

Jun 13, 2025

SBI Holdings, Inc. (TOKYO: 8473)

SBI NEO MEDIA HOLDINGS Co., Ltd.

### **Announcement Regarding Strategic Partnership with BLISSOO**

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, President & CEO: Yu Fukasawa; hereinafter “SBI NMH”) are excited to announce we've signed a strategic partnership agreement with BLISSOO LIMITED (Head Office: Korea). This partnership is aimed at advancing initiatives in the IP and content business sectors.

BLISSOO brings a strong track record in creative IP development, content production, and global expansion strategies. This alliance will support SBI Group's broader vision to establish a next-generation media ecosystem—leveraging IP, technology, and data to create value across entertainment and digital platforms.

The SBI Group endeavors to build a Neo-media ecosystem by leveraging its newly established SBI NMH as the supervising company. This ecosystem will integrate a wide range of elements including media, IP and content, production capabilities, cutting-edge technology, and big data. This will be achieved by utilizing the Group's extensive and rapidly growing customer base and top-tier financial data, a global network spanning 26 countries and regions, and strong relationships with regional entities across Japan.

Expanding business in South Korea, which boosts globally influential IPs centered around KPOP and Webtoons, will serve as a crucial bridgehead for establishing this Neo-media ecosystem. To that end, SBI NMH will closely collaborate with partners such as Kyobo Life Insurance, one of South Korea's three major life insurance companies; SBI Investment KOREA, South Korea's first venture capital firm that also manages cultural content funds in the country; and SBI Savings Bank, one of South Korea's largest savings banks, to further expand its business.

Together, SBI Group and BLISSOO will explore strategic collaborative opportunities to build innovative IP-driven products, enhance cross-border media initiatives, and expand market presence in Japan and beyond. Further details regarding specific initiatives will be announced as the partnership progresses.

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