

KeyHolder, Inc. Business Introduction Updated September 1, 2025



4712



Special Adviser Yasushi Akimoto (Second largest shareholder)



# KeyHolder

Tokyo Stock Exchange Standard (Securities Code: 4712)



**Entertainment business** 



Video & TV program production business



Advertising agency business



Logistics business





Holding auditions to discover new artists and talents and management business.



The operating company of idol group "Nogizaka46" and manages its members and OGs.



Total production business including production of video content for idol groups and rights management.

Vehicle and

for artists and

transport business

talents, etc. a private

vehicle management

contract business.

and travel business,



Management of idol groups, talents, and professional athletes



Talent management and promotion, hosting and planning of various performances and events.



Planning and development business for app games, platform, and digital marketing.

10/4NT7...



Copyright management and licensing for videos, music, and other copyrighted works.



Management business for magazine models, etc. and various event planning.



Management business and agent business for models, talents, etc.



PROJECT

Plan, develop, produce content and products, and operate digital advertising business for SNS.



Advertising agency business that utilizes IP content. a casting business, and live theater management.



Advertising/promotion Planning and development Digital advertising, etc.





Logistics facility business, transportation business, wholesale business, etc. through a nationwide distribution base network



Management and operation of "Empire Steak House Roppongi", Food and beverage business, etc.



# PRODUCTIONS

Video production business for TV shows, TV dramas, movies, etc. and staffing business specializing in video production.

## Tech Carry



Rental and sales business for filming equipment, and a post-production business providing video editing work.

Video production business for TV shows, TV dramas, movies, etc.



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



A creative company, specialized in planing and development for horror contents.

+ 1 other company

+ 1 other company

Management, event planning, production and operation, rights management, audition hosting, app development, vehicle business, etc.

# **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.

#### Aoi Corporation Inc.

•An entertainment production company that manages actors and models, who have appeared in a variety of major film productions. such as Hiroshi Tamaki and Saki Takaoka.

#### 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

• 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.







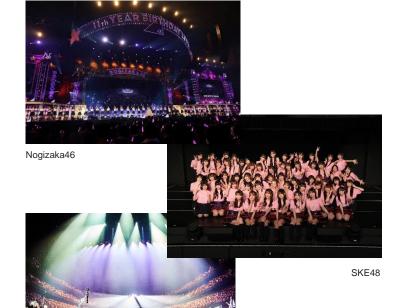
Saki Takaoka



Kunito Watanabe



Nanaha Itose



Novelbright



Hiroshi Tamaki



Kunito Watanabe



Hisamichi Kataoka



Takahiro Kawaguchi



Karasu Hayashi



Saki Takaoka



Koran Kuroda



Nanaha Itose



Riko Nagai



Miu Tomiya



Masanori Uchida



Lcimer



UnpRayable

# < Our Business - Entertainment business, Artist introduction >

























cumming flavor

BNSI

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



Rina Ikoma



Yu Fujii



Anri Doi Remii



Maya Kisanuki



Yumi Wakatsuki



Rina Kaminosono



Ryo Mishima



Wataru Endo



Ayane Suzuki



Marika Tani



Yuuto Oku





Megu Taniguchi



Yui Oguri



Niina Tuji



Ruka Kitano

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



Mio Akiyoshi



Saari Uehara



Makiko Saito



Hiroki Motoki



Naone



Myuna Aoi



Shinnosuke Tokuda



Tomoe Tamura



Karin Yamamoto



Aria Aoi



Sarara Minase



Yuki Arai



Yousuke Kashiwagi



Maira Medouzu



Yuuki Takahata









# 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.

#### 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

#### TOKYO ROCK STUDIO Inc.

- ·Accounting services and production studio for global video projects and contents
- •TOKYO ROCK STUDIO signs partnership agreement with Production Service Network

  (PSN : A curated community of the world's top production services companies, providing live action network services to the world's most prestigious clients.

  Only one company is exclusively selected from each of 50 different regions around the world.)







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Tokyo Broadcasting System

Television







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Tokyo Broadcasting System

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Television





(Japan Broadcasting Corporation)

asahi © TV TOKYO Corporation

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



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YouTube



KONAMI YouTube



© TV TOKYO Corporation





 $@ \ \mathsf{TV} \ \mathsf{TOKYO} \ \mathsf{Corporation} \ @ \ \mathsf{NHK}(\mathsf{Japan} \ \mathsf{Broadcasting} \ \mathsf{Corporation})$ 



©NHK(Japan Broadcasting Corpration)



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© TV TOKYO Corporation





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TELECASTING CORPORATION



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# **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





# **Logistics Business**



In addition to its transportation business with nationwide delivery routes, storage and warehousing business focusing on amusement machines such as pachinko machines, and wholesale business of snacks, food, daily necessities, and general merchandise, the company also operates hotels such as capsule hotels and operates convenience stores as a franchisee.

#### [ Transportation ]

A nationwide delivery network with partners throughout Japan, with Large Logistics bases in Chiba, Saitama and Osaka.



### [ Hotel / Convenience store ]

Operating accommodation facility with an artificial hot spring at the west exit of Sendai Station. Two Ministop stores in Saitama and Aomori prefectures.







#### [ Warehousing / Storage ]

Operating a storage business with capacity of 150,000 amusement machines, mainly pachinko machines, and a warehouse business that stores general merchandise, etc.



#### [ Wholesale ]

We carry a wide range of products, including prizes for amusement halls, mail order items, and products for the retail industry.





















TechCarry

FA Project





















### Cautionary Note Regarding Forward-Looking Statements

Descriptions of performance forecasts and future forecasts in this material are forecasts based on available information and include potential risks and uncertainties. Therefore, please be aware that actual results may differ from these performance forecasts due to various factors. This material is not intended to solicit investment. Please make investment decisions based on your own judgment.