



KeyHolder, Inc. Business Introduction (Our Business)

FY12, 2023

Updated April 1, 2024

This translation was prepared for reference purposes only. Should there be any inconsistency between the translation and the original Japanese document, the latter shall prevail.



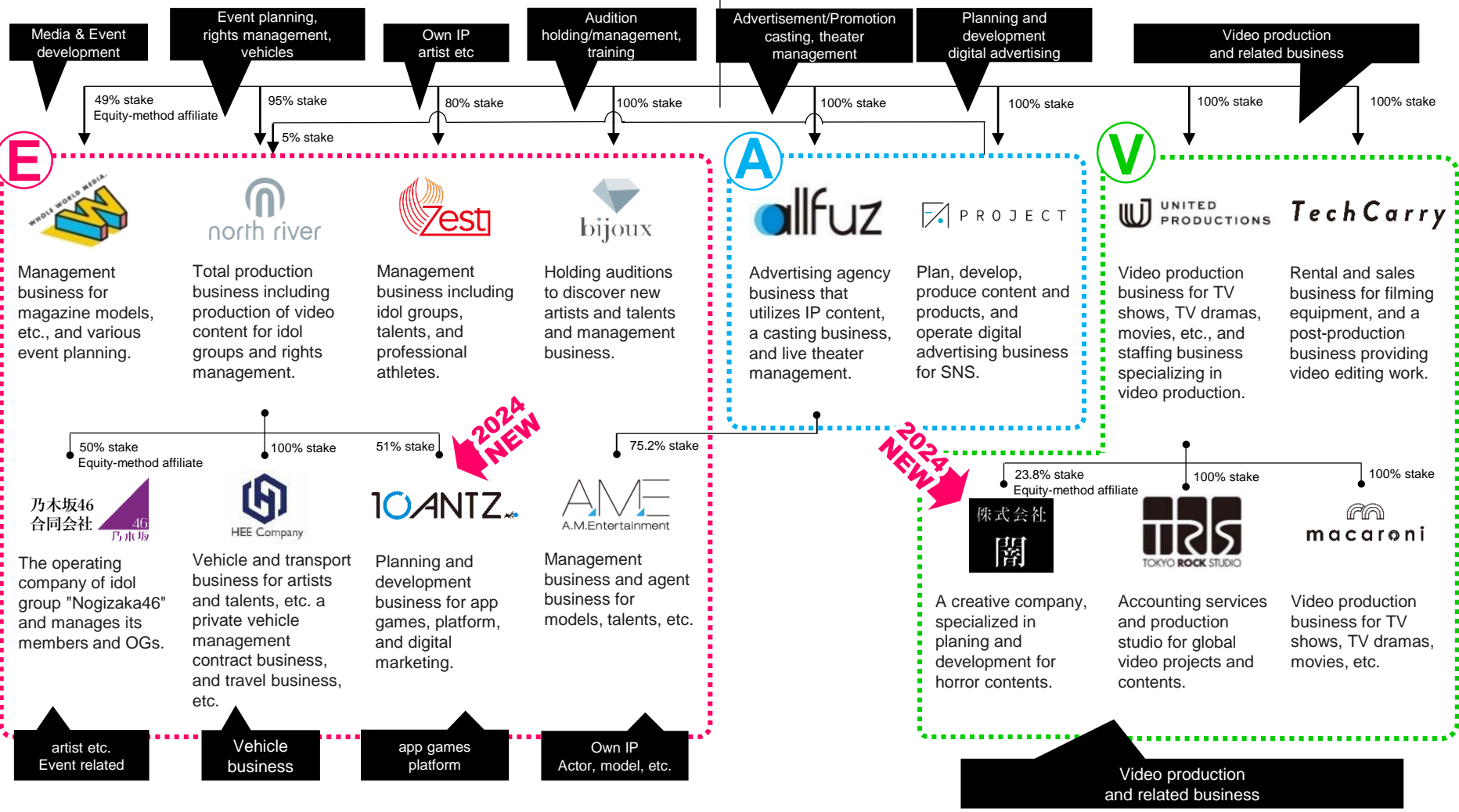
4712

<Our Group - Subsidiaries>



Tokyo Stock Exchange Standard
(Securities Code: 4712)

- E Entertainment business
- V Video & TV program production business
- A Advertising agency business



E Entertainment Business

Our entertainment business mainly develops the activities of artists, celebrities, idol groups, athletes, etc. (collectively referred to as "IP") belonging to or related to the Group. Specifically, in addition to multifaceted management, such as planning and holding live performances and events for these IPs, as well as appearances in TV programs and events hosted by other companies, we are in the process of developing a music copyright business and so forth to generate earnings opportunities. We are striving to create our main sources of income from ticket sales and performance fees for live performances and events, royalties from music and portrait rights, as well as merchandising, such as planning and sales of related goods.

