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June 24, 2025

Company Name: Pole To Win Holdings, Inc.
Representative: President & CEO Teppei Tachibana
(Securities code: 3657, Tokyo Stock Exchange, Prime Market)
Contact Person: Director & CFO Joji Yamauchi
(TEL: +81-3-5909-7911)

Notice of Decision to Withdraw from Media Contents Business and Future Business Development

We hereby announce that at the Board of Directors meeting held on June 24, 2025, we resolved to withdraw from Media Contents business and we would like to announce the following, including future business development.

1. Reasons for withdrawal

Our Group promotes Service Lifecycle Solution Business, which provides quality consulting, game debugging, software testing, environmental construction and transition support, monitoring, customer support, fraud prevention, and BPR support in the processes of planning, developing, releasing, operating, and improving the lifecycle of customers' services and products. This business is divided into three operations: Domestic Solutions, Overseas Solutions, and Media Contents.

Media Contents business is a new business that follows the core businesses of Domestic Solutions and Overseas Solutions. Our group has acquired subsidiaries such as SARUGAKUCHO Inc. in March 2010, QBIST Inc. in January 2015, CREST Inc. in November 2019, colorful Inc. in October 2020, Panda Graphics Inc. and Delfi Sound Inc. in August 2021, SANETTY Produce Co., Ltd. in November 2022, and AQUAPLUS Co., Ltd (hereinafter referred to as AQUAPLUS), in December 2022. These well-known companies in the entertainment industry were integrated as HIKE Inc. (hereinafter referred to as HIKE) from February 2023, and ShiITAKE DiGiTAL Ltd. was acquired as a subsidiary in January 2024.

The HIKE Group, equipped with art production, tuning, stage production, animation production, and sound production functions in the entertainment industry, has been expanding its business cycle in collaboration with Domestic and Overseas Solutions by deploying 360° entertainment services for both BtoC and BtoB centered on IP. As a result, the Media Contents business continues to expand in size and sales and grew to account for 14.2% of our consolidated sales in the fiscal year ending January 2025.

Despite pursuing Media Contents as a new business, we recognize that the business environment requires continuous preemptive investment beyond previous levels to secure a competitive position in the field due to the expansion and intensification of competition in the content industry. While further preemptive investment and time are required for the monetization of HIKE group, we have considered various options and concluded that agile and flexible management by HIKE group is desirable for optimal allocation of management resources within the Group, enhancement of corporate value, further demonstration of the HIKE group's uniqueness, differentiation, and increased added value and based on this judgment, it was concluded that HIKE and its subsidiaries agreed to conduct a management buyout (MBO), and AQUAPLUS and its subsidiaries to transfer their shares to a third party with more potential synergies. Going forward, our Group and HIKE and AQUAPLUS will continue to maintain a business partnership and collaborate for mutual growth.

The proceeds from the transfer of shares and loan receivables of HIKE and AQUAPLUS will be allocated to domestic

software testing and development, overseas business expansion, and efforts to improve AI of operations, in an effort to enhance our corporate value.

2. Outline of withdrawal

(1) Regarding HIKE

As announced today on June 24, 2025 in the "Notice of Changes (Transfer of Shares and Receivables) in Consolidated Subsidiaries (Specified Subsidiaries) and Occurrence of Extraordinary Profits and Extraordinary Losses", HIKE has agreed that management buyout (MBO) will be undertaken by the founder and current President Masataka Mikami and others based on the judgment that flexible and flexible management by HIKE is desirable in order to further demonstrate its uniqueness, differentiation, and increase added value.

(2) Regarding AQUAPLUS

As announced today on June 24, 2025 in the " Notice of Policy Decision on Transfer of Shares due to Changes in Consolidated Subsidiary (AQUAPLUS Co., Ltd)", in order to increase AQUAPLUS's corporate value, the Company has resolved to transfer shares to a third party, which is expected to generate more synergies. Currently we are in negotiations with a number of companies.

Furthermore, Palabra Inc., will continue to operated but we plan to change the business category from Media Contents to Domestic Solutions from FY 1/2027.

3. Future Outlook

Due to MBO of HIKE, from July 2025, HIKE and its six subsidiaries are expected to be excluded from our consolidated scope. In addition, once the share transfer of AQUAPLUS is agreed upon, AQUAPLUS and one of its subsidiaries are also expected to be excluded from our scope of consolidation. We have continuously invested funds in Media Contents, but going forward, we anticipate an improvement in our consolidated performance, including cash flow. In addition, although the terms and timing of the share transfer for AQUAPLUS have not yet been determined at this time, we are in negotiations with multiple companies and will announce as soon as the impact of these matters on our consolidated results has been finalized.

