June 26, 2026
SBI Holdings, Inc
SBI NEO MEDIA HOLDINGS Co., Ltd
Fuji Media Holdings, Inc

Commencement of Discussions and Evaluation of a Strategic Capital and Business Alliance in the Media and Content Fields Between the SBI Group and Fuji Media Holdings

~ Toward the Joint Creation of an "Emotion-Driven Economy Ecosystem" Connecting "Passion," "Sympathy," and "Enthusiasm" to Value ~

SBI Holdings, Inc. (Head Office: Minato-ku, Tokyo; Representative Director, Chairman, President & CEO: Yoshitaka Kitao; hereinafter "SBIH") and SBI NEO MEDIA HOLDINGS Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director and President: Yu Fukasawa; hereinafter "SBI NMH") hereby announce that they have commenced discussions and have agreed to proceed to evaluate (collectively, the "Discussions") with Fuji Media Holdings, Inc. (Head Office: Minato-ku, Tokyo; President: Kenji Shimizu; hereinafter "FMH") to realize a strategic business alliance in the media and content fields, in addition to the existing capital participation relationship.

The Discussions are intended to combine the SBI Group's "Neo-Media Strategy" with the FMH Group's management vision, "Connecting through Passion, Creating Tomorrow," with the endeavor of building an "Emotion-Driven Economy Ecosystem" that creates new economic activities contributing to the enhancement of corporate value of both Groups, using as a starting point the empathy, trust and enthusiasm generated by content.

By utilizing each other's management resources, the two Groups will proceed with Discussions regarding possible collaboration that leverages business foundations, customer touchpoints, content and IP, as well as financial and digital technologies, with a view to creating new value and enhancing corporate value in the media and content fields.

1. Background and Purpose of the Discussions

SBI NMH is building the SBI Neo-Media Ecosystem through collaboration with leading domestic and overseas partners in sports, entertainment, IP and media. This ecosystem is not a mere aggregation of media companies, functioning instead, as a business foundation that can provide end-to-end support for the creation, production, distribution, dissemination, monetization and fan-community formation of IP, as well as for linkage with financial and investment functions. By generating empathy and enthusiasm around IP and visualizing and disseminating them through social media, media and events, SBI NMH endeavors to foster communities and create new economic activities. The SBI Group positions this new economic foundation arising from such circulation of emotion as an "Emotion-Driven Economy Ecosystem." By connecting this ecosystem with financial services, investment functions, AI and Web3 infrastructure, the SBI Group endeavors to form a new economic sphere originating from content and IP.

Meanwhile, in May of this year, the FMH Group announced its new medium-term management plan, "Group Vision 2026-2030 Ver. 1.0." Under its new management vision, "Connecting through Passion, Creating Tomorrow," the FMH Group announced that it aims to leverage its strengths as a content company with media assets to create a future in which people can connect on a foundation of trust, driven by their "Passion" toward content. To this end, the FMH Group intends to pursue growth through an end-to-end model that creates, delivers and expands content. The FMH Group has also stated that it will promote diverse forms of co-creation by developing this model into a beneficial and attractive ecosystem for leading external IP holders and partners.

These reforms and growth strategies of the FMH Group and the SBI Group's Neo-Media Strategy, centered on the Neo-media Ecosystem being built by SBI NMH, are highly compatible. The two Groups will proceed with consideration to collaborate with a view to connecting consumers' feelings of "Passion," as well as their empathy and enthusiasm toward events, IP, talent and regions, to economic activities such as continued participation, purchasing, support, investment, regional consumption and community formation. By expanding touchpoints with fans in Japan and overseas and enabling sustained connections between people, people and content, and people and regions, the two groups endeavor to build a new business foundation symbolized by an Emotion-Driven Economy Ecosystem.

2. Proposed Alliance Areas Under Discussion

Through the Discussions, the SBI Group and the FMH Group will broadly examine possible strategic collaboration that contributes to the enhancement of the corporate value of both Groups by mutually leveraging their respective business foundations, knowledge in the media and content fields, customer touchpoints, digital technologies, and investment and financial functions.

