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June 30, 2026

To whom it may concern

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

Matters Concerning Controlling Shareholders, etc.

PIA Corporation (the "Company") hereby announces that matters concerning controlling shareholders, etc., of Seven & i Holdings Co., Ltd., which is its other affiliated company, are as follows.

1. Trade name, etc., of parent company, controlling shareholders (excluding parent company), other affiliated company

(As of March 31, 2026)

Name	Attribute	Ratio of voting rights held (%)			Financial instruments exchange, etc., on which the issued shares, etc., are listed
		Voting rights directly held	Voting rights subject to aggregation	Total	
Seven & i Holdings Co., Ltd.	Other affiliated company	9.02	9.02	18.04	Tokyo Stock Exchange, Inc. Prime market

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

The other affiliated company of the Company, Seven & i Holdings Co., Ltd., has made investments in the Company through its subsidiaries, SpireX Co., Ltd., (formerly Seven & i Net Media Co., Ltd.) and Seven-Eleven Japan Co., Ltd., holding a combined total of 18.04% of the voting rights in 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 collaborative synergies with the said company.

< Concurrent positions held by board members >

(As of June 30, 2026)

Position in the Company	Name	Position in Controlling Shareholder, etc.	Reason for Appointment
Outside Director	Noriyuki Okajima (Assumed office in June 2026)	Executive Officer	In order to utilize his wealth of experience and achievements in product planning and marketing at a distribution business company for the management of the Company, and to provide appropriate advice as an Outside Director.

3. Matters concerning transactions with controlling shareholder, etc.

Time	Type	Name of Company, etc.	Details of the transaction	Transaction amount (millions of yen)	Account title	Year-End balance (millions of yen)
Fiscal year ended March 2026	Subsidiary of other affiliated company	7dream.com Co., Ltd.	Payment of sales commissions, etc.	2,146	Accounts receivable - trade	10,868

(Note) Transaction terms and conditions and the policy for determining the transaction terms and conditions
Transaction terms and conditions are determined through negotiations, by taking into account market prices and total costs, in the same manner as for general transactions.