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Completion of Acquisition of Shares Involving Change of Subsidiary

Web Media Company Specializing in Sports to Join Minkabu group

It is pleased to announce today that livedoor Co., Ltd., (hereinafter “Livedoor”, Chiyoda-ku, Representative: Naohito Miyamoto, COO), a fully owned subsidiary of MINKABU THE INFONOID INC. (hereinafter “Minkabu”), has completed the acquisition of all shares of CWS Brains, LTD. (hereinafter “CWS”, Chiyoda-ku, Representative: Kazumi Fujita, President) held by KOEI TECMO HOLDINGS CO., LTD. (Yokohama, Representative: Yoichi Erikawa, President & CEO), and made it a wholly owned subsidiary of Livedoor.

1. The purpose of the acquisition

Livedoor media, with 80 million monthly users, is positioned as the core of the Group's media business. The basic strategy of the Group's media business is to develop specialized media such as entertainment, sports, and as vertical media based on the information spreading power of livedoor Blog, a UGC (User Generated Content) media, and the content spreading power of livedoor NEWS, a PGC (Professionally Generated Content) media, with over 30 million followers on SNS. The Group has positioned the development of vertical media in specialized media such as financial, entertainment, gourmet, and sports as a basic strategy for its media business. At the same time, Minkabu will establish a nurturing process for majoring information transmitters, which is indispensable for the creator economy, through UGC/PGC collaboration and SNS transmission capabilities that do not depend solely on advertising revenue, and develop the business as a creator platform.

Livedoor, as a part of Minkabu's group strategy above, acquired CWS as a consolidating subsidiary, which operates, “Ultra WORLD soccer!” (<https://web.ultra-soccer.jp/>), a major soccer information specialized media with one of top ranked soccer-related news distributions in number in the industry and 10 million monthly unique users. With this acquisition, Livedoor has expanded its monthly user base to 90 million users, and aims to enhance vertical media services in sports as well as expand the users of “Ultra WORLD soccer!” by making use of the spreading power of “livedoor NEWS” and cooperation with other vertical media including “livedoor

Blog”. Further, Minkabu group moves forward with a new customer experience and improvement of user loyalty in the field of sports too, by utilizing the token economy by starting web3 optimization of “Ultra WORLD soccer!”.

2. The detail of the subsidiary of the subsidiary to be transferred

(1)	Name	CWS Brains, LTD.
(2)	Location	1-8-10 Kudan-Kita, Chiyoda-ku, Tokyo
(3)	Representative	Representative: Naohito Miyamoto
(4)	Description of business	Operation of sports information media sites etc.
(5)	Common stock	244 million yen
(6)	Date of incorporation	December 26th, 1989

3. Forecast

Minkabu estimates the impact on the consolidated results from this acquisition will be minimal.

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