

To all parties concerned:

TSUBURAYA FIELDS HOLDINGS INC.  
President and Group CEO: Hidetoshi Yamamoto  
(TSE, Prime Market : 2767)  
Inquiries: Kenichi Ozawa  
Director and Group CFO  
Tel.: +81-3-5784-2111

## **Notice on the Progress of Business Alliance with DAIKOKU DENKI Co., Ltd. (Security code: 6430)**

TSUBURAYA FIELDS HOLDINGS INC. (Head Office: Shibuya-ku, Tokyo; President and Group CEO: Hidetoshi Yamamoto; Securities Code: 2767; hereinafter “the Company”) and DAIKOKU DENKI Co., Ltd. (Head Office: Nagoya City, Aichi Prefecture; President: Masakatsu Kayamori; Securities Code: 6430; hereinafter “DAIKOKU DENKI”) hereby announce the progress of the business alliance pursuant to the “Notice of Business Alliance” disclosed on November 14, 2024, as outlined below.

### **1. Summary of the Previous Disclosure**

The Company and DAIKOKU DENKI entered into a business alliance with the objective of creating new products, services, and business models that contribute not only to the growth of the two companies but also to the broader development of the pachinko and pachislot (hereinafter “PS”) industry, by mutually leveraging the expertise of market-analysis and the marketing capabilities developed by both companies over many years. The parties agreed to examine initiatives such as the development of AI-driven customer-attraction systems for pachinko halls, joint development and sales of PS machines through the mutual utilization of IP, joint research on gaming environment, and joint research and development of products and services that support industry advancement.

### **2. Scope of Business Alliance**

#### **Provision of New Services**

##### **(1) AI-based Hall Operation Support Services**

A new service is being prepared that utilizes operating data from pachinko halls to conduct AI-driven analysis and optimization support.

##### **(2) New Targeted Advertising Distribution Services**

The parties are constructing a new advertising solution designed to deliver personalized advertisements based on user attributes.

##### **(3) Inbound Customer Attraction Services**

Initiatives are being advanced to communicate the appeal and enjoyment of pachinko to inbound visitors and to encourage hall visits.

#### **Business Enhancement Initiatives**

##### **(1) Joint Development and Sales of PS Machines through Mutual Utilization of IP**

The companies are jointly developing and selling new PS machines by mutually leveraging their respective IP portfolios.

##### **(2) Strengthening Sales of DAIKOKU DENKI Hall Equipment**

Through enhanced collaboration with the Company’s group, efforts are being undertaken to expand sales of DAIKOKU DENKI hall equipment and to reinforce support structures for pachinko halls.

### **3. Future Outlook**

The Company and DAIKOKU DENKI will continue to advance the functional enhancement and market deployment of jointly promoted services and business initiatives in stages from 2026 onward. As specific results or new development themes reach a concrete stage, the parties will make joint disclosures as necessary.

