

August 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 Concerning Conclusion of Partnership Agreement with CyberAgent, Inc.

GENDA Inc. (Headquarters: Minato-ku, Tokyo; Representative Director, President and CEO: Nao Kataoka; hereinafter referred to as “Company,” or collectively “GENDA” including its group companies) hereby announces that we concluded an agreement regarding partnership (hereinafter “Partnership”) with CyberAgent, Inc. (Headquarters: Shibuya-ku, Tokyo; Representative Director, Chairman: Susumu Fujita, Representative Director, President: Takahiro Yamauchi; hereinafter “CyberAgent”) as follows.

1. Reason for the Partnership

The Company 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 amusement arcades and karaoke facilities, etc., and “Entertainment Contents Business,” which handles the upstream areas of entertainment such as IP (Intellectual Property).

On the other hand, CyberAgent established its Anime & IP Business Division in February 2024. Focusing on IP development as well as anime planning and production, it brings together advertising, promotions, goods production, and merchandising to build a comprehensive global business. By tailoring communication strategies and promotional efforts to the culture and fan demographics of each country and region, CyberAgent works to raise global awareness of its titles and foster thriving fan communities both domestically and abroad.

In recent years, with the global rise of video streaming platforms, Japanese anime and IP content have been undergoing a major shift in international markets, particularly in North America, moving from a niche medium supported by dedicated enthusiasts into mainstream pop culture widely accepted by the general public. While environments now enable content to be viewed almost simultaneously across borders, the provision of real-world spaces to experience a work's universe and the supply of related merchandise still tend to lag overseas, with Japan remaining ahead. As a result, at the very moment when overseas fans are most engaged, there are insufficient touchpoints available to capture that enthusiasm. We recognize that

this disconnect - between the global synchronization of content consumption and the regional lag in physical experiences and product supply - is a key factor limiting the maximum value of Japanese IP in international markets.

In its prize business, the Company primarily functions as a product planner and supplier operating under licenses granted by IP holders, leaving it with limited opportunities to participate in the IP creation phase. Furthermore, when it comes to launching products dynamically in line with anime broadcast and streaming schedules, there were clear constraints on what the Company could achieve on its own.

Against this backdrop, following extensive discussions between the Company and CyberAgent, we have decided to conclude an agreement regarding the Partnership, believing that combining expertise, product planning capabilities, and digital marketing power regarding anime-related IPs in which CyberAgent is involved with the Company's network of approximately 14,000 locations and store operations expertise both in Japan and overseas, as well as GENDA's immersive content production capabilities, will enhance the global appeal of Japanese IPs and brands.

In addition, we believe that a key significance of the Partnership lies in expanding the potential for product planning and merchandising tailored to the traits of each IP, as well as the timing of broadcast and streaming releases for anime-related IPs that CyberAgent is involved in planning and producing. Through the Partnership, we aim to enhance the value of the audience's experience with these works, further energize fan communities, and contribute to the growth of the broader Japanese anime and culture market.

2. Details of the Partnership

Under the Partnership, we will primarily explore and discuss the following initiatives:

- Planning of pop-up events and campaigns leveraging the Company's store and facility network both in Japan and overseas
- Product planning and the development of merchandising strategies timed with the broadcast/streaming schedules and unique traits of anime-related IPs in which CyberAgent is involved
- Initiatives of communications and promotional strategies tailored to the culture and fan characteristics of each country and region

Through these initiatives, we aim to create new touchpoints between global fans and Japanese anime and IP titles, enhance the overall value of the content experience, and further revitalize fan communities.

3. Outline of the Partnership Partner

(1)	Name	CyberAgent, Inc.
(2)	Location	40-1 Udagawa-cho, Shibuya-ku, Tokyo
(3)	Title and name of Representatives	Representative Director, Chairman Susumu Fujita Representative Director, President Takahiro Yamauchi
(4)	Business	Media & IP Business, Internet Advertisement Business, Game Business, and Investment Development Business
(5)	Capital	7,654 million yen
(6)	Date of establishment	March 18, 1998

4. 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.