WOWOW

Dear all,

August 04,2025
WOWOW INC.
Representative Director, President & CEO　Hitoshi Yamamoto
(Prime Market Stock code number：4839,Tokyo Stock Exchange)

Press Release

July 2025 Subscription Data

The numbers of subscriptions and cancellations during July 2025, as well as the cumulative subscriptions at the end of July 2025, are as follows:

Gross new subscriptions during the month	Cancellations during the month	Net new subscriptions during the month	Net cumulative subscriptions at the end of the month
68,060	**56,118**	**11,942**	**2,294,716** Of these, multi-subscriptions*1 305,760 Of these, hotel subscriptions*2 89,890

*1: For the second and third subscriptions by the same subscriber, the subscription fee of JPY 2,530/month (tax included) is discounted to JPY 990/month (tax included). The number of subscriptions applying this discount program is included in the figure for net cumulative subscriptions at the end of the month.

*2: For contracts with lodging operators for viewing in guest rooms at lodging facilities, subscription fees are determined separately. The number of net cumulative subscribing guest rooms at those lodging facilities is included in the figure for net cumulative subscriptions at the end of the month.

Scheduled date of release of monthly IR news

Monthly subscription data is scheduled to be disclosed on the second business day of every month. Please note that the date of release is subject to change without notice due to unforeseen circumstances.

*For past subscription data, please refer to "IR section" of the website.

End

Note : This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

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