is disclosed on a voluntary basis; therefore, certain items have been omitted.

1. Reason for the acquisition

GENDA has set the aspiration of "More fun for your days" and aims to build a global entertainment network and increase the "total amount of fun" distributed throughout the world to achieve this aspiration. In the process of building our unique Entertainment Ecosystem by M&A, while giving top priority of our strategy to roll-up M&A of amusement arcades, we have been proactively conducting M&A of entertainment companies and businesses that can be expected to have synergy effects with the operation of amusement arcades and building a structure in which the companies mutually contribute to business expansion and profits within GENDA.

GENDA GiGO Entertainment Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Kazuhiro Ninomiya), which takes a central role in Entertainment Platform Business of GENDA, operates amusement arcades targeting a place to provide the world's No.1 entertainment, that is real and appeals to human beings' sense, and make everybody in the world long to visit GiGO. GENDA is advancing the expansion of our store network of amusement arcades by opening new arcades and conducting M&A with the aim of delivering more enjoyable entertainment experiences to our customers.

The market size of the amusement industry has been expanding every year since 2014, driven by sales of prize games in particular. Although the market temporarily shrank due to the impact of store closures and shortened business hours caused by the Covid-19 virus outbreak, the sales of 325.0 billion yen (*1) from prize games in the market in FY2022 is the highest amount in the industry over the past 16 years for which data can be compiled as of today, and in addition, the fact that the industry's major players, including GENDA, generated record profits in FY2023 indicated that the industry as a whole emerged from the slump caused by the Covid-19 virus and entered a phase of further growth. On the other hand, even the top 10 players in the industry have only about 50% of the domestic market share and oligopolization has not proceeded, and we believe that the market has room for industry restructuring. In this environment, we believe that we can provide entertainment experiences that can be enjoyed by more customers by implementing a so-called roll-up strategy of continuous M&A and investing our knowledge and management resources in companies that newly join GENDA or businesses that newly come under the management of GENDA.

Game Goose opened "Game Goose" in the Musashikoyama Palm Shopping Arcade in Shinagawa-ku, Tokyo in March 1998 with the concept of a "prize specialty store," which was rare in the amusement industry at that time. With "pass-on" as their business policy, through interactions that they "give back" as much as possible to their customers so that they can visit their store for a long time and they receive "returns" from the customers through games so that they can operate their business for a long time, Game Goose has operated for many years being beloved by customers in the local community. They value not only their customers' bringing a prize itself home but also the customers' feeling exhilaration and accomplishment through playing games and winning a prize, and they are committed to providing customer service which makes customers feel that they are "right" about coming to the store.

By this acquisition of the shares, we can expect an increase in earnings in the target store by providing limited-edition prizes of "GiGO PRIZE," which is a prize brand developed by GENDA, and improving the purchasing power of amusement machines and prizes in accordance with increasing numbers of stores in addition to streamlining the store operation by sharing human resources and knowledge of DX with stores operated by GENDA.

We will keep striving to create attractive arcades for all our customers that visit GENDA's amusement arcades.

(*1) Source: "Survey on the Amusement Industry," Japan Amusement Industry Association

2. Outline of the consolidated subsidiary to acquire the shares

(1) Name	GENDA GiGO Entertainment Inc.
(2) Location	1-9-1 Higashi-Shinbashi, Minato-ku, Tokyo
(3) Title and name of Representative	Representative Director and President Kazuhiro Ninomiya
(4) Business	Planning and operation of amusement arcades Planning and operation of restaurant facilities Rental of equipment for play facilities
(5) Capital stock	50 million yen
(6) Date of Establishment	April 1, 2004
(7) Share of equity	GENDA Inc.: 100%

3. Outline of the subsidiary to be acquired

(1) Name	Game Goose Co., Ltd.	
(2) Location	3-22-19 Koyama, Shinagawa-ku, Tokyo	
(3) Title and name of Representative	Representative Director Ryoichiro Mukai	
(4) Business	Operation of one amusement arcade "Game Goose Musashikoyama"	
(5) Capital stock	50 million yen	
(6) Date of Establishment	October 2, 2006	
(7) Share of equity	Ryoichiro Mukai: 100%	
(8) Relationship between the listed company and the company concerned	Capital ties	Not applicable
	Personal relations	Not applicable
	Business relations	Not applicable

4. Outline of the counterparty of the acquisition

(1) Name	Ryoichiro Mukai	
(2) Address	Yokohama city, Kanagawa	
(3) The relationship between the listed company and the individual concerned	Capital ties	Not applicable
	Personal relations	Not applicable
	Business relations	Not applicable

5. Number of shares acquired, acquisition price and status of shares held before and after acquisition

Number of shares held before the change	0 shares
Number of shares acquired	5,000 shares
Number of shares held after the change	5,000 shares (100% ownership)

* We do not disclose the acquisition price based on a confidentiality agreement between the parties because it is less than 15% of the consolidated net assets of GENDA Inc. as of the end of the immediately preceding fiscal year. The acquisition price was determined through discussions between the parties after reasonable consideration of the results of a stock valuation by outside experts and legal and financial research etc.

6. Schedule of Acquisition

(1)	Date of resolution by the Board of Directors	March 24, 2025
(2)	Date of Signing	March 24, 2025
(3)	Date of Closing	April 1, 2025 (planned)

7. Future outlook

We expect that the impact of this matter on our consolidated business performance and financial position for the fiscal year ending January 31, 2026 will be minor. However, if a significant change in business conditions results in a financial impact, we will promptly disclose such information as soon as it becomes clear.