

December 29, 2025

SBI Holdings, Inc.

linkties Holdings Co., Ltd.

**Notice Regarding Conclusion of Capital and Business Alliance Agreement with
linkties Holdings and Acquisition of its Shares
(to Make it an Equity Method Affiliate)**

SBI Holdings, Inc. (Head office: Minato-ku, Tokyo; Representative Director, Chairman & President: Yoshitaka Kitao; hereinafter “SBI Holdings”) hereby announces that it has entered into a capital and business alliance agreement (hereinafter the “Capital and Business Alliance”) with linkties Holdings Co., Ltd. (Head office: Minato-ku, Tokyo; President and Representative Director: Yutaro Tsunoda; hereinafter “linkties Holdings”), which supports value creation for companies and executives through brands and communities centered on the economic magazine “Forbes JAPAN.” Through a group company, SBI Holdings has acquired shares of linkties Holdings, making it an equity-method affiliate of SBI Holdings.



1. Background and purpose of the alliance

SBI Group possesses a unique competitive advantage that enables 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 globally, and diverse overseas operations spanning 26 countries and regions worldwide. Since establishing SBI NEO MEDIA HOLDINGS Co., Ltd. (hereinafter “SBI NMH”) as the core company to oversee the Group’s media, entertainment, and marketing businesses, SBI Holdings has 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; SBI MUSIC CIRCUS, known for producing some of Japan's largest entertainment events; and LuaaZ, which possesses advanced social media marketing capabilities.

On the other hand, linkties Holdings is a "professional group of executive marketing" that develops multifaceted businesses beyond the framework of traditional media, centered on the economic magazine "Forbes JAPAN," the lifestyle media "OCEANS," and the luxury watch magazine "Chronos Japan Edition." linkties Holdings maintain a broad and high-quality reader community, ranging from business leaders such as executives, investors, and entrepreneurs to those seeking high-sensitivity lifestyles. Beyond simple information dissemination, they excel at storytelling to maximize corporate social value and Intellectual Property (IP) value through the operation of exclusive communities like the "Forbes JAPAN SALON" and award programs such as "30 UNDER 30," "WOMAN AWARD," and "ART & BUSINESS AWARD."

Furthermore, utilizing the expertise and networks cultivated through their media business, linkties Holdings has built an ecosystem to support the sustainable growth of companies from multiple angles. This includes "link-ties digital," which provides DX support; "link-ties works," which assists with M&A and business succession; and "TPO," which handles pioneering concierge services in Japan. Under the purpose of "Building Better Links—Discovering, connecting, and creating happiness," linkties Holdings is working to realize a prosperous society as a global media group that organically combines business and lifestyle to create new value.

Under these circumstances, it is expected that by combining the strengths of the SBI Group and linkties Holdings, synergies will be generated in strengthening content production capabilities for the in-house agency function led by SBI NMH and in creating value for various IPs produced by the SBI Group or acquired through the Contents Fund. This will further expand the SBI Neo-media ecosystem and enhance the corporate value of both parties.

2. Future developments

Through this Capital and Business Alliance, both companies will leverage their respective strengths to create the following synergies:

(1) Promotion of branding measures utilizing Forbes JAPAN

Jointly implement measures to promote registration for "Forbes JAPAN" paid memberships targeting customers of SBI SECURITIES Co., Ltd., as well as SBI Group branding measures targeting "Forbes JAPAN" customers.

(2) Collaboration in the SBI Group's advertising agency and marketing operations

linkties Holdings will support the production work (website construction, SEO measures, advertising distribution, video planning/production, event planning/operation, sponsor acquisition, etc.) for SBI NMH's advertising agency business and the marketing operations of various SBI Group companies.

(3) Maximizing IP value within the SBI Neo-media ecosystem

Subject to mutual consultation, work towards maximization of IP value by exploring multi-channel developments that combine IPs such as talent and characters owned or produced by the SBI Group with magazines, web media, and events owned by linkties Holdings.

(4) Collaboration in the digital media content field

Achieve mutual growth for both parties by linking linkties Holdings' media content and brands with media and publishing companies owned by the SBI Group. This includes expanding media planning and production capabilities and brand power into other channels such as events, awards, and social media dissemination.

(5) Joint hosting of "SBI SMALL GIANTS powered by Forbes JAPAN" (provisional name)

Jointly host "SBI SMALL GIANTS powered by Forbes JAPAN" (provisional name), an event that discovers companies with globally competitive technologies and content rooted in local regions and supports their growth by utilizing the power of media.

(6) Collaboration for regional revitalization

Discuss the possibility of collaboration between the media business of linkties Holdings and regional revitalization events conducted by companies belonging to the SBI Neo-media ecosystem, such as SBI MUSIC CIRCUS Co., Ltd. and CoinPost Inc.

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 linkties Holdings]

Company name	linkties Holdings Co., Ltd.
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Head office	Higashiazabu 1-chome Bldg. 2F, 1-9-15 Higashiazabu, Minato-ku, Tokyo
Job title and name of representative	President and Representative Director, Yutaro Tsunoda
Principal business	(1) Media/Contents business (2) DX/Digital Solution business (3) Executive Community business (4) Concierge/Welfare business (5) M&A/Management Support business
Number of employees	180 (Group consolidated)
Website	https://linkties-holdings.com/

For further information, please contact:

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