Subsidiaries that make up this business:

Zest, Inc.

- Management business for artists belonging to various groups, such as the female idol group "SKE48", the five-piece rock band "Novelbright", etc. as well as other activities including planning and holding live events, selling merchandise and so forth.
- Concluded a media management (business alliance) contract with a former Japanese national team handball player and a current Japanese national soccer player.

North River Inc.

- Planning and operation of performances, such as live performances and events related to the female idol group "Nogizaka46", and merchandising (MD) business for related goods.
- Recording and editing of live videos of idols and idol groups outside the company, planning and production of video content.

A.M. Entertainment, Inc (A.M.E)

- Management business for talents and models who are active in various fields, such as TV dramas, movies, and stage performances.

HEE Company Inc

- Comprehensive provision of transportation and accommodation arrangements in Japan for live performances and events by domestic and overseas artists and talents.
- Provision of vehicles, hire vehicles, etc. for corporations.



Nogizaka46



SKE48



Novelbright

<Our Business - Entertainment business, Artist introduction>



SKE48



Nogizaka46



Novelbright



et-and-



Sakura Miyawaki



Yuna Ego



Nao Furuhata



MARURI



cumming flavor



Bellemule

<Our Business - Entertainment business, Talent & Actor introduction>



Rina Ikoma



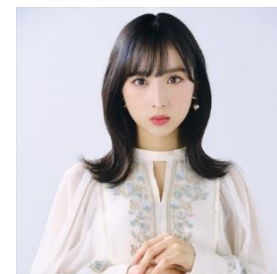
Yumi Wakatsuki



Ayane Suzuki



Megu Taniguchi



Yui Oguri



Yu Fujii



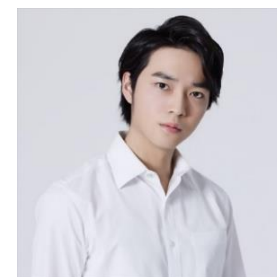
Rina Kaminosono



Marika Tani



Ryo Mishima



Yuuto Oku



Anri Doi Remii



Shinnosuke Tokuda



Hiroki Motoki



Musashi Suzuki



Yuki Arai



Maya Kisanuki



Wataru Endo



Tomoe Tamura



OshiYuki



Video & TV program production business



In this part of our business, we mainly concentrate on the planning and production of variety programs for domestic television.

Specifically, our focus is on a wide range of production activities, such as filming, progress management, editing, and location coordination, for various programs at each TV broadcasting station. We are developing activities, such as planning and putting together proposals.

Subsidiaries that make up this business:

UNITED PRODUCTIONS, Inc.

- Planning and production of various programs such as TV shows, TV dramas, and movies, sports programs
- Planning and production of TV programs for domestic and video distribution platforms
- Investment in film production committee (film production)

TechCarry, Inc.

- Rental and sales business of filming equipment
- Provision of editing (pre-production) business
- Short web-based video production for small corporations and local governments

TechCarry, Inc.

- Accounting services and production studio for global video projects and contents



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YouTube



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<Our Business - Video & TV program production business, Program production results>



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© tv asahi



YouTube



KONAMI YouTube



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© NHK(Japan Broadcasting Corporation)



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©2023 BLUE.MOUNTAIN



©OjiroMakoto・Shogakukan/Movie「KIMISOMU」Production committee



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© YOMIURI TELECASTING CORPORATION



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<Our Business - Video & TV program production business, Temporary staffing results>





Advertising agency business



FA Project

With regards to the advertising agency business, we are developing a casting business that connects companies with talent and IP, as well as planning, progress management, and actual production of various advertising projects. Along with having relationships in the form of being seconded to major domestic advertising agencies, we have a solid track record of activities, such as contributing to campaign planning at convenience stores throughout Japan, with major convenience stores that are expanding nationwide as clients.

In addition, in the digital advertising department, we are developing planning, production and management of web video advertisements for YouTube and LINE, as well as agency activities for affiliate advertisements.

Subsidiaries that make up this business:

allfuz, Inc

- Advertising agency business that utilizes IP content
- Casting business that connects companies with talents and IPs

FA Project, Inc.

- Planning, production and operation of web advertising videos for various clients
- Development of affiliate advertising business
- Operating digital advertising business for SNS



LIVE EMPOWER CHILDREN
2024 Content goods
7dream.com Co.,LTD



© Fuji Television Network, Inc.



“SEVEN SMOOTHIE CAFÉ”
Seven-Eleven Japan Co., Ltd.



「MAKE KEEP MIST」
advertising video
©KOSÉ Corporation



KeyHolder Group



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