### **4. Impact on Financial Results**

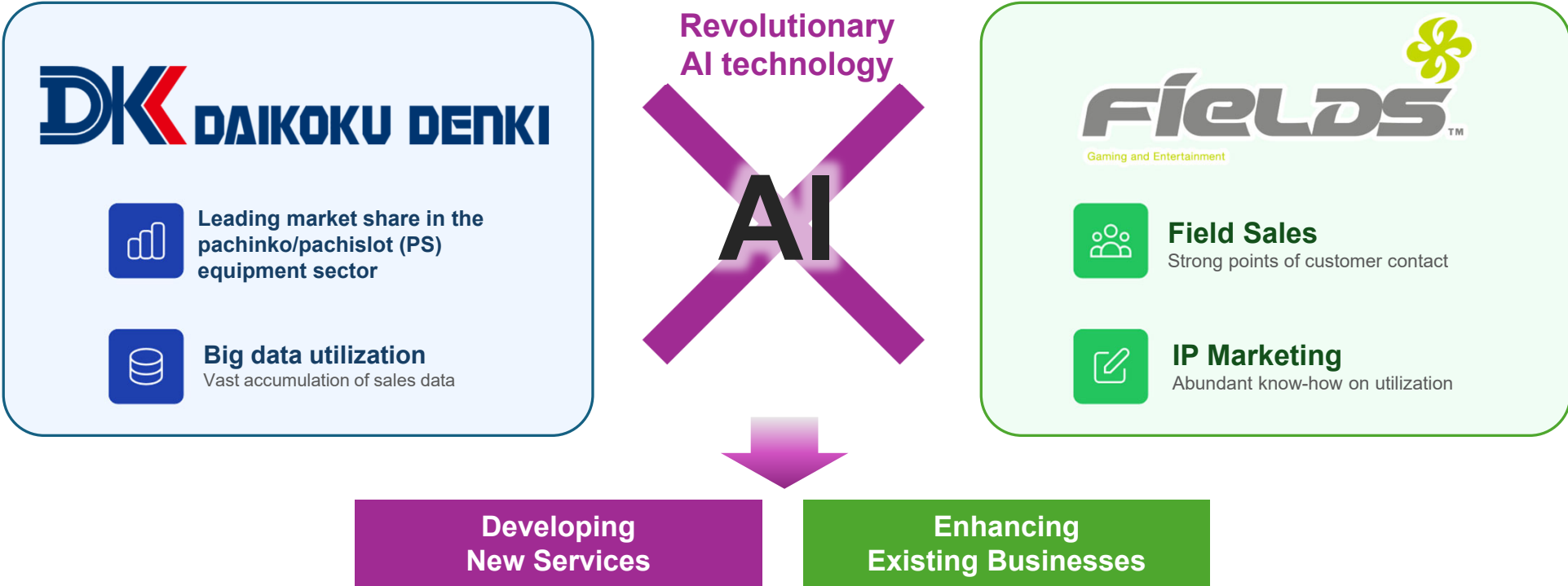
We expect that the impact of this collaboration on our financial results will be immaterial at this time. However, should any matters arise that require disclosure in the future, we will make an announcement promptly. For further details, please refer to the attached document.

END

# **Outline of Business Alliance with DAIKOKU DENKI** **(Explanatory Materials)**

February 12, 2026

Create new products and services that attract new fans by leveraging the strengths of both companies with AI technologies.



We aim to revitalize the entire industry by offering comprehensive solutions for pachinko halls

Scope of Business Alliance

The creation of three new services and the strengthening of two existing businesses, aimed at industry development.

New Services

1. AI-based Hall Operation Support Services

A next-generation management partner that continually learns from the market data and proposes the optimal business strategies.

Scheduled launch of service:  
April 2028

2. New Targeted Advertising Distribution Services : Collaboration between Optimize and FAN+

Capitalizing on a user’s preferences. Delivering personalized advertisements that effectively engage users.

Scheduled launch of service:  
June 2026

3. Inbound Customer Attraction Services

From trial experiences to pachinko hall visits. Support for attracting inbound customers by communicating the appeal and enjoyment of pachinko.

Scheduled launch of service:  
April 2027

Business Enhancement Initiatives

4. Joint Development and Sales of PS Machines through Mutual Utilization of IP

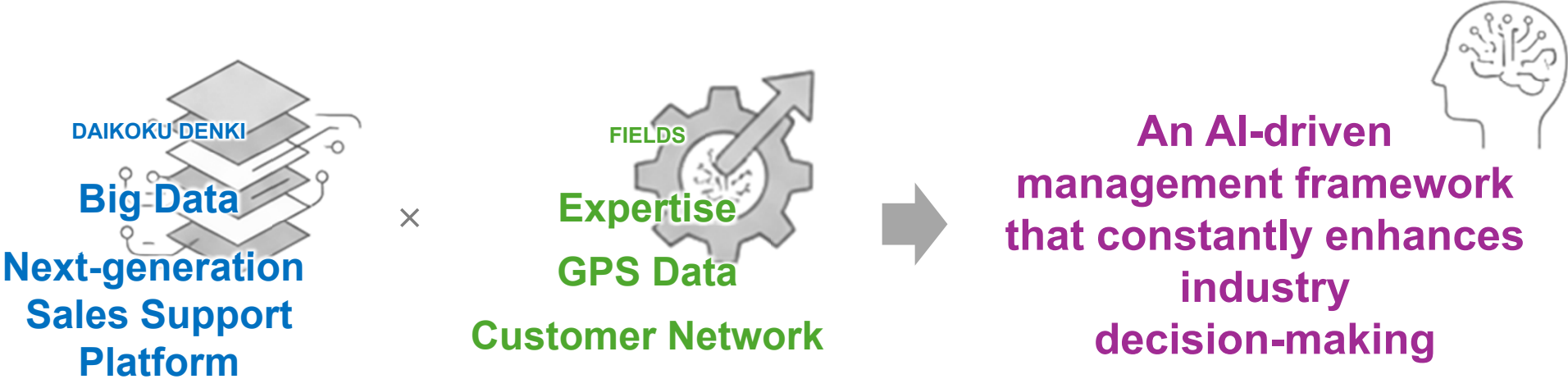
Joint development of innovative PS machines with strong cross-IP utilization.  
Generating market-leading products by combining development capabilities with extensive sales channels.

