



December 22, 2020

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.

Representative: Representative Director, Group President and Chief Executive Officer

Koki Sato

(JASDAQ code: 4293)

Information Regarding Controlling Shareholders, etc.

SEPTENI HOLDINGS Co., LTD. hereby announces information regarding controlling shareholders, etc., with regard to Any Other Associated Company, Dentsu Group Inc.

1. Name of the Parent Company, Controlling Shareholder (excluding Parent Company) and other Related Companies or their Parent Companies

(As of December 22, 2020)

Category	Name	Percentage of Voting Rights (%)	Financial Instruments Exchange, etc., on which Shares are Listed
Any other associated company	Dentsu Group Inc.	20.98	First Section of Tokyo Stock Exchange, Inc.

2. Position of the Company in the Corporate Group of Any Other Associated Company and Relationship between the Company and Any Other Associated Company, etc.

Dentsu Group Inc. (“Dentsu Group”) is any other associated company which has 20.98% of the Company’s voting rights, and the Company is an equity-method affiliate of Dentsu Group, after the tender offer for the Company in 2018.

Along with that, Dentsu Group and the Company concluded a capital and business alliance agreement on October 30, 2018. It aims for becoming the biggest digital marketing partners in Japan to lead the development of the industry, and to achieve this, it is intended to maximize the profits of both companies by contributing the resources of both through the transaction and by mutually utilizing them.

To the extent that it contributes to achieve the purpose of the capital and business alliance agreement, taking into account that the Company is a listed company, Dentsu Group will respect its independence and autonomy (including management, business, business relationship and brand

independence and autonomy) to the maximum extent, and the Company recognizes that the independence of its management has been secured.

3. Matters Regarding Transactions with Controlling Shareholders, etc.

(unit: thousand yen)

Category	Name	Transaction Content	FY2019 (From October 1, 2018 to September 30, 2019)		FY2020 (From October 1, 2019 to September 30, 2020)	
			Transaction Amount*1	Unsettled Positions	Transaction Amount*1	Unsettled Positions
Any Other Associated Company	Dentsu Group Inc.*2	Sales of advertisement	422,330	307,957	472,440	21,785
Subsidiary of Any Other Associated Company	Dentsu Inc.	Sales of advertisement	—	—	1,527,325	662,946
Subsidiary of Any Other Associated Company	Dentsu Digital Inc.	Sales of advertisement	988,240	314,446	1,787,800	412,752

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

*2 Dentsu Group Inc. changed its company name from Dentsu Inc. on January 1, 2020.

*3 The transactions with Any Other Associated Company and Subsidiary of Any Other Associated Companies above are determined after negotiations considering market price and business content.

4. Status of Implementation of the Policy Concerning Measures to Protect Minority Shareholders in Transactions with Controlling Shareholders

Not applicable.

■Inquiries

IR division

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*Please contact us by e-mail for any inquiries as the employees work from home in the current situation of COVID-19 as of December 22, 2020.