



STANDARD
TOKYO

March 29, 2024

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.
Representative: Representative Director
Yuichi Kouno
(TSE Standard Code: 4293)

(Revised) Partial Revisions to “Information Regarding Controlling Shareholders, etc.”

SEPTENI HOLDINGS CO., LTD. hereby informs you that there were some errors in the descriptions of “Information Regarding Controlling Shareholders, etc.” disclosed on December 21, 2022.

1. Reason for Corrections

It has been found that there were some errors in the descriptions of “Information Regarding Controlling Shareholders, etc.” disclosed on December 21, 2022, the following corrections have been made.

2. Corrections

3. Matters Regarding Transactions with Controlling Shareholders, etc.
[Before the corrections]

(unit: thousand yen)

Category	Name	Transaction Content	FY2021 (From October 1, 2020 to September 30, 2021)		FY2022 (From October 1, 2021 to September 30, 2022)	
			Transaction Amount*1	Unsettled Positions	Transaction Amount*1	Unsettled Positions
Subsidiary of Parent Company	Dentsu Inc.	Sales of advertisement	8,987,931	3,454,226	19,141,813	2,536,653
Parent Company	Dentsu Group Inc.	Loaning of funds *3	—	—	<u>9,412,676</u>	—
		Collection of funds *3	—	—	<u>10,969,179</u>	—
		Interest received *3	—	—	188	—
		Share exchange	—	—	6,218,308	—
		Acquisition of shares	—	—	31,249,999	—
		Issuance of shares through third-party allotment	—	—	32,605,239	—

*1 The transaction amount is net sales or cost of sales, which refers to the total amount of transaction.

*2 The transactions with the parent company and subsidiary of the parent company above are determined after negotiations considering market price and business content.

*3 Some of the Company’s consolidated subsidiaries participated in CMS (cash management system) introduced by the Dentsu Group Inc. However, CMS contracts between these consolidated subsidiaries and Dentsu Group Inc. have been cancelled. The interest rate on loans is reasonably determined by considering market interest rates.

[After the corrections]

(unit: thousand yen)

Category	Name	Transaction Content	FY2021 (From October 1, 2020 to September 30, 2021)		FY2022 (From October 1, 2021 to September 30, 2022)	
			Transaction Amount*1	Unsettled Positions	Transaction Amount*1	Unsettled Positions
Subsidiary of Parent Company	Dentsu Inc.	Sales of advertisement	8,987,931	3,454,226	19,141,813	2,536,653
Parent Company	Dentsu Group Inc.	Loaning of funds *3	—	—	<u>1,045,853</u>	—
		Collection of funds *3	—	—	<u>1,218,798</u>	—
		Interest received *3	—	—	188	—
		Share exchange *4	—	—	6,218,308	—
		Acquisition of shares *5	—	—	31,249,999	—
		Issuance of shares through third-party allotment *6	—	—	32,605,239	—

*1 The transaction amount is net sales or cost of sales, which refers to the total amount of transaction.

*2 The transactions with the parent company and subsidiary of the parent company above are determined after negotiations considering market price and business content.

*3 Some of the Company's consolidated subsidiaries participated in CMS (cash management system) introduced by the Dentsu Group Inc. However, CMS contracts between these consolidated subsidiaries and Dentsu Group Inc. have been cancelled. The interest rate on loans is reasonably determined by considering market interest rates.

*4 The share exchange aimed to make Dentsu Direct Inc. a wholly-owned subsidiary of the Company, and the share exchange ratio was reasonably determined through negotiations based on the calculation by an independent third-party institution. Furthermore, the transaction price was reasonably determined through negotiations based on the calculation by an independent third-party institution.

*5 The transfer of shares aimed to convert Dentsu Digital Inc. into an equity method affiliate of the Company, and the transaction price was reasonably determined through negotiations based on the price calculated by an independent third-party institution.

*6 The transaction price for the issuance of shares through third-party allotment was reasonably determined through negotiations based on the price calculated by an independent third-party institution.

■ Contact Information

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