The outline of the business policy after withdrawal from Media Contents business is as follows. For more information, please refer to the attachment.

<Rebalancing stable operating CF creation and growth-oriented investments>

Domestic Solutions (Game): Maintain steady sales growth and aim to generate stable operating cash flow again.

Overseas Solutions (Game): Expand sales and market-share by cultivating customers and promoting cross-selling.

Domestic Solutions (IT): Cultivate customers and expand sales by raising awareness and strengthening the system.

Withdraw from Media Contents and concentrate capital investment in growth areas and continue to explore and enter new growth areas.

Pole To Win Holdings, Inc.

Future Business Policies After the Withdrawal from Media Contents Business

PTW

- Securities Code: 3657
- Abbreviation: Pole HD

June 24, 2025



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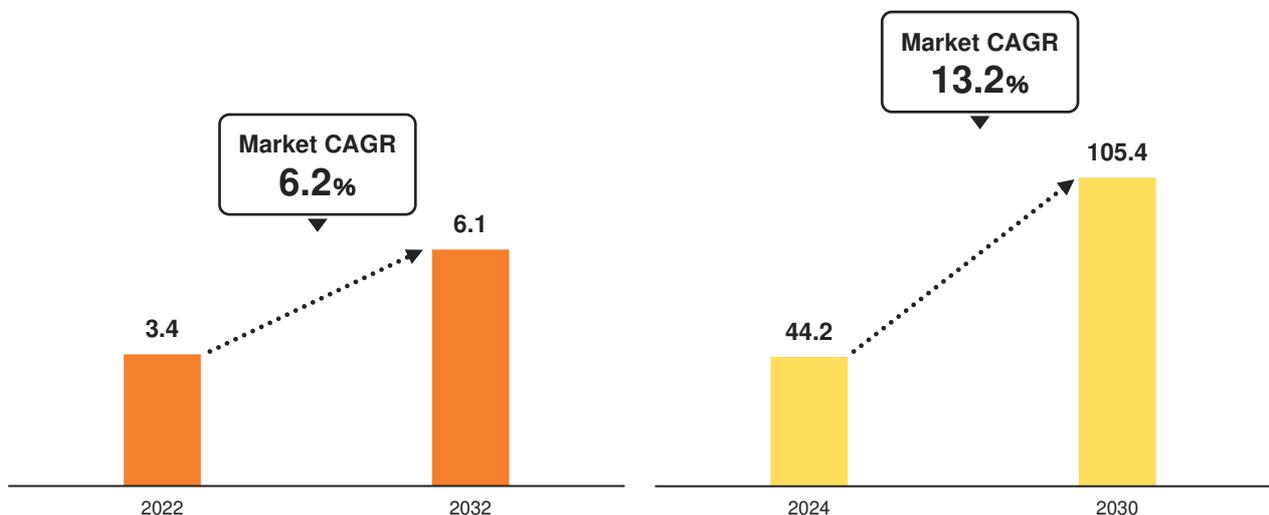
Market Growth Rate and Sales Trends (Forecast) : Game Market

PTW

- **Expected Market Growth Rate (Game Market) Domestic: CAGR6.2% International: CAGR13.2%**
- **Our Domestic Solutions and Overseas Solutions provide BPO services according to the lifecycle of games. In particular, we can expect an increase in sales in overseas markets.**

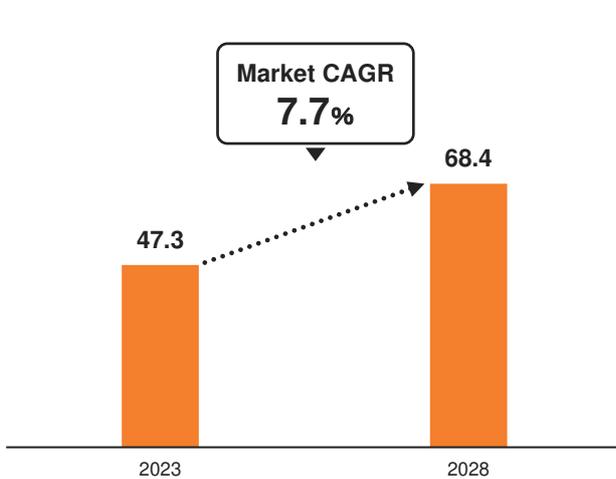
1 Domestic Game Market Size (trillions of yen)

