



January 24, 2024

Company name: USEN-NEXT HOLDINGS Co., Ltd.
Representative: Yasuhide Uno, President, Representative
Director & CEO
(Securities code: 9418)
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Notice on a Change of the Trade Name and a Partial Amendment to the Articles of Incorporation

As announced in the “Notice on the Establishment of a Record Date to Convene an Extraordinary General Meeting of Shareholders” dated January 12, 2024, USEN-NEXT HOLDINGS Co., Ltd. (the “Company”) had established a record date to convene an Extraordinary General Meeting of Shareholders of the Company. The Company hereby announces that at a meeting of the Board of Directors held today, the Company passed a resolution to submit proposals for a change of the trade name and a partial amendment to the Articles of Incorporation at the Extraordinary General Meeting of Shareholders of the Company that is scheduled for March 13, 2024 (the “Extraordinary General Meeting of Shareholders”). The details are as follows:

1. Change of the trade name

(1) Reason for the change

The Company was established on December 1, 2017 as a holding company through the management integration of USEN CORPORATION and U-NEXT Co., Ltd. USEN CORPORATION started its business in 1961 by offering cable music broadcasting, a subscription service that had not yet existed at the time. It currently serves as the management foundation for the diverse range of businesses the Group has rolled out.

Meanwhile, U-NEXT Co., Ltd. integrated management in 2023 with Premium Platform Japan, Inc., which operates “Paravi.” It has established a strong user base and enhanced its content to become the largest domestic video distribution platform with about 4.2 million subscribers.

The Company is making steady progress with the medium-term management plan “Road to 2025,” which started in 2022. In transitioning to a new phase of growth with an eye on the future, the Company has decided to change its trade name from USEN-NEXT HOLDINGS Co., Ltd. to U-NEXT HOLDINGS Co.,Ltd.

With the corporate slogan “Brighten the future,” the Company has leveraged technology to solve various issues that prevent the Group’s vision from coming true. “U-NEXT” is indeed a word that symbolizes “Brighten the future.” Encapsulated in it is the Company’s aspiration to transform the stores and towns where people gather and to bring more joy and excitement to everyday life.

The Company will continue to aim for further corporate growth to be a corporate brand that garners trust and anticipation from even more people.

(2) New trade name

U-NEXT HOLDINGS Co.,Ltd.

(3) Scheduled date of change

April 1, 2024

* The change is subject to the approval of a partial amendment to the Articles of Incorporation at the Extraordinary General Meeting of Shareholders.

2. Partial amendment to the Articles of Incorporation

(1) Reason for the amendment

This is to amend Article 1 (Trade Name) of the current Articles of Incorporation in order to make the trade name change mentioned in 1 above.

(2) Detail of the amendment

The detail of the amendment is as follows:

(Amended parts are underlined.)

Current Articles of Incorporation	Proposed Amendment
Chapter I: General Provisions (Trade Name) Article 1: The company shall be called “Kabushiki Kaisha <u>USEN-NEXT</u> HOLDINGS,” which, in English, shall be “ <u>USEN-NEXT</u> HOLDINGS Co,Ltd.”	Chapter I: General Provisions (Trade Name) Article 1: The company shall be called “Kabushiki Kaisha <u>U-NEXT</u> HOLDINGS,” which, in English, shall be “ <u>U-NEXT</u> HOLDINGS Co,Ltd.”

(3) Schedule

Extraordinary General Meeting of Shareholders: March 13, 2024 (tentative)

Effective date of the amendment to the Articles of Incorporation: April 1, 2024 (tentative)