

To all parties concerned:

TSUBURAYA FIELDS HOLDINGS INC.
 President and Group CEO: Hidetoshi Yamamoto
 (TSE, Prime Market : 2767)
 Inquiries: Hideaki Hatanaka
 Senior Corporate Officer
 Tel.: +81-3-5784-2111

Notice of Business Alliance with DAIKOKU DENKI Co., Ltd. (Security code: 6430)

At the board of directors meeting held on November 14, 2024, we resolved to form a business alliance with DAIKOKU DENKI Co., Ltd. (hereinafter “DAIKOKU DENKI”) as follows.

1. Purpose and reasons for the business alliance

With the aim of sharing the business know-how of both companies over many years and developing a business that not only contributes to the development of both companies but also to the development of the pachinko and pachislot (hereinafter, “PS”) industry as a whole, we have decided to form a business alliance in order to promote the creation of new products and services, business models, etc. by mutually utilizing the marketing know-how that our group possesses and the market analysis know-how that DAIKOKU DENKI has created through the information systems business, and to jointly develop a business that generates new value as everyday leisure for PS and contributes to the expansion of fans.

2. Details of the alliance

The two companies will jointly study, research, and develop the following businesses.

The details of each business will be examined in the future at the committee established by both companies.

- i. Building a pachinko hall customer attraction system that leverages AI and market-analysis expertise to cultivate new fans
- ii. Joint development of new PS machine through the mutual use of IP (contents)
- iii. Sales of jointly developed PS machine by FIELDS CORPORATION
- iv. Joint research on game spaces that contribute to the comfortable playing of fans
- v. Joint R&D of products and services that contribute to the development of the PS industry as a whole

3. Outline of partners of business alliance (as of the end of March 31, 2024)

(1)	Company name	DAIKOKU DENKI Co., Ltd. (Security code: 6430)	
(2)	Address	43-5 Nagono 1-chome, Nakamura-ku, Nagoya, Aichi, Japan	
(3)	Job title/name of representative	President and Representative Director Masakatsu Kayamori	
(4)	Business activities	Information-systems business for pachinko hall PS machine and other amusement businesses	
(5)	Share capital	¥674 million	
(6)	Date of establishment	July 1973 (Founded: September 1965)	
(7)	Net assets	¥40,720 million	
(8)	Total Assets	¥59,281 million	
(9)	Major shareholders and percentage of shares	TSUBURAYA FIELDS HOLDINGS INC.	20.01%
		KC Plus Co., Ltd.	8.11%
		Masakatsu Kayamori	6.10%

(10)	Relationship between the listed company and the company concerned	Capital relationship	We own 2,961,100 shares (20.01%) of the company concerned.	
		Personal relations	Not applicable.	
		Business relationship	Not applicable.	
		Applicability to related parties	We are the largest shareholder of the company concerned.	
(11)	Results of operations and financial position for the past three years (Consolidated) (Unit: millions of yen)			
	Fiscal year end	FY2021	FY2022	FY2023
	Net assets	31,141	33,399	40,720
	Total assets	41,489	48,298	59,281
	Net assets per share (yen)	2,106.59	2,259.36	2,754.60
	Net sales	24,390	31,824	53,861
	Operating profit	1,191	4,019	12,001
	Ordinary profit	1,367	4,260	12,102
	Profit attributable to owners of parent	1,228	2,927	8,464
	Basic earnings per share (yen)	83.13	198.05	572.60
	Dividends per share (yen)	60.00	70.00	120.00

4. Schedule

- | | |
|--|-----------------------------|
| (1) Date of resolution at board of directors | Thursday, November 14, 2024 |
| (2) Date of agreement | Thursday, November 14, 2024 |
| (3) Start date of the operations | Thursday, November 14, 2024 |

5. Future outlook

We recognize that the impact of this matter on our consolidated financial results for the fiscal year under review is immaterial at this time. We will promptly disclose any revisions to our earnings forecasts or other matters that need to be announced.