2 Overseas Game Market Size (trillions of yen)

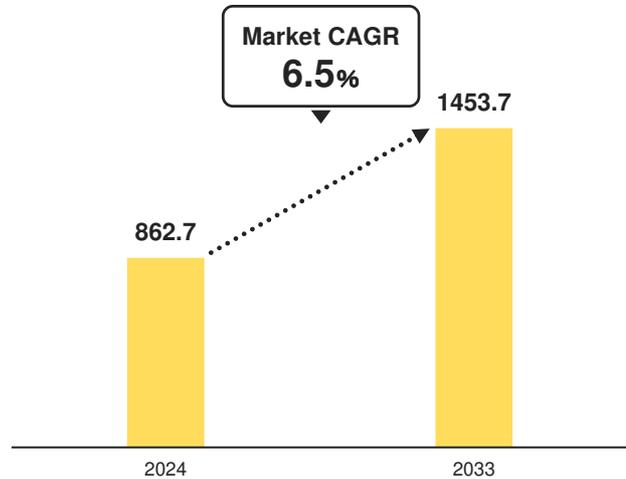


- Expected Market Growth Rate (IT market) Domestic: CAGR 7.7% International: CAGR 6.5%
- In Domestic Solutions, we provide software testing/development in Tech field and monitoring/customer support in EC field. We expect sales growth in line with CAGR and aim to enter for Overseas Solutions as well.

3 Domestic IT Market-Size (trillions of yen)



4 Overseas IT Market-Size (trillions of yen)



Source: Domestic IT (GlobalData) <https://www.globaldata.com/store/report/japan-ict-market-analysis/>
 International IT Markets (Business Research) <https://www.businessresearchinsights.com/market-reports/ict-market-117642>
 Converted at 1 USD = ¥150

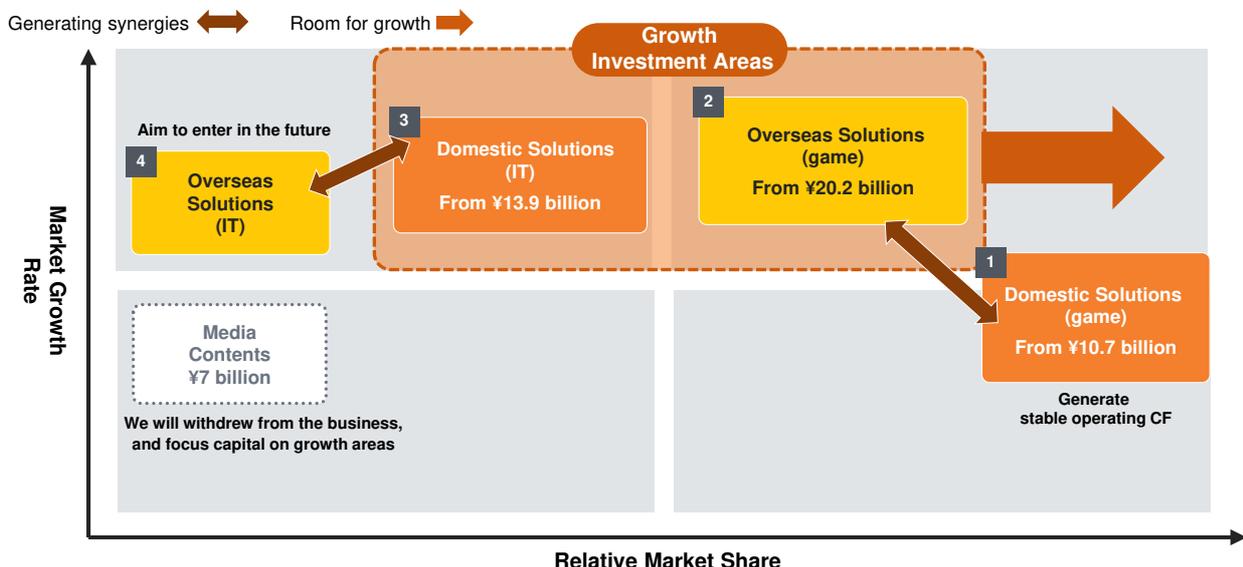
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Future Development

Create stable operating CF and rebalance growth-oriented investments

- For Domestic Solutions (game), maintain solid sales growth and aim to generate stable operating CF again.
- For Overseas Solutions (game), expand sales and market-share by cultivating customers and promoting cross-selling.
- For Domestic Solutions (IT), aim to cultivate customers and expand sales by raising awareness and strengthening the system.
- Withdraw from Media Contents and concentrate capital investment in growth areas. Continue searching for and entering new growth fields.



