

February 26, 2026

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 Regarding the Reorganization of North American Subsidiaries
(Change of Trade Name and Establishment of New Subsidiary)

GENDA Inc. (Headquarters: Minato-ku, Tokyo; Representative Director, President and CEO: Nao Kataoka; hereinafter referred to as “Company”) hereby announces that we have decided to reorganize our North American subsidiaries (change of trade name and establishment of new subsidiary) as follows.

1. Reason for the reorganization

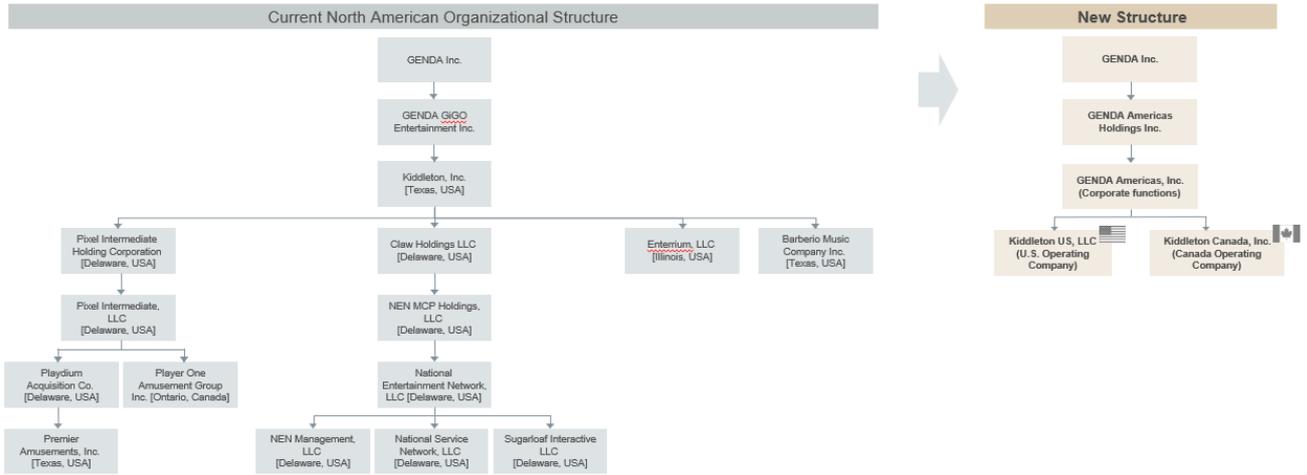
Kiddleton, Inc. (hereinafter “Kiddleton”), the foundation of our U.S. operations, oversees four companies - National Entertainment Network, LLC (“NEN”), Player One Amusement Group Inc. (“Player One”), Enterrium, LLC, and Barberio Music Company Inc. - along with their affiliates, together establishing our business foundation in North America. Kiddleton will be renamed GENDA Americas, Inc. (“GENDA Americas”) and positioned as the holding company for our North American operations. Additionally, we will legally reorganize our North American operating companies into a single entity for the U.S. and another for Canada, aiming to achieve fully integrated business operations.

In our North American operations, we are centralizing corporate functions within GENDA Americas while driving the integration of both functions and operations. By optimizing our organizational structure, we aim to enhance our sales proposal capabilities, accelerate decision-making, and improve overall operational efficiency and competitiveness.

2. Summary of the reorganization

The following changes will be implemented.

- Change of trade names of Kiddleton, NEN, and Player One
- Establishment of GENDA Americas Holdings Inc. (“GENDA Americas Holdings”)
- Transfer of Kiddleton shares from GENDA GiGO Entertainment Inc. to GENDA Americas Holdings, etc.
- Merger of U.S. subsidiaries, etc.



3. Summary of the trade name change

(1) Outline of the subsidiaries, new trade names and date of the trade name change

(1)	Trade name (Until February 28, 2026)	Kiddleton, Inc.	National Entertainment Network, LLC	Player One Amusement Group Inc.
(2)	New trade name (Effective March 1, 2026)	GENDA Americas, Inc.	Kiddleton US, LLC	Kiddleton Canada, Inc.
(3)	Location	Texas, U.S.A.	Colorado, U.S.A.	Ontario, Canada
(4)	Title of Representative	President & CEO	Chairman & President	Chairman & President
(5)	Name of Representative	Atsushi Iyoda		
(6)	Business	Operation of entertainment business in North America	Operation of amusement arcades in the U.S. Mini-location business in the U.S., etc.	Operation of amusement arcades in Canada Mini-location business in Canada, etc.

(7)	Capital	US\$15,369,000	-	US\$80,330,000
(8)	Date of Trade name change	March 1, 2026		

4. Establishment of GENDA Americas Holdings

(1) Outline of the subsidiary to be established

(1)	Name	GENDA Americas Holdings Inc.		
(2)	Location	1-9-1 Higashi-Shinbashi, Minato-ku, Tokyo		
(3)	Title and name of Representative	Representative Director and President Yuzo Sato		
(4)	Business	Management and administration of U.S. subsidiaries		
(5)	Capital	1 million yen		
(6)	Date of establishment	April 1, 2026 (scheduled)		
(7)	Shareholding ratio	GENDA Inc.: 100%		
(8)	Relationship between the listed company and the company concerned	Capital relationship	To be established as a wholly-owned subsidiary of the Company	
		Personnel relationship	Directors of the Company will concurrently serve as directors of the subsidiary.	
		Business relationship	Not applicable, as this is a newly established company.	

(2) Schedule for the establishment

(1)	Date of Board of Directors' resolution	February 26, 2026
(2)	Date of establishment	April 1, 2026 (scheduled)
(3)	Date of business commencement	April 1, 2026 (scheduled)

5. 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, 2027, 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.