Scheduled launch of new gaming machines:  
April 2029

5. Strengthening Sales of DAIKOKU DENKI Hall Equipment with ACE DENKEN

ACE DENKEN provides end-to-end solutions for pachinko halls.  
Increased sales of DAIKOKU DENKI products will further strengthen management support for pachinko halls.

AI is positioned as a next-generation management partner that supports daily pachinko hall operations and helps achieve business targets.

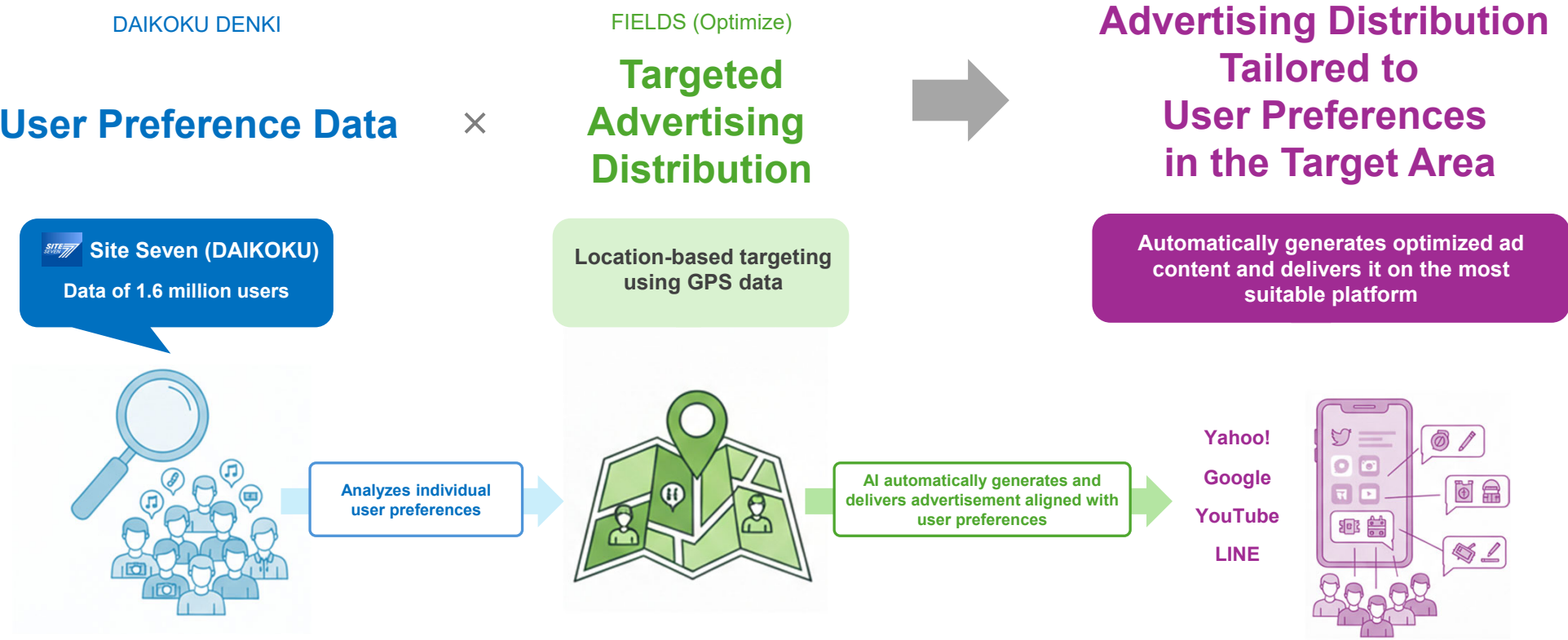


Current Business Management
<ul style="list-style-type: none"><li>Decision-making based on intuition and rule of thumb</li><li>Inefficient collection and analysis of data</li><li>Non-reproducible strategic decision-making</li></ul>



Ideal AI Business Administration
<ul style="list-style-type: none"><li>Data-driven decision-making based on big data</li><li>Timely, market-aligned strategic planning recommendations</li><li>Sustainable management practices driven by ROI-based reproducibility</li></ul>

AI analyzes user preference data and automatically delivers relevant advertisements to encourage pachinko hall visits.