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(NOTE) The figures in the table are sales results for FY1/2025. With regard to the wave line, the figures show our future sales growth potential in this market.
 (NOTE) Domestic Solutions (IT) represents the Tech and EC segments in the previous financial supplementary information.

① Domestic Solutions (Game)

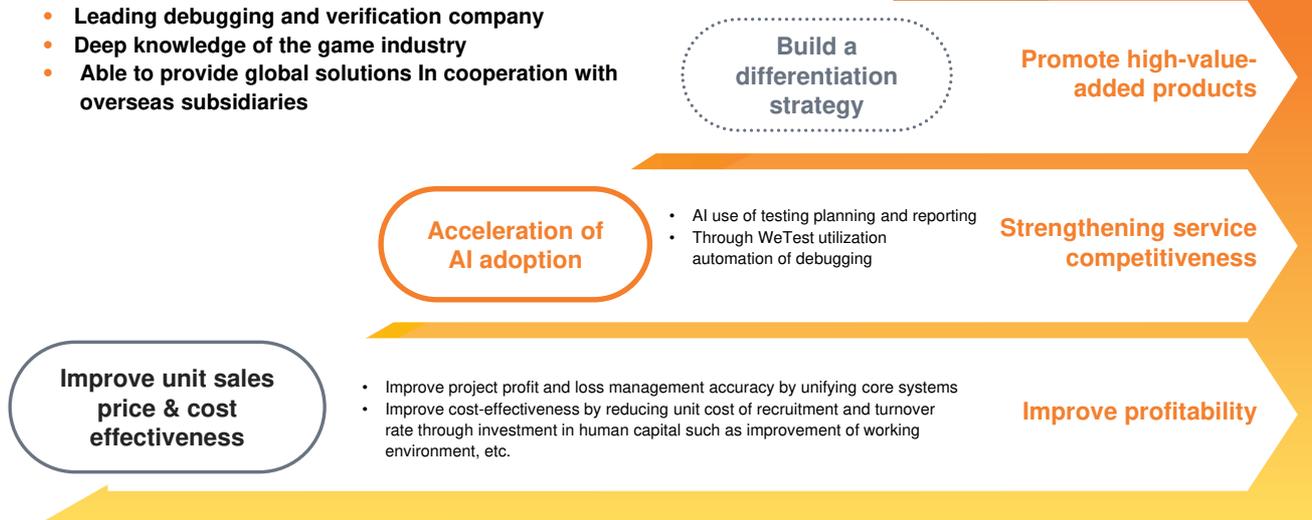


Business Environment

In FY1/2025 sales in the game segment grew 6% YoY. The domestic game market is estimated to grow by CAGR 6.2%, Nintendo Switch 2 launches, blockchain games, growth in the e-sports market will also provide support

Our Strengths

- Leading debugging and verification company
- Deep knowledge of the game industry
- Able to provide global solutions in cooperation with overseas subsidiaries



② Overseas Solutions (Game)

