



STANDARD
TOKYO

June 24, 2025

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.
Representative: Representative Director, Group President and Chief Executive Officer
Yuichi Kouno
(TSE Standard Code: 4293)

Notice Regarding Partial Acquisition of Shares (Making it an Equity-Method Affiliate) of Sports IT Solution, Inc.

SEPTENI HOLDINGS CO., LTD. (hereinafter the “Company”) hereby announces that at the Board of Directors meeting held today, it has resolved to acquire partial shares of Sports IT Solution, Inc. (hereinafter “SIS”) and make it an equity-method affiliate as detailed below.

1. Reason for Share Acquisition

SIS has established a system to provide comprehensive services to sports organizations, teams, and leagues, from identifying client issues to proposing and delivering solutions.

Furthermore, in January 2025, the Company established SEPTENI SPORTS & ENTERTAINMENT, Inc. (hereinafter “SSE”) with the aim of supporting digital initiatives for various sports organizations and professional sports clubs, as well as providing operational support for professional sports clubs, to contribute to the overall development of the sports industry.

Through this transaction, by promoting business collaboration among SSE, SIS, and Dentsu Group Inc., which has multiple subsidiaries with global competitive advantages in the sports domain, the Company aims to contribute to sports promotion and industry growth through provision of digital initiatives and solutions, and to achieve capability expansion in the Marketing Communication Segment as part of our growth strategy to respond to the recent rapid digital transformation (DX) in the sports industry. To this end, the Company will acquire partial shares of SIS and make it our equity-method affiliate.

2. Overview of Company to Become an Equity-Method Affiliate

(1) Name	Sports IT Solution, Inc.	
(2) Location	4F ACN Tamachi Building, 4-5-10 Shiba, Minato-ku, Tokyo 108-0014	
(3) Title and Name of Representative	Representative Director and Chairman: Kentaro Iemoto Representative Director and President: Ryutaro Ishimoto	
(4) Business Description	IT solutions for sports organizations, teams, and leagues	
(5) Capital	40 million yen	
(6) Date of Establishment	February 24, 2010	
(7) Number of Issued	800 shares	
(8) Fiscal Year End	September 30	
(9) Major Shareholders and Shareholding Ratio	CLARA, Inc. (51%)	
	Dentsu Group Inc. (49%)	
(10) Relationship between the Companies	Capital Relationship	There is no capital relationship to be noted.
	Personnel Relationship	There is no personnel relationship to be noted.
	Business Relationship	There is no business relationship to be noted.
(11) Recent Business Performance and Financial Position	Not disclosed at the request of the relevant company.	

3. Share Transferor

(1) Name	Dentsu Group Inc.
(2) Location	1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo 105-7001
(3) Title and Name of Representative	Director, Representative Executive Officer, President & Global CEO: Hiroshi Igarashi
(4) Business Description	Providing comprehensive support and promoting good governance, for the continued growth and enhanced competitiveness of the entire group
(5) Capital	74,609.81 million yen
(6) Date of Establishment	July 1, 1901
(7) Relationship with the Listed Company	Dentsu Group Inc. is a controlling shareholder holding 52.48% of the voting rights of the Company.

4. Number of Shares to be Acquired, Acquisition Price, and Status of Shareholding Before and After the Acquisition

(1) Number of Shares Owned Before Transfer	- shares (-%)
(2) Number of Shares to be Acquired	200 shares (25.0%)
(3) Acquisition Price	Total amount: 150 million yen (750,000 yen per share)
(4) Number of Shares Owned After Transfer	200 shares (25.0%)

5. Schedule

(1) Board of Directors Resolution Date	June 24, 2025
(2) Contract Execution Date	June 30, 2025 (planned)
(3) Share Transfer Execution Date	July 1, 2025 (planned)

6. Future Outlook

As a result of this share acquisition, SIS will become an equity-method affiliate of the Company from the third quarter of fiscal year ending December 2025. However, the impact on the consolidated financial results for the fiscal year ending December 2025 will be minimal.

■Contact Information

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