We introduce Japan’s unique pachinko culture to the world by offering hands-on sessions that provide inbound tourists with a new entertainment experience.

Pachinko Experience Tour (Price: ¥30,000/person)



Pachinko Introduction Session

Venue:  
FIELD5 showrooms  
nationwide



Guiding interested inbound  
tourists to nearby pachinko  
halls

Pachinko Game Experience

At partner  
pachinko halls



Deployment of Multilingual Support Equipment  
in Partner Pachinko Halls

Number of partner halls by fiscal year (figures in parentheses indicate annual increase)

FY2027: 20 halls (+20)  
FY2028: 60 halls (+40)  
FY2029: 120 halls (+60)  
FY2030: 200 halls (+80)

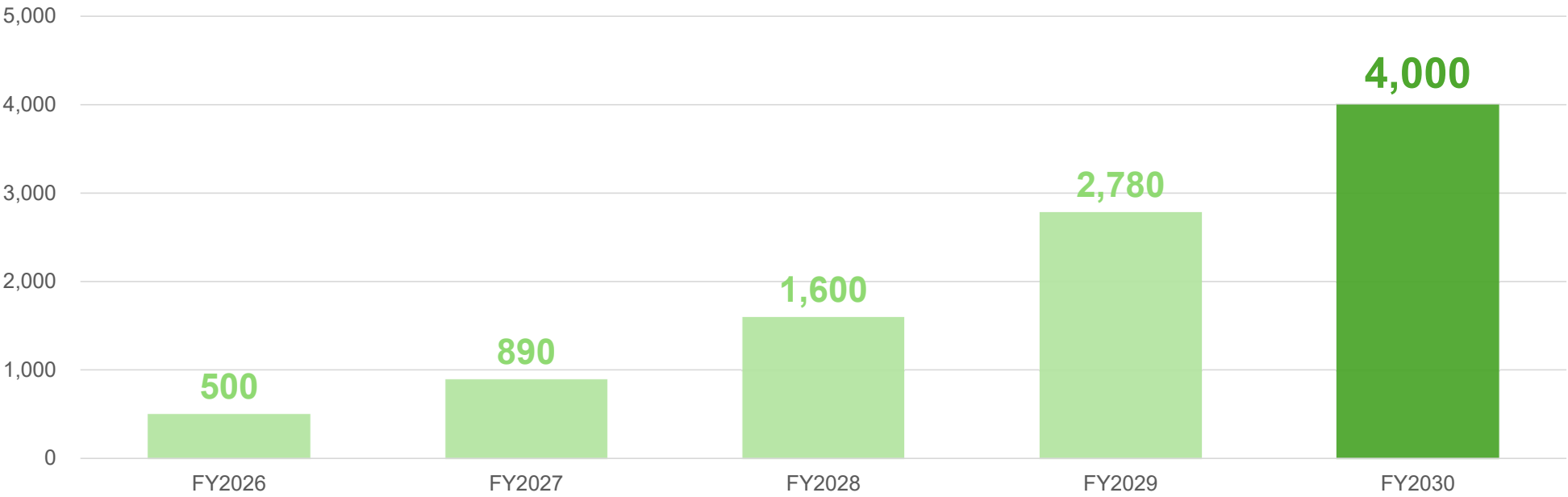


Planned Gross Profit from this Business Alliance (FIELDS CORPORATION)



A total gross profit of 4,000 million yen is planned for FY2030.

Unit: millions of yen



Sales	10,400 million yen	13,060 million yen	17,270 million yen	24,150 million yen	32,260 million yen
Gross profit	500 million yen	890 million yen	1,600 million yen	2,780 million yen	4,000 million yen