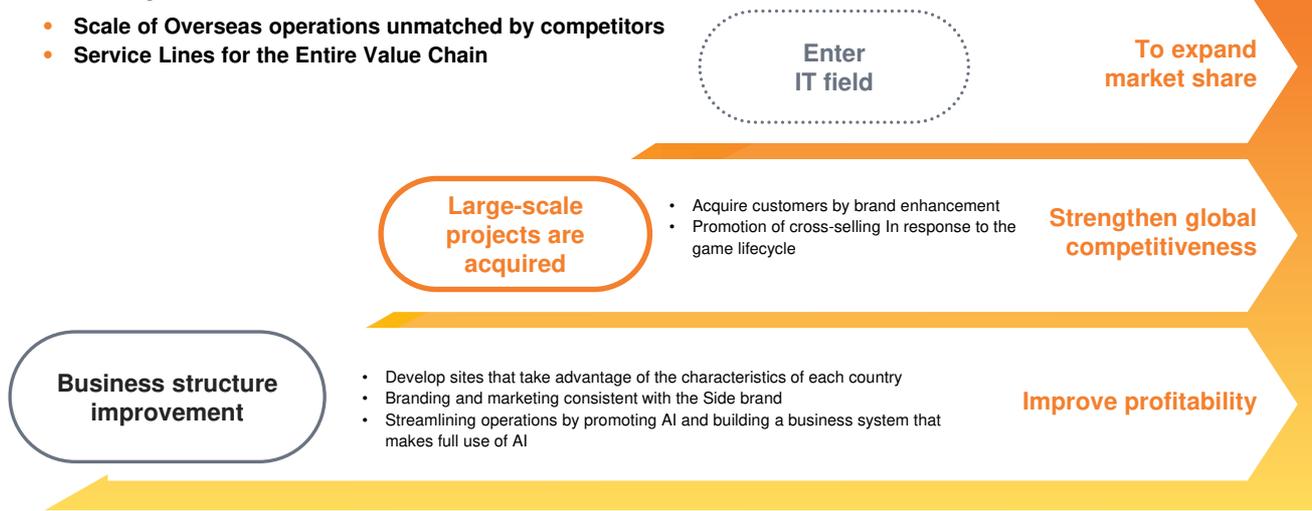


Business Environment

In FY1/2025, sales increased sharply by +25.8% due to the depreciation of the yen, but operating income decreased due to business reorganization costs and costs to launch new sites. The global game market is estimated to be CAGR13.2%, growth in emerging markets is also a boost.

Our Strengths

- Scale of Overseas operations unmatched by competitors
- Service Lines for the Entire Value Chain



FY 1/2025 Net Sales
¥13.9 billion

FY 1/2026 Net Sales
¥15.4 billion

Domestic IT Market CAGR
(2023-2028)
+7.7%

Business Environment

In software testing and development for IT market, the scale of projects are becoming larger.

Sales are estimated to increase 10% YoY and the domestic IT market is expected to grow by CAGR7.7%. Acceleration of 5G expansion, promotion of government-led DX, popularization of IoT, and expanded use of cloud services expected to be a growth driver

Our Strengths

- Track record in Internet support
- Build a flexible system that utilizes 14 domestic sites to work on-site at clients, work within our center, and work from home

Expansion of support areas

To expand market share

Expanding AI solutions

- AI use of testing designs and reports
- Develop human resources who can utilize AI testing tools

High value added service

Increase awareness

- Non-game debugging service promotion
- Recruitment branding for applicants
- Strengthen system for accepting orders for software testing and development

Prepare to expand IT sector

(NOTE) Domestic Solutions (IT) represents the Tech and EC segments in the previous financial supplementary information.

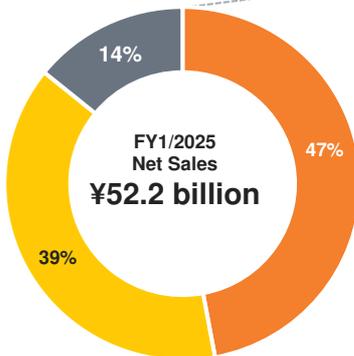
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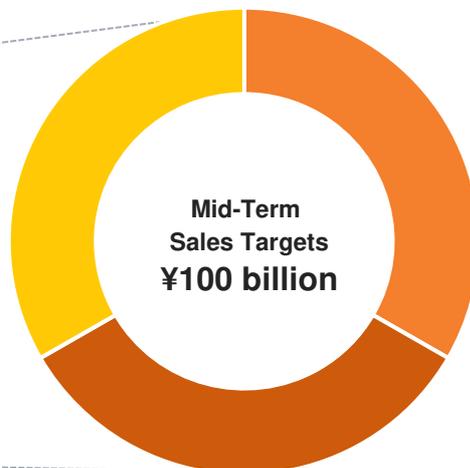
While maintaining steady sales in Domestic Solutions business (game), promote expansion of Domestic Solutions business (IT) and Overseas Solutions business (game), which have large potential for growth

Recover solid operating CF for Domestic Solutions, turn FCF positive, and use it as a source for various investments

Aim for early achievement of 10% EBITDA margins



- Domestic Solutions
- Overseas Solutions
- Media Contents



- Domestic Solutions (Game)
- Domestic Solutions (IT)
- Overseas Solutions

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