



September 30, 2026
Avex Inc.

Additional Acquisition of Equity Interest of US-based Artist Management Company S10 Entertainment & Media

~ Strengthening Efforts to Create Global Hits ~

Avex Inc. ("Avex") (Headquarters: Minato-ku, Tokyo; Representative Director, CEO: Katsumi Kuroiwa) hereby announces that it has acquired additional equity interest of S10 Entertainment & Media LLC ("S10") (Headquarters: Los Angeles; CEO: Brandon Silverstein ("Silverstein")). This additional acquisition covers a portion of the equity interest held by Silverstein in S10, as well as the equity interest held by other equity holders. This additional acquisition will further advance the integration of S10 with Avex Music Group LLC ("AMGL"), Avex's US subsidiary, and expand the scope of Avex's global strategy as "One Global Music Company."



S10 is a US-based artist management company founded by Brandon Silverstein, CEO of AMGL. S10 manages prominent artists and talents such as Myke Towers, Big Sean, and Bella Poarch, who have produced numerous global No. 1 hits. Avex made a strategic investment in S10 in 2024, and in March 2025 made S10 a consolidated subsidiary and appointed Silverstein as CEO of AMGL, aiming to expand its business in the global market. Under Silverstein's leadership, Avex has achieved the following results in the US market to date:

- Global Music Publishing Administration Partnership with Bruno Mars
- Avex Launches \$100 Million Global Music Catalog Acquisition Initiative
- Avex Music Group Songwriter, Kamal Wilson Wins "Best R&B Song" at the 68th Grammy Awards
- Avex Representative Director, CEO Katsumi Kuroiwa and Avex Music Group LLC CEO Brandon Silverstein receive the Global Growth Award at Billboard Global Power Players 2026

AMGL will continue to be responsible for developing business opportunities and strategic partnerships for the entire Avex Group in North America across recorded music, music publishing, artist management, marketing, and live entertainment.

Avex will continue to invest in artists including XG and ONE OR EIGHT and aims to create global hits by leveraging its networks and creative infrastructure in entertainment industries worldwide, including in the US.

Comment from Katsumi Kuroiwa, Representative Director, CEO, Avex Inc.

“S10 is an exceptional management company that has played an important role in advancing our global expansion. This acquisition of equity interest reflects our confidence in Brandon’s leadership and our commitment to the growth of Avex’s global music business. Together with S10, we will offer the full range of Avex’s capabilities to artists and creators around the world.”

Comment from Brandon Silverstein, CEO, Avex Music Group LLC

“I am proud of what S10 has achieved, including its work with our artists and songwriters, and grateful to all of our partners who have helped bring us to this point. Going forward, we aim to build on our work to date together with Avex by investing in talent, developing new businesses, and creating more opportunities in each market.”

[About Avex Music Group LLC (AMGL)]

Avex Music Group LLC is a core hub of Avex’s global strategy under “avex vision 2027,” serving as a platform that connects creative, business, and cultural domains across the global market.

Headquartered in Los Angeles, AMGL focuses on creating global music IP and developing artists, while also serving as a hub for cross-border collaboration, with a strong emphasis on expanding Avex’s presence in international markets, particularly in North America.

In 2025, AMGL further accelerated its global expansion through the integration of S10 Entertainment & Media, strengthening its position as a next-generation music company with a comprehensive, integrated business platform. Under the leadership of CEO Brandon Silverstein, AMGL oversees a wide range of operations—including artist management, music publishing, recorded music, creative studios, and strategic partnerships—driving the creation of globally influential artists and IP while enhancing long-term corporate value within the international music ecosystem.

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