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April 1, 2024

Company name:	MINKABU THE INFONOID INC.	
Representative:	President and CEO/CFO	Ken Uryu
Listing:	Growth Market, Tokyo (4436)	
Contact:	Executive Officer	Yosuke Maeda (Tel: +81-3-6274-6490)

### **Announcement Regarding Establishment of the Subsidiary**

~ Establishing a new structure with the aim of strengthening the content capabilities of the group, improving its media value based on that, and expanding the merchandising business~

MINKABU THE INFONOID, Inc. (hereinafter referred to as "the Company," Headquartered in Minato-ku, Tokyo, Representative Director, President and CEO/CFO: Ken Uryu) hereby announces that at today's Board of Directors meeting, it was resolved to establish a subsidiary company as follows.

In addition, this disclosure falls under the criteria for minor disclosure, but it is disclosed voluntarily as deemed useful for investment decisions.

#### **1. Purpose and Business Overview of the Subsidiary**

In our group's media business, we are pursuing synergies between PGC (Professionally Generated Content) and UGC (User Generated Content) media, expanding specialized media in the upstream processes of content supply, and promoting business scope expansion and revenue diversification through monetization of the 100 million user contacts we have acquired through these efforts. In November 2023, we launched the mobile phone service "livedoor MOBILE" using the MVNO scheme, and also started offering the SIM-based fan club service "Oshi-Pass" to support the lifestyle trend of "Oshi-Katsu." Furthermore, in February 2024, we held a large-scale K-POP event called "Kstyle Party" in collaboration with "Kstyle," the number one Korean entertainment media in Japan operated by our group, which received significant attention both domestically and internationally. We are steadily promoting our business to expand our business scope and diversify our sources of revenue.



We have established a new subsidiary, Contents Monster Co., Ltd. (hereinafter referred to as the "New Company"), with the aim of (1)further enhancing the media value of our group, strengthening our contents supply capabilities, (2)expanding our merchandising business centered around contents, and (3)further diversifying our sources of revenue by contributing to the revenue through the creation of contents. At the same time, we have transferred all operations related to the provision of "Oshi-Pass" and the management of the large-scale K-POP event "Kstyle PARTY," which we have been offering, to the New Company, aiming for further development of these businesses.

In operating the New Company, we have appointed Choi Jong Hwan, who is well-versed in the entertainment businesses of Japan and Korea, as the Representative Director, President, and COO, and we have assembled a team with extensive experience in the contents industry to strengthen the business promotion structure. Furthermore, we will strive to enhance the value created by the contents by promoting various collaborations to expand synergy with the monetization engine of our group's media business, such as mobile business ("livedoor MOBILE"), EC business ("livedoor Shopping"), and banking agency business ("livedoor Bank"), in addition to media with 100 million user contacts.

## 2.Outline of the subsidiary

(1)Name	Contents Monster, Inc.	
(2)Location	1-9-1,Higashi-Shimbashi Minato-ku,Tokyo	
(3)Position and Name of the Representative	Representative Director, Chairman of the board & CEO, Ken Uryu Representative Director & COO, Choi Jong Hwan	
(4)Description of business	Membership Service, Content production, operation, and distribution businesses	
(5)Common Stock	10 mil yen	
(6) Date of incorporation	April 1, 2024	
(7) Major shareholders and their rate of shareholding	MINKABU THE INFONID, INC. 100%	
(8)Relationship between listed company and the company concerned	Capital Relationship	Wholly owned by the Company
	Personal Relationship	Our director serves as the chairman of the board of directors, and several of our directors and employees concurrently serve as directors and auditors.
	Transactional Relationship	The Company provides various corporate services such as office rental and others.

### 3.Management structure

Position	Name	Remarks
Representative Director, Chairman of the board & CEO	Ken Uryu	Representative Director, President & CEO/CFO of the Company, Representative Director, chairman of the board & CEO of Livedoor, Inc.
Representative Director & COO	Choi Jong Hwan	-
Director,CCO ( Chief Contents Officer )	Yuki Yamamura	Executive officer of the Company
Director	Naoto Miyamoto	Senior Managing Director of the Company Representative Director, President & COO of Livedoor, Inc
Auditor	Yosuke Maeda	Executive officer of the Company

[Supplemental Information] The career history of Choi Jong Hwan, Representative Director, President, and COO, is as follows: Fluent in Korean, Japanese, and English, Choi has been consistently involved in the entertainment industry since 2000. His experience includes the Korean distribution of Japanese anime and films, including Studio Ghibli works, as well as planning and operating events for well-known K-pop artists and actors such as ‘Four Cards in Tokyo Dome’. He has also been involved in the planning and production of dramas and manga, and the expansion of online games in the Middle East region. His career spans a wide range of contents businesses, regardless of genre or region.

Year	Carrer
November 1998	Mitsui & Co. Korea Ltd., Metals Division II
March 2000	Korea Film Investment & Development Co., Ltd., Film Business Division, Team Leader
May 2002	Showbox Co.,Ltd., Overseas Business Team, Section Chief
March 2006	Hakuhodo DY Media Partners Inc., Producer
February 2011	Chris & Company Inc., CEO
March 2017	StoryCompany Co.,Ltd., Director of Overseas Business
February 2020	ToryComics Co.,Ltd., Co-Representative
May 2023	Ngel Games Co.,Ltd., CSO

### 4.Schedule

(1)Date of Board of Directors Resolution of the Company	March 15, 2024
(2)Date of Establishment	April 1, 2024
(3)Date of Business Commencement	April 1, 2024

### 5.Future Outlook

This matter will not have any impact on the consolidated financial results for the fiscal year ending March 2024. Regarding the impact for the fiscal year ending March 2025, we plan to announce it at the time of the full-year financial results announcement for the fiscal year ending March 2024 scheduled for May 14, 2024.

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