



[Translation]
April 30, 2025

Company Name: Nippon Television Holdings, Inc.
Representative: Yoshikuni Sugiyama
Representative Director, Chairman
and Chief Executive Officer
(TSE Prime Market, Stock Code: 9404)
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Capital and Business Alliance with KANAMEL Inc.

Strengthening Content Production Capabilities for the Global Market

Nippon Television Holdings, Inc. (hereinafter “the Company”) has acquired a portion of shares of KANAMEL Inc. (formerly AOI TYO Holdings Inc.; Head Office: Shinagawa-ku, Tokyo; Yasuhito Nakae, Representative Director & Group CEO; hereinafter “KANAMEL”), which operates in the field of film production and consulting, and today entered into a capital (voting rights ratio: 22.1%) and business alliance (“the Alliance”) with KANAMEL.

In addition, we hereby announce that, as a part of the Alliance, KANAMEL has become an affiliate of the Company accounted for by the equity method.

■ Background and Purpose of the Alliance

With “Maximize the value of content” as our top priority, our group companies (“our Group”) are working together to strengthen our competitiveness with the goals of planning and developing original titles that will lead to the expansion of IP (intellectual property) businesses and developing content that will expand sales in foreign markets. In February of this year, we announced our “Basic Policy on Global Business Expansion Strategy,” and expressed our stance of actively engaging in collaboration with outside parties and M&A, etc., with the aim of strengthening our foundation for creating content and building a system for integrated IP expansion.

Meanwhile, KANAMEL has won numerous awards both domestically and internationally in the form of film works such as advertising images, movies and dramas and has an excellent track record in creative production. KANAMEL is also transforming and expanding its business domains by, for instance, expanding into the consulting field using its creative production capabilities as a source.

Through the Alliance, our Group will accelerate the construction of a world-class content production system, and we will strive to deliver the highest-quality video products to everyone worldwide by expanding IP businesses and strengthening the production of story content for overseas markets.

■ Outline of KANAMEL Inc.



Name: KANAMEL Inc. (formerly AOI TYO Holdings Inc.)
 Name of representative: Yasuhito Nakae, Representative Director & Group CEO
 Address: Tennoz Central Tower 13F, 2-2-24, Higashi-shinagawa, Shinagawa-ku, Tokyo
 URL: <https://kanamel-inc.com/>
 Group profile: Sales: ¥70.4 billion (FY12/2024),
 Number of employees: 1786 (as of the end of December 2024)

Group companies: AOI Pro. Inc., TYO Inc., TREE Digital Studio Inc.
 FIELD MANAGEMENT EXPAND Inc. (“FMX”)
 FIELD MANAGEMENT STRATEGY Inc. (“FMS”)

Main businesses: 25 domestic and overseas companies
(1) Field of film production mainly engaged by AOI Pro, TYO and TREE Digital Studio.

The group has the top domestic market share in the advertising film (TV/online, etc.) market. The group has a rich history of winning the highest award for seven consecutive years at ACC TOKYO CREATIVITY AWARDS, one of Japan's largest creative awards. In terms of entertainment content, the group has produced a number of dramas, including the movie “Monster” and the movie “Shoplifters,” which won the top prize at the Cannes Film Festival, and is highly regarded for its creativity and production capabilities.

(2) Field of consulting mainly engaged by FMX and FMS.

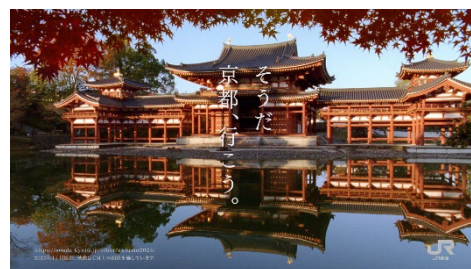
FMX is leveraging its unique business model, which enables seamless identification and resolution of issues, to design, implement and support strategies in the areas of Strategy, Communications Design, and Experience Design, while FMS is involved in the most upstream strategic consulting business.



“Shoplifters”
 ©2018 “Shoplifters” FILM PARTNERS



“First Kiss”
 ©2025 “1ST KISS” FILM PARTNERS



Central Japan Railway Company
 “I know, let's go to Kyoto.”
 TV Commercial Series

■ **Comment from Yasuhito Nakae, Representative Director & Group CEO, KANAMEL Inc.**

This capital and business alliance with Nippon Television Group marks a pivotal step for KANAMEL Group into a global growth phase, together with a new strategic partner.

Beyond a mere investment relationship, this alliance will significantly accelerate the realization of our purpose: “Making the world into a brighter place through the power of creation.” We believe it will enable us to fully enter the IP business.

To produce globally competitive content, we will actively promote full-scale collaboration, combining Nippon Television Group's broadcasting, IP development, and customer base with KANAMEL Group's exceptional creative capabilities.

■ **Comment from Hiroyuki Fukuda, Representative Director, President and Chief Operating Officer, Nippon Television Holdings, Inc.**

In February of this year, we announced our “Basic Policy for Overseas Business Expansion Strategy,” demonstrating our commitment to strengthening our foundation for content production aimed at the global market. This capital and business alliance with KANAMEL Group is a significant stride towards that realization.

Together with KANAMEL Group, which boasts outstanding creative power and has produced numerous excellent video works, our Group will accelerate our efforts to produce globally competitive content. We will also jointly undertake initiatives aimed at creating new IPs. By combining the know-how and resources of both companies, we aim to enhance each other's corporate value.

■ **Impact of this transaction on business results, etc.**

The effect of this transaction on the consolidated financial performance is expected to be immaterial.

Note:

This document is a translation of the original Japanese document and is only for reference purposes. In the event of any discrepancy between this translated document and the original Japanese document, the latter shall prevail.

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