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July 31, 2025

To whom it may concern,

Company name: PIA Corporation
 Name of representative: Hiroshi Yanai, Representative Director and President
 (Code: 4337; Prime Market)
 Inquiries: Yasuyuki Yoshizawa, Senior Managing Director and Corporate Officer
 (TEL. +81-3-5774-5278)

Matters Concerning Controlling Shareholders, Etc.

With respect to Seven & i Holdings, Co., Ltd., which is one of other affiliated companies of PIA Corporation (the “Company”), the matters related to controlling shareholders, etc. are as follows.

1. Trade names, etc. of the parent company, controlling shareholders (excluding the parent company), and other affiliated companies

(As of March 31, 2025)

Name	Attribute	Ratio of voting rights held (%)			Financial instruments exchange, etc. on which the issued stocks, etc. are listed
		Voting rights directly held	Voting rights subject to aggregation	Total	
Seven & i Holdings Co., Ltd.	Other affiliated companies	9.04	9.04	18.08	Prime Market of Tokyo Stock Exchange, Inc.

2. Positioning of the Company in the corporate group centering on the parent company, etc. and the relationships between other listed companies and the parent company, etc.

Seven & i Holdings Co., Ltd., one of other affiliate companies of the Company, has investments in the Company from its subsidiaries Seven & i Net Media Co., Ltd. and Seven-Eleven Japan Co., Ltd., and together owns 18.08% of the voting rights of the Company.

Since the 30th Ordinary General Meeting of Shareholders held on June 19, 2010, the Company has appointed one outside director from Seven & i Holdings Co., Ltd. in order to realize synergies in cooperation with Seven & i Holdings Co., Ltd.

< Concurrent positions held by the officer >

(As of July 31, 2025)

Position in the Company	Name	Position in Controlling Shareholder, etc.	Reason for Appointment
Outside Director	Miho Terada (incumbent since June 2024)	Executive Officer	In order to utilize her abundant experience and achievements in product planning, public relations, and diversity at sales, manufacturer, and distribution companies for the management of the Company, and to provide appropriate advice as an Outside Director.

3. Matters concerning transactions with controlling shareholder, etc.

Term	Type	Name of Company, etc.	Description of transactions	Transaction amount (millions of yen)	Item	Year-End Balance (millions of yen)
March 2025	Subsidiary of other affiliates	7dream.com Co., Ltd.	Payment of sales commissions, etc.	2,213	Accounts receivable - trade	7,939

(Note) Transaction terms and policy for determining transaction terms

It is determined in the same manner as general transactions through negotiations taking into account market prices, total costs, etc.