

April 28, 2025

To Our Valued Stakeholders

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

**Notice Concerning the Conclusion of Basic Agreement toward Business Alliance
with Culture Experience Co., Ltd.**

GENDA Inc. (Headquarters: Minato-ku, Tokyo; Representative Director, President and CEO: Nao Kataoka) and its group companies (hereinafter collectively referred to as “GENDA”) hereby announce that we have entered into a basic agreement (hereinafter “Basic Agreement”) toward a business alliance (hereinafter “Business Alliance”) with Culture Experience Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; Representative Director and President: Shinichiro Kamaura; hereinafter “CX”) effective today as follows.

1. Reason for the Business Alliance

GENDA has set the aspiration of “More fun for your days” and aims to become “the World’s No.1 Entertainment Company” in 2040. Our growth strategy is to achieve “Continuous Transformational Growth” through M&A in the entertainment industry, and we operate our business in two segments: “Entertainment Platform Business,” which operates store-based business such as amusement arcade, karaoke etc., and “Entertainment Contents Business,” which handles the upstream areas of entertainment such as IP. In addition, by promoting DX with our own tech members, we are creating synergy effects among group companies and providing high-quality services in line with the current trends.

GENDA GiGO Entertainment Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Kazuhiro Ninomiya; hereinafter “GENDA GiGO Entertainment”), which takes a central role in Entertainment Platform Business of GENDA, with a vision of “Spark Fun – Inspire Excitement,” has been pursuing real entertainment beginning at “likes” and creating passionate experiences that stimulate the five senses as a gaming pioneer.

On the other hand, CX is promoting the creation of places which propose new lifestyles through space and experience under a corporate slogan of “Live what you love,” while expanding its “experience-based bookstores in the new era, which create interaction in the community” all over Japan.

Through the Business Alliance, by multiplying the advantages of GENDA GiGO Entertainment, which develops a variety of IP products and operates amusement arcades nationwide, by those of CX, which operates “TSUTAYA” which receives a wide range of customers all over Japan based on its ability to make proposals centered on bookstores and has store operation know-how and a distribution network, we will aim to develop a new business model which create new value for customers’ experiences around the country, centering on IP contents, such as jointly developing IP products filled with “likes” of various customers and jointly creating a place multiplied by new entertainment in “TSUTAYA” and other bookstores nationwide.

We will start deploying mini-locations (mainly gaming corners with 30 or less game machines installed) with GENDA’s original prize machines, “GiGO Mini-crane,” installed in “TSUTAYA Abenobashi” (Location: Abeno-ku, Osaka city, Osaka) from April 2025, “TSUTAYA Wajiro” (Location: Higashi-ku, Fukuoka city, Fukuoka) and “TSUTAYA Utazu” (Location: Utazu-cho, Ayauta-gun, Kagawa) from May 2025.

2. Details of the Basic Agreement

The contents of the Basic Agreement are primarily as follows.

- (1) Jointly develop IP products filled with “likes” of various customers
- (2) Jointly create a place multiplied by new entertainment proposed by GENDA GiGO Entertainment in “TSUTAYA” and other bookstores operated by CX all over Japan
- (3) Develop a new business model which creates new value for customers’ experiences around the country, centering on IP contents

3. Outline of the counterparty to the Basic Agreement

(1)	Name	Culture Experience Co., Ltd.	
(2)	Location	4-3, Kanda Surugadai, Chiyoda-ku, Tokyo	
(3)	Title and name of Representative	Representative Director and President Shinichiro Kamaura	
(4)	Business	Operation of headquarters of franchise chains related to “TSUTAYA,” “TSUTAYA BOOKSTORE” and “TSUTAYA BOOKS” in Japan, etc.	
(5)	Capital stock	100 million yen	
(6)	Date of Establishment	April 3, 2006	
(7)	Major Shareholders and Shareholding Ratio	NIPPAN GROUP HOLDINGS, INC.: 51% Culture Convenience Club Co., Ltd.: 49%	
(8)	Relationship between the listed companies and the company concerned	Capital ties	Not applicable
		Personal relations	Not applicable
		Business relations	There are transactions between CX and GENDA.
		Related Party Status	Not applicable

4. Schedule of the Basic Agreement

(1)	Date of Internal approval	April 28, 2025
(2)	Date of Signing	April 28, 2025

5. Future outlook

The impact of this matter on our consolidated business performance and financial position for the fiscal year ending on January 31, 2026 is expected to 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.