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Company Name: Nippon Television Holdings, Inc.
Representative: Yoshikuni Sugiyama
Representative Director, Chairman and Chief
Executive Officer
(TSE Prime Market, Code No. 9404)
Contact: Masashi Ishikawa
Managing Director, Investor Relations &
Shareholder Relations, Corporate Administration
& Human Resources
Telephone: +81-3-6215-4111

**“Ad Reach MAX” Business to Spin Off into New Company:
Funded by Nippon TV, TBS TV, and Fuji TV, Starting Operations in February 2027**

Nippon Television Holdings, Inc. (the “Company”) hereby announces that its consolidated subsidiary Nippon Television Network Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President and Chief Operating Officer: Hiroyuki Fukuda; “Nippon TV”) has made a decision with the two companies, Tokyo Broadcasting System Television, Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masamine Ryuho; “TBS TV”) and Fuji Television Network, Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Kenji Shimizu; “Fuji TV”) to establish a new company to plan, develop, and operate the “Ad Reach MAX Platform” (“AdRM-PF”), a platform for television advertising transactions developed by Nippon TV, with an aim to further evolve television advertising transactions. The three broadcasters have decided to invest in this new company.

AdRM-PF is a television advertising transaction platform developed by Nippon TV. By applying ad technology to terrestrial TV advertising, the platform is designed to create an environment where advertisers and advertising agencies can plan, buy, and measure the performance of TV ads with greater flexibility. Transferring its operations to a new company will allow AdRM-PF to grow into a platform open to the entire television industry, making it easier for more broadcasters to participate regardless of network affiliation or station boundaries.

TBS TV plans to begin selling advertisement through AdRM-PF around spring 2027, while Fuji TV intends to follow suit around spring 2028. The three companies will continue to work together to create an environment in which advertisers and advertising agencies can more easily select and utilize television advertising, thereby contributing to the further development of the television advertising market, and ultimately, the television industry as a whole.

1. Background and Purpose of Forming the New Company

In the advertising market, circumstances surrounding marketing activities are changing significantly, including the widespread adoption of cross-media planning and data-driven effectiveness measurement. To adapt to these structural changes in the advertising market and bolster the competitiveness of television advertising over the medium to long term, it is imperative to establish a common platform for television advertising transactions that

advertisers and advertising agencies can utilize more easily.

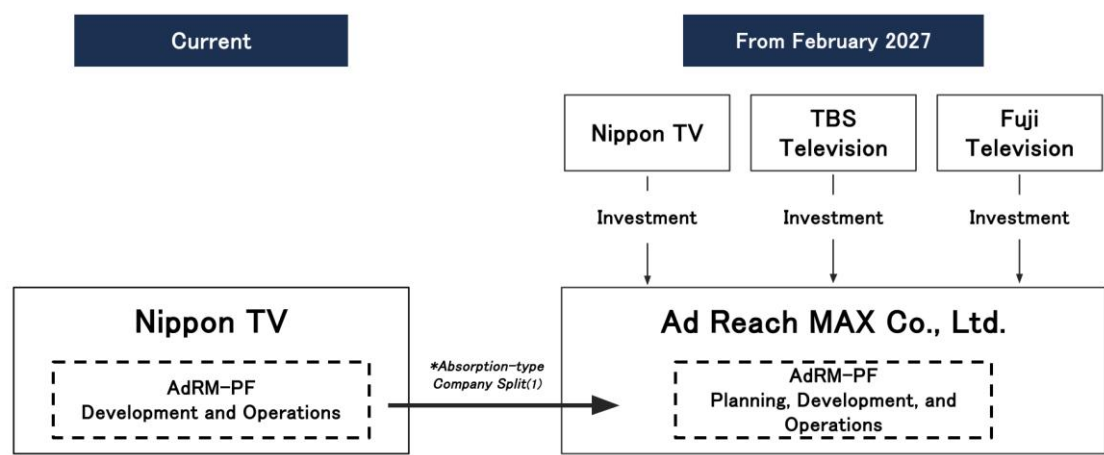
Since its launch in April 2025, AdRM-PF has introduced ad technology into television advertising transactions, which had traditionally been conducted primarily offline. By adopting metrics that are highly compatible with digital advertising, such as impressions and reach, it has enabled online programmatic trading while leveraging television’s strong reach and credibility. Consequently, this has expanded the scope of television advertising with flexible buying options and effectiveness measurement tailored to diverse marketing needs.

To enable advertisers and advertising agencies to utilize television advertising with greater flexibility through the AdRM-PF in the future, we believe it is important to encourage more broadcasters to participate while promoting the use of advertising inventory and the accumulation and utilization of data across broadcasters.

