July 23, 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

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Notice Concerning the Acquisition of Shares of eiga.com, Inc.

GENDA Inc. (Headquarters: Minato-ku, Tokyo; Representative Director, President and CEO: Nao Kataoka; hereinafter referred to as "Company") hereby announces that we have resolved at a meeting of the Board of Directors held today that we will acquire 100% of the shares outstanding of eiga.com, Inc. (Headquarters: Shibuya-ku, Tokyo; President and Representative Director: Tatsuya Matsui; hereafter, "eiga.com"), which operates a movie information website, "eiga.com," etc., and make it a wholly owned subsidiary as follows.

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

The Company and its group companies (hereinafter, collectively referred to as "GENDA") have 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 expanding our "Entertainment Platform," primarily focusing on amusement arcades, both domestically and internationally, we have been proactively conducting M&A of entertainment companies and businesses that can be expected to have synergy effects within our Entertainment Ecosystem, transcending the inherent volatility of the entertainment business and establishing a structure in which the companies mutually contribute to business expansion and profits growth within GENDA.

"eiga.com," a movie information website operated by eiga.com, has been supported by many movie fans since its launch in 1998 through its latest movie information, reports on film festivals in Japan and overseas, feature articles with unique perspectives and the largest review function in Japan. It is a leading comprehensive movie information website in Japan. The website is a platform visited by tens of millions of users per month, and its high editorial skills and enthusiastic user community have made it a unique presence in the movie industry.

Through this acquisition, we will strengthen the promotion of films distributed by our group company, GAGA Corporation (hereinafter “GAGA”), on “eiga.com,” and GAGA, which is in charge of film distribution, Fukuya Co., Ltd., which handles merchandise planning in GENDA, and eiga.com, which manages promotions are integrating to create a system that maximizes content value. Furthermore, this will enable GENDA to continuously monitor the latest user trends possessed by eiga.com and develop services that match user preference at any given time. Besides, the addition of online advertising on “eiga.com” to GENDA's offline ad spaces, such as outdoor screens and karaoke room monitors, will unlock new value within our advertising channels.

With the Aspiration of “More fun for your days,” GENDA will keep delivering a variety of entertainment experiences.

2. Outline of the subsidiary to be acquired

(1)	Name	eiga.com, Inc.	
(2)	Location	1-18-14 Ebisu, Shibuya-ku, Tokyo	
(3)	Title and name of Representative	President and Representative Director, Tatsuya Matsui	
(4)	Business	Media business (operation of the movie information website “eiga.com”) Information distribution business (provision of movie information and information coordination) System business (movie website management services)	
(5)	Capital	26.25 million yen	
(6)	Date of establishment	August 8, 2000	
(7)	Shareholding ratio	Kakaku.com, Inc.: 100%	
(8)	Relationship between the listed company and the company concerned	Capital relationship	Not applicable
		Personnel relationship	Not applicable
		Business relationship	Expenses are paid by GAGA Corporation, a subsidiary of the Company.

(9) Operating results and financial condition of the company concerned for the past three years

Fiscal year	Fiscal Year ended March 31, 2023	Fiscal Year ended March 31, 2024	Fiscal Year ended March 31, 2025
Net assets	43 million yen	73 million yen	98 million yen
Total assets	169 million yen	204 million yen	126 million yen
Revenue	370 million yen	399 million yen	403 million yen

3. Outline of the counterparty of the acquisition

(1)	Name	Kakaku.com, Inc.	
(2)	Location	3-5-7 Ebisu-Minami, Shibuya-ku, Tokyo	
(3)	Title and name of Representative	President and Representative Director, Atsuhiro Murakami	
(4)	Business	Kakaku.com business, Tabelog business, Kyujin Box business, Incubation business	
(5)	Capital	916 million yen	
(6)	Date of establishment	December 1997	
(7)	Net assets and total assets (as of March 31, 2025)	Consolidated net assets 62,134 million yen Consolidated total assets 93,504 million yen	
(8)	Major Shareholders and Shareholding Ratio (as of March 31, 2025)	Digital Garage, Inc.	20.69%
		KDDI CORPORATION	17.71%
		The Master Trust Bank of Japan, Ltd. (trust account)	12.12%
		Custody Bank of Japan, Ltd. (trust account)	4.27%
		State Street Bank and Trust Company 505001	3.70%
		BNYM as AGT Clients 10 percent	1.63%
		RBC IST 15 PCT NON LENDING ACCOUNT - CLIENT ACCOUNT	1.46%
		BNYM as AGT Clients Non-Treaty Jasdec	1.14%
		JP Morgan Chase Bank 380055	1.07%
		The Bank of New York Mellon 140044	0.98%
(9)	Relationship between the listed company and the company concerned	Capital relationship	Not applicable
		Personnel relationship	Not applicable
		Business relationship	Not applicable
		Related Party Status	Not applicable

4. Number of shares acquired, acquisition cost and status of shares held before and after the acquisition

Number of shares held before the change	0 shares
Number of shares acquired	4,620 shares
Number of shares held after the change	4,620 shares (100% ownership)

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

5. Schedule of the acquisition

(1)	Date of resolution by the Board of Directors	July 23, 2025
(2)	Date of Signing	July 23, 2025
(3)	Date of Closing	August 1, 2025 (scheduled)

6. Future outlook

We expect that the impact of this matter on our consolidated business performance and financial position for the fiscal year ending on 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.