



April 21, 2023

Nippon Television Holdings, Inc.
(Ticker: 9404, Prime Market, Tokyo Stock Exchange)

Notice Concerning Purchase of Shares of la belle vie Inc.

Nippon Television Holdings, Inc. (hereafter “the Company,” headquartered in Minato-ku, Tokyo and headed by Representative Director and Chairman Yoshikuni Sugiyama) has purchased all the shares of major fashion e-commerce website operator la belle vie Inc. (hereafter “la belle vie,” headquartered in Minato-ku, Tokyo and led by Representative Director Alain Soulas) and today entered a stock transfer agreement with la belle vie founder Mr. Alain Soulas and other concerned parties to make la belle vie a wholly owned subsidiary (hereafter “the Transaction”) of the Company.

The Transaction will be executed on May 19, 2023.

■ Purpose of the Shares Purchase

Driven by its motto “At the Forefront of Inspiration and Reliability,” Nippon TV engages in businesses that enrich consumers’ lives. Moreover, under its slogan “More than just TV: Moving beyond borders,” it promotes business expansion that cross the boundaries of the broadcasting business. To date, Nippon TV has leveraged its reliability as a broadcaster to sell merchandise mostly through television infomercials. On this occasion, it has decided to make major fashion e-commerce website operator la belle vie a 100% wholly owned subsidiary to provide consumers with greater convenience and conduct merchandise sales that enrich lives.

la belle vie primarily operates flash sales (e-commerce sales of selected brands in a short period of time). It offers consumers superior merchandise at affordable prices and has established a strong position in the fashion e-commerce industry. The Company Group will aspire to bolster its merchandise sales business by leveraging la belle vie’s IT infrastructure, human resources and expertise to advance the digitalization (switch to e-commerce) of its merchandise business. It will also collaborate with la belle vie to mutually expand their merchandise lineup and services. Through the Transaction, the Company will aim for net sales of JPY 540 billion and operating profit of JPY 70 billion in fiscal year 2024, a target put forth in the Medium-Term Management Plan 2022 to 2024.

■ Overview of la belle vie

As of December 31, 2022

1. Company Name	la belle vie Inc.	
2. Address	Oak Akasaka Building 5F 7-1-16 Akasaka, Minato-ku, Tokyo	
3. Representative	Alain Soulas, Representative Director	
4. Business	Retail sales of clothing, accessories, adornments, sundries and more	
5. Capital	JPY 100 million	
6. Date of Establishment	March 24, 2009	
7. Major Shareholders and Percent Owned	ZE Start 2 HK Limited (18%), Super China (Hong Kong) Limited (16%), Sales Japan HK Limited (14%)	
8. Relationship Between the Company and la belle vie	Capital relationship	None
	Personal relationship	None
	Transactional relationship	None

9. Financial Performance of la belle vie for the Last Three Years (Millions of JPY)			
Year Ended	December 2020	December 2021	December 2022
Net Sales	14,995	16,083	15,737
Operating Profit	760	574	282
Recurring Profit	763	591	338
Net Profit	1,078	459	412

※The Transaction is not subject to timely disclosure requirements. However, the Company is voluntarily disclosing the above information upon deeming it to be beneficial. As such, information required for timely disclosure has been partially omitted.

※There are no capital, personal, and transactional relationships between the Company and the shareholders of la belle vie, the counterparty in the shares purchase, that need to be mentioned.

labellevie

inc.

Under the mission of “designing next-generation shopping experiences,” la belle vie has used its accumulated data and technology to build a platform that makes effective recommendations to customers since its establishment in 2009. la belle vie’s strength lies in its ability to make personalized merchandise recommendations, which it will leverage to create a new shopping experience that connects customers with brands.

■ Superiority of la belle vie’s Online Flash Sales Websites GLADD and GILT



GLADD and GILT are flash sales websites operated by la belle vie. With a combined membership base that exceeds 5.5 million users, they have approximately 10,000 famous brands and popular specialty shops as official partners and have grown into two of the largest flash sales websites in Japan.

■ Purchase Price

In accordance with the non-disclosure agreement with the counterparty, the purchase price will not be disclosed.

■ Schedule

1. Date of Agreement	April 21, 2023 (today)
2. Date of Share Transfer	May 19, 2023 (expected)

■ The effect of the Transaction on the consolidated financial performance is expected to be immaterial.

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(Reference Material)
To Members of the Press
Press Release

April 21, 2023
Nippon Television Holdings, Inc.

Notice Concerning Purchase of Shares of la belle vie Inc.

Nippon Television Holdings, Inc. (hereafter “the Company”) has purchased all the shares of major fashion e-commerce website operator la belle vie Inc. today.

■ Purpose of the Shares Purchase

The Company Group is comprised of 53 subsidiaries and 35 affiliates (as of the end of December 2022), with the Company, a certified broadcasting corporation, and Nippon Television Network Corporation at the core. The Company Group’s greatest strength lies in its content creation expertise, which it uses to the fullest to conduct businesses across a vast realm that spans television broadcasting, video streaming, merchandise sales, films, events, and more.

In the Medium-Term Management Plan 2022 – 2024 formulated in fiscal year 2022, the Company allocated JPY 100 billion to proactively make strategic investments. Driven by the motto “More than just TV,” the Company has set out to evolve into an integrated content company that provides content and services that enrich people’s lives through video content, merchandise, events, life and health-related businesses, and more.

la belle vie Inc. (hereafter “la belle vie”) is a major fashion e-commerce website operator that offers flash sales (e-commerce sales of selected brands in a short period of time). With “designing next-generation shopping experiences” as its corporate philosophy, la belle vie has used its accumulated sales data and outstanding technology to build a platform that makes effective recommendations to customers since its establishment in 2009. The two websites it operates, GLADD and GILT, each boast approximately 3 million users, with a combined total of 5.5 million users, and offer merchandise from around 10,000 brands. They are the largest flash sales e-commerce website in Japan.

