September 24, 2026

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.
Representative: Representative Director, Group President and Chief Executive Officer
Yuichi Kouno
(TSE Standard Code: 4293)

Notice Regarding Acquisition of Shares of Mediahouse Holdings Co., Ltd. (to Make It a Subsidiary)

SEPTENI HOLDINGS CO., LTD. (the "Company") hereby announces that it has resolve, at a meeting of the Board of Directors held today, to acquire shares of Mediahouse Holdings Co., Ltd., ("MH") and make it a subsidiary of the Company (the "Share Acquisition"). The details are described below.

1. Reason for Acquisition of Shares

The Septeni Group (the "Group") holds the mission "To inspire the world with entrepreneurship." In February 2026, we also formulated "VISION 2030" as a guideline for the Group to remain an entity needed by society, advocating "VALUE MAXIMIZER" (a partner that maximizes client corporate value) as our target profile.

Among the basic policies set forth in the current Medium-Term Management Plan (FY2026-2028), under "Deepening Businesses," we aim for further business expansion through the creation of Synergy & Collaboration in existing businesses. In addition, under "Exploring Businesses," we have set accelerating investment in future revenue pillars as a key initiative. In the current fiscal year, which marks the inaugural year of the Medium-Term Management Plan, we have been seeking proactive investment opportunities with the aim of commercializing the HR marketing area.

The Company was established in 1990 with its founding business in recruitment consulting. In the core Marketing Communication Segment, as the digital ratio of overall advertising expenditure in Japan continues to rise, we provide comprehensive DX support for enterprises, primarily major advertisers, by offering integrated marketing services centered on digital advertising.

In the HR marketing area, based on the technology and know-how cultivated through our human capital management over more than 35 years since our founding, as well as data accumulated for over 20 years, we established Human Capital Lab, Inc., which provides AI matching systems and other solutions. In recent years, leveraging our rich track record and know-how built up through digital advertising operations, primarily in the Marketing Communication Segment, we have focused on supporting the operation of job aggregators, and built a strong track record. By combining high-quality digital marketing services that can respond to the diverse needs of client companies held by our core business with HR DX that improves recruitment and training experiences through technology generated from our management, we aim to accelerate client support centered on HR marketing.

Meanwhile, MH holds the mission "To vitalize SMB across the nation," operating businesses such as the HR Tech Business centered on recruitment support and the Mar Tech Business handling web marketing. MH possesses a solid client base for small and medium-sized enterprises (SMBs) backed by its long-standing track record and considers providing comprehensive solutions to as its major strength, earning high external recognition primarily from job aggregators.

In Japan, structural labor shortages are progressing, leading to an increase in corporate recruitment needs and the expansion of the recruitment-related service market. In particular, the performance-based job advertising market is projected to grow at a CAGR of around 20% over the next several years, and it is estimated to expand to account for more than half of the job advertising market by around 2030. Furthermore, HR marketing will play an even more vital role in corporate hiring strategies as we enter the age of AI.

Through this Share Acquisition, the Group’s share in the performance-based job advertising market, where high growth is expected to continue, will be solidified, and the proposal capabilities and purchasing power for clients are expected to be maximized. Furthermore, by acquiring MH’s client base of SMBs, its extensive sales network, and talent equipped with sales skills distinct from our strengths, we will build a robust business foundation that complements our existing client base centered on major enterprises as well as our capabilities.

We decided on this Share Acquisition because we strongly expect synergies that will contribute to deepening existing businesses and expanding the HR marketing area set forth in the Medium-Term Management Plan, in order to realize the maximization of client corporate value as a VALUE MAXIMIZER.

2. Overview of the Subsidiary (Mediahouse Holdings Co., Ltd.) Subject to Change

<table>
<tr><td>(1)</td><td>Company Name</td><td colspan="2">Mediahouse Holdings Co., Ltd.</td></tr>
<tr><td>(2)</td><td>Address</td><td colspan="2">5F Chuo Building, 2-17 Kagurazaka, Shinjuku-ku, Tokyo</td></tr>
<tr><td>(3)</td><td>Title and Name of Representative</td><td colspan="2">Representative Director, President and CEO, Keisuke Hatouchi</td></tr>
<tr><td>(4)</td><td>Business Overview</td><td colspan="2">Recruitment support business, Web marketing business, etc.</td></tr>
<tr><td>(5)</td><td>Capital</td><td colspan="2">¥50 million</td></tr>
<tr><td>(6)</td><td>Established</td><td colspan="2">August 6, 1983</td></tr>
<tr><td>(7)</td><td>Major Shareholders & Shareholding Ratios (as of August 31, 2026)</td><td colspan="2">HK Inc., 24.7%
Mediahouse Holdings Group Employee Stock Ownership Plan, 20.7%
Keisuke Hatouchi, 16.5%</td></tr>
<tr><td rowspan="3">(8)</td><td rowspan="3">Relationship between the Company and Said Company</td><td>Capital Relationship</td><td>No material items.</td></tr>
<tr><td>Personnel Relationship</td><td>No material items.</td></tr>
<tr><td>Business Relationship</td><td>No material items.</td></tr>
<tr><td>(9)</td><td colspan="3">Operating Results and Financial Positions for the Past Three Years
(Millions of yen, unless otherwise noted)</td></tr>
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As of / Fiscal year ended	December 31, 2023	December 31, 2024	December 31, 2025
Net assets	1,312	2,391	2,977
Total assets	5,187	6,449	7,332
Net assets per share (Yen)	1,443.48	2,574.18	3,177.77
Net sales	8,221	11,379	14,501
Operating profit	530	577	648
Ordinary profit	544	698	834
Profit	388	399	2,021
Earnings per share (Yen)	426.91	434.14	2,165.90
Dividend per share (Yen)	60	100	500

