

December 26, 2025

SBI Holdings, Inc.

LuaaZ inc.

Notice Regarding Acquisition of LuaaZ inc. as a Wholly Owned Subsidiary

SBI Holdings, Inc. (Head office: Minato-ku, Tokyo; Representative Director and President: Yoshitaka Kitao; hereinafter “SBI Holdings”) hereby announces that it has entered into a share transfer agreement to acquire all issued shares of LuaaZ Inc. (Headquarters: Shibuya-ku, Tokyo; Representative Director: Kazuho Fukuyama; hereinafter “LuaaZ”), which operates youth marketing businesses, providing comprehensive, end-to-end support—ranging from planning and filming to account operation—with a primary focus on YouTube and TikTok, making it a wholly-owned subsidiary.



1. Background and purpose of the alliance

Leveraging a deep understanding of the younger generation and social media trends, LuaaZ produces a variety of popular content on platforms such as YouTube and TikTok. As a proven hitmaker, the company has supported channels boasting over one million subscribers, including “Banbanzai,” “Himitsu Kichi,” and “Animist.” In managing corporate channels, LuaaZ develops content that resonates with young audiences and encourages sharing—cultivating a loyal fan base in a way that simple product introductions cannot. As a collective of SNS marketing professionals, LuaaZ is dedicated to maximizing the value of intellectual property (IP).

The SBI Group possesses a unique competitive advantage that enables the strategic integration of a comprehensive service lineup ranging from banking, securities, insurance, and asset management to digital assets. This strength is underpinned by Japan’s industry-leading quality and volume of financial data, a customer base exceeding 78 million domestically and internationally, and diverse overseas operations spanning 26 countries and

regions worldwide. Since establishing SBI NEO MEDIA HOLDINGS Co., Ltd. as the core company to oversee the Group's media, entertainment, and marketing businesses, SBI Holdings have been expanding its "Neo-media ecosystem" on a global scale. This expansion includes the addition of companies such as TWIN PLANET, an IP production and talent agency; THE CORE, which boasts world-class CG production technology and owns game studios; and SBI MUSIC CIRCUS, known for producing some of Japan's largest entertainment events.

SBI Holdings has decided to make LuaaZ a wholly-owned subsidiary to leverage the combined strengths of the SBI Group and LuaaZ. This acquisition is expected to generate significant synergies by strengthening the content production capabilities of the in-house agency function which is currently being developed with SBI NEO MEDIA HOLDINGS at its core, and by maximizing the value of various IPs created by the SBI Group or acquired through the content fund. Consequently, this will further expand the "SBI Neo-media ecosystem" and enhance the corporate value of both companies.

Furthermore, regarding the "strengthening of Group-wide information dissemination (establishment of a specialized SNS team)" announced during the presentation for SBI Holdings' Q3 FY2024 financial results, LuaaZ as a wholly-owned subsidiary, will drive this initiative forward with even greater momentum.

2. Future developments

By changing its company name to SBI LuaaZ Co., Ltd., LuaaZ plans to leverage the advanced brand image and high market recognition of the SBI brand to expand its business operations. Through this acquisition to make LuaaZ a wholly-owned subsidiary, both companies will capitalize on their respective strengths to create the following synergies:

(1) Enhancing and complementing the "information dissemination capabilities" of the SBI Neo-media ecosystem

The SBI Neo-media ecosystem, built by the SBI Group, has excelled in "IP Creation" and "Event Management." By integrating LuaaZ's production expertise, the Group will transform its intellectual property (Talent, Manga/Novels/Magazines, Anime, Movies, Events, etc.) into content that resonates with younger demographics. This is an attempt to maximize IP value through increased awareness on social media.

- Establish creative studios and expand the fan merchandise business in collaboration with TWIN PLANET to expand businesses that maximize the appeal of talent and achieve further growth in the field of management and content production
- For physical events held nationwide by SBI Neo-media ecosystem companies such as SBI MUSIC CIRCUS, LuaaZ will generate social media momentum prior to the

events to drive participation among young people

(2) Strengthening “SBI” branding and the communication capabilities of SBI Group companies

LuaaZ will play a central role in driving the establishment of a specialized social media team which is an initiative for “strengthening group-wide information dissemination” announced in SBI Holdings’ Q3 FY2024 financial results. Furthermore, as a key member of the in-house advertising agency function being developed by SBI NEO MEDIA HOLDINGS, LuaaZ will oversee overall social media marketing functions of the SBI Group.

