

January 14, 2026

SBI Holdings, Inc.

Culture Entertainment Group Inc.

**Notice Regarding Memorandum of Understanding on Capital and Business Alliance
between SBI Holdings and Culture Entertainment Group**

**-Jointly promote a global entertainment business as an important member
of the Neo-media ecosystem-**

SBI Holdings, Inc. (Head office: Minato-ku, Tokyo; Representative Director, Chairman & President: Yoshitaka Kitao; hereinafter “SBI Holdings”) and Culture Entertainment Group Inc. (Head office: Shinagawa-ku, Tokyo; Representative Director, President and Executive Officer: Kazuo Nakanishi; hereinafter “CE Group”) hereby announce that they have entered into a Memorandum of Understanding for a capital and business alliance (hereinafter the “Alliance”). This collaboration endeavors to strengthen multifaceted content production capabilities—centered on movies, TV dramas, and book publishing—and create value for Intellectual Property (IP) within the media and entertainment business.



Under this Alliance, CE Group is expected to become an equity-method affiliate of SBI Holdings.

1. Background and purpose of the alliance

CE Group comprises more than 20 companies and develops planning and production businesses for entertainment content, including video, music, publishing, and merchandise. CE Group also has a strong track record in content development, including the film *Drive My Car* (Director: Ryusuke Hamaguchi, Co-led film), which won the Best International Feature Film at the 94th Academy Awards®, and the film *Tabi to Hibi* (Director: Sho Miyake, Co-led film), which won the Golden Leopard at the 78th Locarno International Film Festival. Furthermore, group companies such as Tokuma Shoten and Earth Star Entertainment engage in publication of books and comics, media operations, merchandising of popular IP and planning and production of music festivals. As a “professional group of IP production,” CE Group focuses on maximizing IP value.

SBI Group possesses a unique competitive advantage that enables the strategic integration of a comprehensive service lineup ranging from banking, securities, insurance, asset management to digital assets. This strength is underpinned by Japan's industry-leading quality and volume of financial data, a customer base exceeding 78 million domestically and globally, and diverse overseas operations spanning 26 countries and regions worldwide. Since establishing SBI NEO MEDIA HOLDINGS Co., Ltd. (hereinafter "SBI NMH") to oversee its media and entertainment operations, the Group has expanded its "Neo-media ecosystem" globally by incorporating companies such as TWIN PLANET, THE CORE, SBI MUSIC CIRCUS, SBI LuaaZ, linkties Holdings (publisher of *Forbes JAPAN*), and INCS toenter.

By combining the strengths of the SBI Group and the CE Group, synergies can be realized in enhancing content production capabilities and creating value from intellectual property. This will lead to the further expansion of the SBI Neo-Media ecosystem and contribute to increasing the corporate value of both parties. Consequently, a Memorandum of Understanding for a capital and business alliance has been concluded.

2. Details of the Business Alliance

(1) Joint development of "SBI×CEG CREATORS' PROGRAM"

Restarting the "TSUTAYA CREATORS' PROGRAM" hosted by the CE Group since 2015 as the "SBI×CEG CREATORS' PROGRAM", SBI NMH and the CE Group will jointly produce new movies, dramas, and anime works, while nurturing creators for domestic and global markets. Furthermore, the parties will explore user participation models using Security Tokens (STs)

(2) Value creation for the SBI Neo-media ecosystem

Combining the SBI Group's talent and character IPs with CE Group's media-mix schemes (comics, novels, magazines, web media, movie and drama production, distribution, merchandise, live events and festivals, experiential events, pop-up shops, lifestyle product planning, goods and figure production, music production, etc.) to maximize IP value through efficient and rapid multifaceted channel development. Moreover, expand the scale of the IPs and increase monetization opportunities, by collaborating with the SBI Group-affiliated companies on these media-mixed IPs

(3) Expansion of individual investment in entertainment via STs

Utilizing STOs, IEOs, and NFTs for the CE Group's video (Japanese movie, anime), publishing (comics, webtoons), and music (music rights, concerts, and other events) assets, allowing fans to directly support IP growth. Jointly create experience value where

individuals can support content and artists through STs investments, centered on sales to individual customers by SBI SECURITIES Co., Ltd. Future plans include leveraging DAOs (Decentralized Autonomous Organizations) to form fan communities and enable fan-driven content creation.

(4) Creation of a platform to revitalize local IPs

Combine SBI Group's regional networks centered on the Forth Megabank Concept and ST schemes with the production capabilities of the CE Group to promote the appeal of local IPs both domestically and globally while creating new monetization points for regional revitalization. Additionally, both groups will develop a comprehensive package designed to expand local IPs and create new value, thereby promoting platformization. By combining related entertainment with local IPs, the parties will develop new customer base and contribute to regional revitalization

(5) Collaboration in digital media content

Achieving mutual growth by linking CE Group's media content and brands with media assets held by the SBI Group, extending brand power to events, awards, and social media. Furthermore, promoting efficient growth by integrating or creating new content that aligns with the media policies of both groups. The media planning and production capabilities and brand power will be expanded to other channels such as events, awards, and social media outreach.

(6) Support for value enhancement of the 100-billion-yen Contents Fund

CE Group will provide creative expertise and hands-on support to maximize the value of investment targets within the 100-billion-yen Contents Fund planned by the SBI Group.

(7) Global expansion support via SBI's overseas network

Utilizing the SBI Group's network in countries and regions such as Asia and the Middle East to support the international expansion of CE Group's media, content, and talent.

(8) Development of event businesses through collaboration with SBI MUSIC CIRCUS

Improve artist booking and realize joint planning and production of diverse events through collaboration with the CE Group's music-related businesses (including live event planning and production such as Tsutaya Rock Festival, artist management, etc.). Strengthen promotion for regional events held by SBI MUSIC CIRCUS through collaboration with the CE Group's publishing and media businesses (magazines, web media, etc.) in SBI MUSIC CIRCUS' regional revitalization business by touring festivals. Beyond simply attracting attendees, jointly produce content tailored to each region and collaborate on promoting the appeal of host locations to maximize the positive ripple

effects for the local economy.

3. Overview of the companies

[Overview of SBI Holdings]

Company name	SBI Holdings, Inc.
Head office	1-6-1 Roppongi, Minato-ku, Tokyo
Job title and name of representative	Representative Director, Chairman & President, Yoshitaka Kitao
Principal business	Control and management of the SBI Group through share ownership
Date of establishment	July 8, 1999

[Overview of Culture Entertainment Group]

Company name	Culture Entertainment Group Inc.
Head office	Meguro Central Square 6F, 3-1-1 Kamiosaki, Shinagawa-ku, Tokyo
Job title and name of representative	Kazuo Nakanishi, Representative Director, President and Executive Officer
Principal business	Planning and production of IP in entertainment fields such as video, music, and publishing
Established	December 1, 2014
Website	https://ceg.co.jp/

For further information, please contact:

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