Specifically, the discussions are expected to focus primarily on the following areas.

(1) Investment and business development in content and IP-related fields

The two groups will examine possible collaboration in investment and business development in the content and IP fields, including the possibility of investment in the SBI Neo Content Investment and the use of both Groups' expertise in selecting investee companies and projects for content funds.

(2) Collaboration in real events and regional revitalization

By combining the FMH Group's expertise in planning and producing large-scale events, the financial functions that the SBI Group can provide, and the music events, fashion events, talent, social media marketing and regional revitalization-related functions of SBI NMH's Neo-Media Ecosystem, the groups will examine the possibility of creating new business opportunities in areas such as sports, music, anime, games and regional culture that integrate broadcasting, streaming, real events, sponsorship, regional consumption and fan communities.

(3) Collaboration in digital services and customer touchpoints

The groups will also consider possible collaboration with various digital services that the SBI Group is envisioning and developing, including the super app "SBI Financial Agent," and seek to create new customer touchpoints through which users can seamlessly experience not only financial services, but also information gathering, learning opportunity, entertainment and event participation – all in one place.
"SBI Financial Agent" is intended to become a customer touchpoint that supports each user across banking, securities, insurance, asset management, crypto assets, media and other areas. Through the Discussions, the Groups will examine the possibility of creating new user experiences that enable users to enjoy, learn and participate in their daily lives by combining the FMH Group's content production and communication capabilities in areas such as entertainment, events, regional information, education and lifestyle with the customer touchpoints and digital service platform of the SBI Group and SBI NMH.

(4) Collaboration in advertising and marketing using content and IP

With a view to realizing multi-dimensional marketing initiatives spanning television, streaming, social media, real events and financial customer touchpoints, the Groups will examine the possibility of marketing initiatives that contribute to the expansion of awareness, fan development and monetization of content and IP. This would be achieved by combining the FMH Group's expertise in broadcasting, streaming, events and advertising with the functions of SBI NMH's Neo-Media Ecosystem, including social media marketing, talent, influencers, events and digital media.

(5) New forms of distribution including security tokenization of content and IP
With the aim of diversifying the means of funding for content and IP, expanding opportunities for fans and investors to participate, and enhancing models for returns to creators and rights holders, the Groups will examine the possibility of new funding, distribution, fan participation and revenue-return models for content and IP using the SBI Group's expertise in security tokens, blockchain and digital assets.

By doing so, both Groups will be able to broadly explore the potential for new business models, symbolized by an Emotion-Driven Economy Ecosystem, that connect emotions such as empathy, trust and enthusiasm generated by IP, programs and events to economic activities such as consumption, participation, investment and community formation.

Going forward, the two Groups will establish the necessary structures and, through regular Discussions, will work to consider the early and effective materialization of collaborative initiatives.

As of today, no specific facts have been determined in relation to the Discussions regarding the details of any alliance, target businesses, whether any investment will be made, the timing or amount of any investment, provision of content to individual services, joint events, or any other details. If any matters requiring disclosure arise as the Discussions progress, they will be announced promptly.

3. Company Profiles

Name	SBI Holdings, Inc.
Location	1-6-1 Roppongi, Minato-ku, Tokyo
Representative	Yoshitaka Kitao, Representative Director, Chairman, President & CEO
Business	Management and operation of corporate groups through ownership of shares, etc.

Name	SBI NEO MEDIA HOLDINGS Co., Ltd.
Location	1-6-1 Roppongi, Minato-ku, Tokyo
Representative	Yu Fukasawa, Representative Director and President
Business	Supervision of the SBI Group's media, entertainment and marketing businesses

Name	Fuji Media Holdings, Inc.
Location	2-4-8 Daiba, Minato-ku, Tokyo
Representative	Kenji Shimizu, President
Business	Certified broadcast holding company

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