As COVID-19 has led to the expansion of the online community and the importance of digital marketing and other forms of digitalization increased, The Company deemed that welcoming la belle vie into the Company Group will contribute to the enhancement of the overall consortium’s corporate value.

■ Expected Synergies

By combining its strengths with those of la belle vie, the Company Group expects synergies that will contribute to business growth for both parties. la belle vie boasts superior technology and

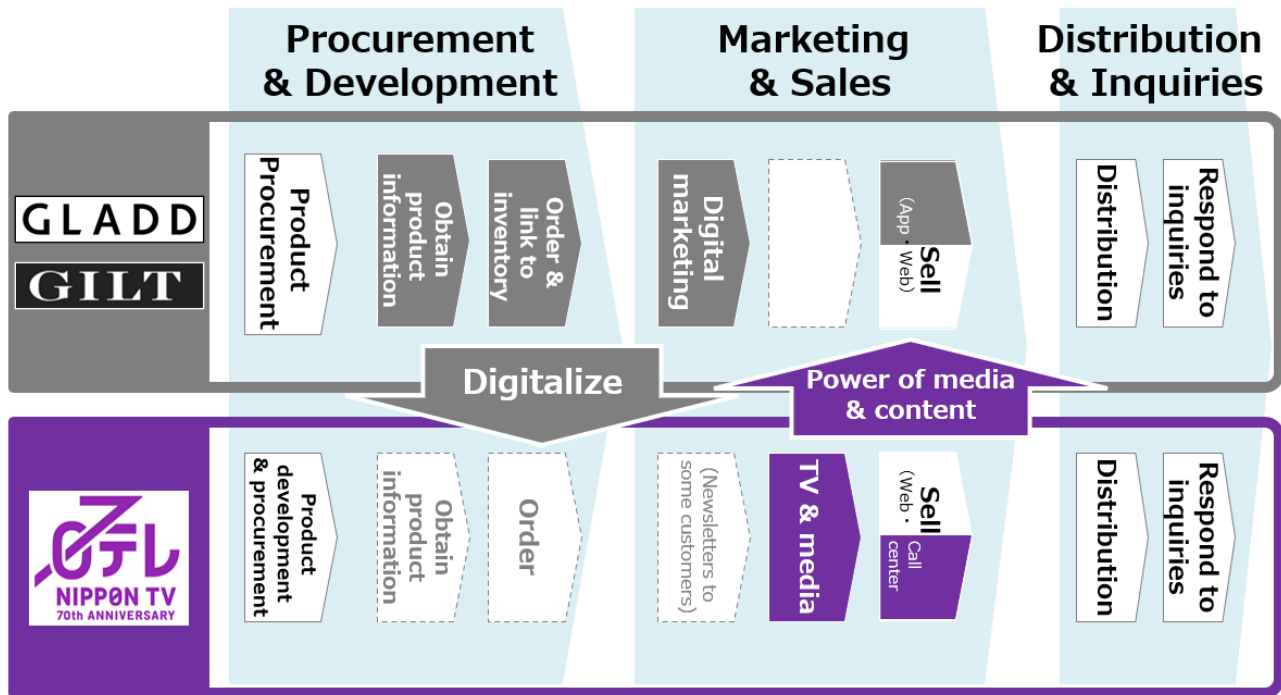
accumulated sales data to operate flash sales, which will be leveraged with the Company Group's expansive customer reach through its television infomercial business, content creation and prowess as a media outlet. The Company plans to establish a collaboration committee to bring synergies to fruition.

Growth Synergies of the Company Group

1. Advance the digitalization of television infomercial and existing e-commerce businesses: Using la belle vie's IT infrastructure and digitalization expertise, the Company expects to bolster its digital marketing, further digitalize IT links with suppliers, and boost revenue and profit from existing businesses.
2. Consolidate and share common functions: Profit increase can be expected through consolidating and sharing common functions such as logistics and distribution, responding to inquiries, taking pictures and videos of merchandise, and IT services.
3. Improve sales of the Company Group's products and services: Revenue and profit growth can be expected from increasing the sales channels of current merchandise businesses like television infomercials and various events, as well as experiential services such as its Dream Coaching sports instruction classes.
4. Strengthen new product development and procurement capabilities by mutually introducing suppliers: Increased sales can be expected via mutually introducing suppliers who were previously out of reach, which leads to new product development and better procurement for the television infomercial and existing e-commerce businesses.

Growth Synergies of la belle vie

1. Stronger marketing through the Company Group's media reach: Sales growth can be expected from taking advantage of the media prowess that terrestrial broadcasting and the companies in the group enjoy in order to reach a vast customer base.
2. Revenue and profit can be expected to increase by availing of the Company Group's creators for marketing and staging to promote content better.



■ Company Overview of la belle vie

Name: la belle vie Inc.
Address: Oak Akasaka Building 5F 7-1-16 Akasaka, Minato-ku, Tokyo
Date of Establishment: March 24, 2009
Capital: JPY 100 million
Representative: Alain Soulas, Representative Director
Main Business: Operation of fashion e-commerce websites
(Operate flash sales websites GLADD and GILT, as well as family sale solution White Label)

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