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(Translation)

September 10, 2025

To Whom It May Concern:

Company Name: Fuji Media Holdings, Inc.  
Representative: Kenji Shimizu, President and Representative Director  
(Stock Code No.: 4676, Prime of Tokyo Stock Exchange)  
Contact: Ryosuke Fukami, Senior Managing Executive Officer  
(TEL. +81-3-3570-8000)

### **Notice Regarding Partial Sale of Investment Securities**

We hereby announce that, in connection with the secondary offering of common stock of Toei Animation Co., Ltd. (Stock Code No.: 4816, Tokyo Stock Exchange Standard Market; “Toei Animation”) in overseas markets (the “Secondary Offering”), we have resolved to participate as a selling shareholder and to sell a portion of the Toei Animation common stock held by us, as set forth below. For further details regarding the Secondary Offering, please refer to the “Notice Regarding Secondary Offering of Shares in Overseas Markets,” which Toei Animation announced today.

#### **1. Shares to be Sold**

- (1) Shares to be sold: Common stock of Toei Animation
- (2) Number of shares to be sold: 10,575,000 shares
- (3) Sale price: Undetermined (Scheduled to be determined on a certain date between September 11, 2025 (Thursday) and September 12, 2025 (Friday))  
(Note) If the Secondary Offering is completed, it is expected that we will hold 6,575,000 shares of Toei Animation common stock, representing approximately 3.19% of the total voting rights of Toei Animation (calculated based on a total number of voting rights of 2,062,591 as of March 31, 2025).

#### **2. Reasons for the Sale**

In relation to strategic shareholdings, our Board of Directors has been examining the rationality and necessity for holding each stock, taking into account the nature and size of those companies’ trading relationships with our group, as well as quantitative factors including each company’s business results, dividends, and stock price, and has been considering reducing such holdings. As a result, we have reduced such shareholdings by approximately ¥96 billion over the past seven years (from the fiscal year ended March 2019 through the first quarter of the fiscal year ending March 2026).

Looking ahead, as stated in the “Reform Action Plan” announced on May 16, 2025, we have set a policy to sell exceeding ¥100 billion of strategic shareholdings within three years starting from FY2025, further reduce the ratio to less than 15% of net assets by the end of FY2027, and aim for further reduction. In line with this policy, we have decided to participate as a selling shareholder in the Secondary Offering by Toei Animation, which is aimed at improving the liquidity of Toei Animation’s common stock.

#### **3. Future Outlook**

The sale price (underwriting price) for the sale of shares by us to the underwriters in connection with the Secondary Offering is scheduled to be determined on September 11, 2025 (Thursday) or September 12, 2025

(Friday). We expect to record extraordinary gain (gain on sale of investment securities) associated with the Secondary Offering in our consolidated financial statements for the second quarter of the fiscal year ending March 2026. In addition, in relation to the impact of the Secondary Offering on our business performance for the fiscal year ending March 2026, we will conduct a comprehensive review once the sale price has been determined and, if any matters arise in the future that require disclosure, we will promptly announce them as appropriate.

As of the end of March 2025, the ratio of strategic shareholdings to net assets was 26.6%. However, following the Secondary Offering, it is expected that this ratio will decrease to approximately 22%.

#### 4. Future Relationship Between Toei Animation and us

The Secondary Offering will not affect our business relationship with Toei Animation. Additionally, Kenji Shimizu, our President and Representative Director, who currently serves as an outside director of Toei Animation, will continue to fulfill his duties as an outside director of Toei Animation.

To date, we and Toei Animation have maintained a strong relationship as important partners in our diverse IP and content business, including terrestrial television broadcasting, films, merchandising, games, and other fields, and both companies have expanded their business through mutual cooperation. Although the capital relationship will change as a result of the Secondary Offering, we will continue to maintain a good relationship in various fields, both domestically and internationally, and will further pursue specific initiatives to enhance the corporate value of both companies.

[Important notice: This press release does not constitute an offer of any securities for sale. This press release is the press announcement for the sole purpose of publicly announcing the partial sale of common stock of Toei Animation Co., Ltd. by us, and has not been prepared for the purpose of soliciting investment or engaging in any other similar activities within or outside Japan. This press release does not constitute or form a part of any offer for or sale of securities within the United States. The securities referred to in this press release have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”). The securities may not be offered or sold in the United States absent registration or the requirements for an exemption from registration under the Securities Act. Any public offering of such securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer of the securities or the selling shareholder and that will contain detailed information about the issuer of the securities and its management, as well as financial statements, but no public offering of these securities is planned within the United States with respect to the matters stated herein. As the offering in connection with the Secondary Offering will be made outside Japan and only to non-residents of Japan, registrations or notifications under the Financial Instruments and Exchange Act of Japan will not be made, and a prospectus will not be prepared.]

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