- To integrate and advance SBI Group’s social media strategy, LuaaZ will provide cross-organizational strategic planning and operational support for the individual social media accounts and owned media currently managed by SBI Group companies. By utilizing data-driven algorithm analysis and trend tracking, this will dramatically increase the Group’s overall reach and its ability to disseminate information
- While maintaining the trust as a financial group, the SBI Group will build a “cutting-edge yet friendly” brand image through video formats such as YouTube and TikTok. This will allow the SBI Group to gain awareness and favorability among younger and digital-native demographics, in addition to its existing customer base

(3) Penetration of financial services into the younger demographic

SBI Group will strengthen its approach to young people within the Group’s core financial services (banking, securities, insurance, etc.).

- LuaaZ will use its expertise in planning to transform themes with high psychological hurdles, such as “investing” and “asset formation,” into “approachable entertainment content” and distributing them
- To cultivate the next generation of customers, plan to deploy video marketing that explains complex financial products in an easy-to-understand manner. This will improve financial literacy among the young people and ensure a smooth transition to the Group’s financial services (e.g., account opening)

(4) Support for enhancing the value of regional media (TV, Newspaper, Radio)

Leveraging the network of the SBI Group which promotes “regional revitalization” such as the SBI Neo-media ecosystem and the Fourth Megabank Concept, the Group will support the restructuring of media value by providing LuaaZ’s operational expertise of social media to regional media companies nationwide.

- Encourage young people to return to traditional media outlets by re-editing high-quality news materials, video archives, and radio audio into “vertical short-form videos” preferred by Generation Z, and distributing them via TikTok and YouTube Shorts.
- Plan to produce programs featuring influencers and create content showcasing local products to expand digital advertising revenue and revitalize regional economies.

(5) Value-up support for SBI Group portfolio companies

SBI Group will establish an investment style that goes beyond just providing simple funding but also including “marketing support” as a package.

- LuaaZ will provide end-to-end support, from strategic planning to execution of social media marketing, for portfolio companies of the planned 100-billion-yen content fund and investees of SBI Investment
- Accelerate sales growth and brand awareness by ensuring that the services and products of portfolio companies reach their target audiences, contributing to the maximization of their corporate value

3. Overview of each company

[Overview of SBI Holdings]

Company name	SBI Holdings, Inc.
Head office	1-6-1 Roppongi, Minato-ku, Tokyo
Job title and name of representative	Representative Director, Chairman & President, Yoshitaka Kitao
Principal business	Control and management of SBI Group through share ownership
Date of establishment	July 8, 1999

[Overview of LuaaZ]

Company name	LuaaZ Inc.
Head office	5-46-1 Jingumae, Shibuya-ku, Tokyo
Job title and name of representative	Representative Director & President, Kazuho Fukuyama
Principal business	(1) Corporate YouTube and Social Media Marketing Support Services (2) Content and Intellectual Property Production Services (3) Influencer Management Services (4) Marketing Services towards Generation Z

	(5) Other Various Business Development Initiatives
Number of employees	80 (including subcontractors and part time employees)
Website	https://luaaz.co.jp/

4. Schedule

Date of the conclusion of the share transfer agreement	December 26, 2025
Date of share transfer	January 9, 2026 (Plan)

5. Overview of LuaaZ after the completion of acquisition

Company name	SBI LuaaZ Inc. (After change of company name)
Head office	5-46-1 Jingumae, Shibuya-ku, Tokyo
Management	Representative Director & President, Kazuho Fukuyama Director, Canal Ando (SBI NEO MEDIA HOLDINGS Co., Ltd., Head of Corporate Planning Department) Director, Hiroki Kobayashi (SBI NEO MEDIA HOLDINGS Co., Ltd.) Director, Tomoyasu Urata
Website	https://sbiluaaz.co.jp/

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