(Note) The fiscal year ended December 31, 2023 was a nine-month accounting period from April to December 2023 due to a change in the fiscal year-end.

3. Overview of the Counterparties to the Acquisition of Shares

①HK Inc.

(1)	Company Name	HK Inc.
(2)	Address	Yokohama City, Kanagawa
(3)	Title and Name of Representative	Representative Director, Keisuke Hatouchi
(4)	Business Overview	Asset Management Services, etc.
(5)	Capital	¥100,000
(6)	Established	March 1, 2021
(7)	Net Assets and Total Assets for the Preceding Fiscal Year	Net Assets: - ¥5,518 thousand Total Assets: ¥914,839 thousand
(8)	Major Shareholders & Shareholding Ratios	Due to the counterparty's request, this information remains undisclosed.
(9)	Relationship between the Company and Said Company	There are no notable capital, personnel, or business relationships between the Company and the counterparty to the share acquisition.

②Mr. Keisuke Hatouchi

(1)	Name	Keisuke Hatouchi
(2)	Address	Yokohama City, Kanagawa
(3)	Relationship between the Company and said person	There are no notable capital, personnel, or business relationships between the Company and the counterparty to the share acquisition. In addition, there is no applicable status as a related party.

(Note) HK Inc. (Representative Director: Keisuke Hatouchi) and Mr. Keisuke Hatouchi, both shareholders of MH (the "Said Shareholders), hold 43.1% of the voting rights combined as of today. Between this date and the execution date of the share transfer, the Said Shareholders are stipulated to make best efforts to consolidate all common shares of MH from other existing shareholders of MH, who consist of company insiders of MH, by the effective date of the share transfer.

While the completion of the consolidation of all shares is expected by the effective date of the share transfer, even if the consolidation of all shares is not completed, if the Said Shareholders are able to consolidate two-thirds or more of MH's issued shares (excluding treasury shares), this Share Acquisition will be established, and the Company plans to execute this Share Acquisition and to acquire common shares corresponding to 100.0% of the voting rights ratio of MH by conducting a squeeze-out by the Company for the remaining shares. In addition, the Company and the Said Shareholders have confirmed that there are no particular concerns regarding the consolidation of shares toward satisfying the conditions for the establishment of this Share Acquisition.

The execution status of this Share Acquisition will be disclosed again on the effective date of the share transfer.

4. Number of Shares Acquired, Acquisition Costs, and Shareholding Before and After Acquisition

(1)	Number of Shares Held Before the Change	0 shares (Percentage of voting rights: 0.0%)
(2)	Number of Shares to be Acquired	954,900 shares
(3)	Acquisition Costs	Common shares of Mediahouse Holdings Co., Ltd.: 10,781 million yen Advisory fees, etc. (estimated amount): 57 million yen Total (estimated): 10,838 million yen
(4)	Number of Shares Held After the Change	954,900 shares (Percentage of voting rights: 100.0%)

(Note) As stated in "3. Overview of the Counterparty to the Acquisition of Shares (Note)" above, this section describes the number of shares acquired, the acquisition costs, and the status of shareholding before and after the acquisition in the event that the consolidation of shares by the said shareholders is completed by the effective date of the share transfer.

5. Schedule

(1)	Date of Board of Directors Resolution	September 24, 2026
(2)	Date of Conclusion of the Agreement	September 24, 2026 (scheduled)
(3)	Effective Date of Share Transfer	November 4, 2026 (scheduled)

6. Outlook

This Share Acquisition will have no material impact on the Company's consolidated financial results for the year ending December 31, 2026.

The consolidated earnings forecast for the fiscal year ending December 31, 2027 is currently under careful review and is scheduled to be disclosed in the full-year financial results announcement for the fiscal year ending December 31, 2026, scheduled for February 2027.

■Contact Information
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