



[Translation]
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Company Name: Nippon Television Holdings, Inc.
Representative: Yoshikuni Sugiyama
Representative Director, Chairman
and Chief Executive Officer
(TSE Prime Market, Stock Code: 9404)
Contact: Shin Ono
Managing Director, Investor Relations &
Shareholder Relations, Corporate
Administration & Human Resources
Telephone: +81-03-6215-4111

Acquisition and Additional Investment in NeoRealX

— Aiming to Create and Expand Business Opportunities in the XR Sector —

Nippon Television Network Corporation (Headquarters: Minato-ku, Tokyo; President and Senior Executive Operating Officer: Hiroyuki Fukuda; hereinafter "Nippon TV"), a wholly owned subsidiary of Nippon Television Holdings, Inc., has officially made NeoRealX Inc. (Headquarters: Minato-ku, Tokyo; President: Kiyoyasu Ando; hereinafter "NeoRealX") a subsidiary and completed an additional investment of 350 million yen. Including contributions from external investors, NeoRealX's total funding for this round amounts to 540 million yen.



■ Background and Objectives

Under its Medium-Term Management Plan 2025–2027, the Nippon TV Group is committed to transforming into a global content company and actively leveraging advanced technology.

NeoRealX was established in 2023 as a joint venture between Nippon TV and Alpha Code Inc. In 2025, it became the first Nippon TV Group entity to win the Grand Prix in the VR category at the Lumiere Japan Awards, an esteemed award ceremony recognizing excellence in advanced imaging and content in Japan. This acquisition and investment aim to further strengthen the Group's initiatives in the XR (Extended Reality) field, a market poised for significant growth.

By combining NeoRealX's technical expertise and creative proposal capabilities, we will provide new experiential value through XR content and drive business expansion. Concurrently with this transaction, NeoRealX and Nippon TV have dissolved their capital relationship with Alpha Code Inc.

■ Overview of NeoRealX Inc.

NeoRealX

Representative: Kiyoyasu Ando, President

Location: 2-14-5 Mita, Minato-ku, Tokyo (Freund Mita 4C) Effective June 2026

URL: <https://neorealx.com/>

Core Business:

Planning and production of XR (VR/AR/MR) content.

Production of experiential content and immersive spaces.

XR solutions for regional revitalization and tourism.

Development of simulation content for disaster prevention, medical, educational, and training purposes.

Planning and development of XR experiences in the entertainment sector.

Development of interactive content and applications.

NeoRealX is an XR Creative Tech Company that delivers value centered on "experiences" that transcend traditional video boundaries by fusing XR (VR/AR/MR) technologies with high-end video production capabilities.

The company has a proven track record of solving regional challenges in collaboration with local governments. Notable projects include VR tourism content for Tsushima City (Nagasaki Prefecture) and disaster prevention VR experiences for Ehime Prefecture. It has also deployed XR-driven tourism and promotion strategies for Genkai Town (Saga Prefecture), Nanjo City (Okinawa Prefecture), and Fuefuki City (Yamanashi Prefecture), and signed partnership agreements with Nachikatsuura Town (Wakayama Prefecture), Ritto City (Shiga Prefecture), and Moriyama City (Shiga Prefecture) to promote the social implementation of XR technology.

Furthermore, NeoRealX is driving XR adoption in the industrial sector, including the development of spatial advertising solutions with major transit advertising firms and Smart Industrial Safety solutions using AR glasses in collaboration with multiple energy companies.

The company is also strengthening its foundation in cutting-edge technology, recently acquiring intellectual property related to XR from a major electronics manufacturer. Through these diverse initiatives across tourism, regional revitalization, disaster prevention, healthcare, education, training, and entertainment, NeoRealX aims to create value that moves people's hearts and inspires action through immersive experiences.

■ Impact on Financial Results

The impact of this transaction on the consolidated financial results of Nippon Television Holdings, Inc. is expected to be minimal.

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