



October 15, 2024

Company name: Oricon Inc.
Name of representative: Koh Koike, President and Representative Director
(Securities code: 4800;
TSE Standard Market)
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Notice Concerning Acquisition (Consolidation) of ShinASA INC.

Oricon Inc. (the "Company") is pleased to announce that the Company has acquired all shares in ShinASA INC. ("ShinASA"), making them a consolidated subsidiary of the Company. Details of this acquisition are provided below.

1. Reason for share acquisition:

ShinASA is a specialized advertising planning and production company, established primarily by members who previously led the sales division of a major advertising agency. The team consists of experienced professionals with extensive expertise in advertising production, including promoting sports events for major clients and creating digital content.

By leveraging ShinASA's expertise, the Company can now offer a diverse range of high-value services, such as television and video advertising, to companies covered by its CS (Customer Satisfaction) rankings. Additionally, ShinASA aims to further expand its business with the financial backing of the Company. Both companies will build a mutually beneficial relationship and work together to enhance brand and corporate value.

2. Overview of the subsidiary:

1. Company name	ShinASA INC.	
2. Office location	1 Kandaiwamoto-cho, Chiyoda-ku, Tokyo JAPAN	
3. Representative	Hidekuni Tachibana, Representative Director	
4. Business description	Media Business, Promotion Business, Digital Business, Content Business, Music Business	
5. Share capital	9.7 million yen (as of April 30, 2024)	
6. Established	May 26, 2017	
7. Relationships with the Company	Capital Ties	NA
	Personal Relations	NA
	Business Relations	NA

* The major shareholders, operating results and financial position of the company in question are not disclosed due to confidentiality obligations between the parties.

3. Number of shares acquired, acquisition price, and status of shares held before and after acquisition:

① Number of shares held before the change	0 Shares
② Number of shares acquired	182 Shares
③ Number of shares held after the change	182 Shares (Percentage of voting rights held: 100%)

*The acquisition price is undisclosed based on the confidentiality agreement between the parties. The acquisition price was determined through discussions between the parties after reasonable consideration of the results of a stock valuation by outside experts and legal and financial research.

4. Schedule for the share transfer:

① Date of Signing	October 15, 2024
② Date of Closing	October 15, 2024

5. Future outlook:

The impact of this transaction on the consolidated financial results for the current fiscal year is under review, and as of now, there are no changes to the full-year consolidated earnings forecast announced on May 8, 2024. If the need for timely disclosure arises in the future, the Company will promptly make the required disclosures.

[End]