To achieve this, it is essential to establish an AdRM-PF management framework capable of accurately identifying needs, continuously investing in and developing the platform, and rapidly enhancing its service. For this reason, the three companies, Nippon TV, TBS TV, and Fuji TV are establishing a new company, with the aim of accelerating decision-making and boosting business momentum under an independent management structure.

2. Participation of Three Broadcasters and Overview of the New Company

The new company will take over the technology and know-how related to AdRM-PF, which has been developed and operated by Nippon TV, and will undertake the planning, development, and operation of the platform. In support of this effort to transform AdRM-PF into a common platform for the television advertising market, TBS TV and Fuji TV have decided to invest in the new company.



*1: This absorption-type split is subject to approval by resolution at the Board of Directors meeting of Nippon Television Network Corporation scheduled for November 2026.

3. Comments from Three Companies

Comment from Hiroyuki Fukuda, Representative Director, President and Chief Operating Officer, Nippon Television Network Corporation

“Today, TV advertising continues to be a central force driving the Japanese advertising market, with its unparalleled reach and credibility. We believe that, by establishing a programmatic trading environment that integrates television advertising with digital ad distribution, we can offer advertisers and advertising agencies new options for television advertising and maximize the effectiveness of their marketing activities. I find it reassuring that Ad Reach MAX, which offers more flexible, versatile, and precise ways to utilize TV advertising, is evolving into a common platform that goes beyond the boundaries of networks and broadcasting stations. I am confident that the new company will play a pivotal role in driving new value and growth for the entire TV advertising market and that it will become an indispensable partner in business growth for all advertisers.”

Comment from Masamine Ryuho, President and Representative Director, Tokyo Broadcasting System Television, Inc.

“We have decided to invest in a new company that will operate the Ad Reach MAX business, which enables programmatic TV advertising transactions, aimed at advancing and evolving the terrestrial TV advertising business. Through the initiatives undertaken by the three companies participating in the new entity, we will work to deliver new value in TV advertising that is different from traditional time and spot slots, and continue striving to ensure that TV advertising makes even greater contribution to our advertisers’ marketing activities. We will continue to work diligently toward the sustainable growth of the television advertising market in the years ahead. TBS TV looks forward to seeing this new company grow significantly, transcending network affiliations to serve as a foundation for the evolution of the Japanese broadcasting industry.”

Comment from Kenji Shimizu, President & CEO, Fuji Television Network, Inc.

“The overwhelming reach and strong credibility of television advertising continue to represent an important value that connects companies and consumers. To further enhance this value and respond to the evolving marketing environment, it is essential to enhance advertising functions through the use of data and technology, and to drive co-creation that transcends network affiliations or broadcasting stations. This system developed by Nippon TV becomes more valuable with each additional participating station, so it is important for the entire television industry to work together to foster its growth. By building a shared platform centered on the new company, we will provide new value to advertisers, and contribute to the sustainable development of the television advertising market as a whole.”

【Sales Executives from the Three Companies Driving the Ad Reach MAX Business】



(From left to right)

Nobuko Wako, Director and Board Member Managing Executive Officer, Fuji Television Network, Inc.

Naohiko Arai, Board Director and Operating Officer, Nippon Television Network Corporation

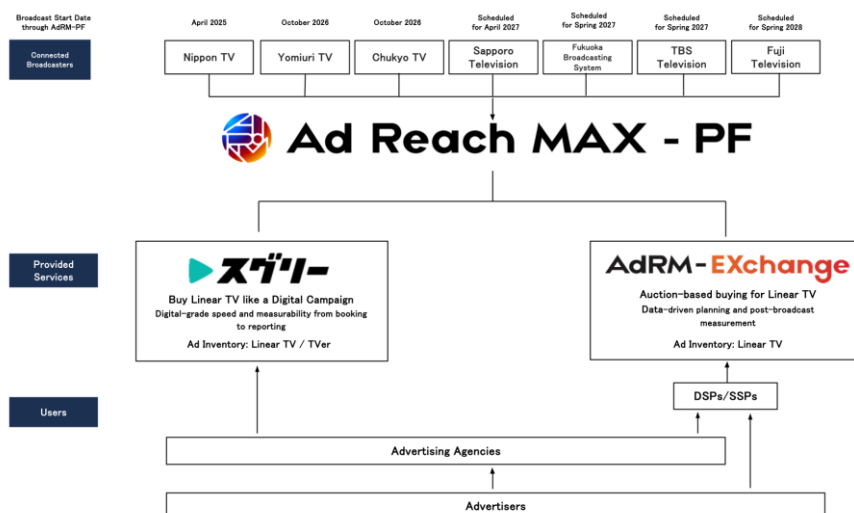
Koji Shinmei, Board Director, TBS Television, Inc.

4. Future Outlook

In October 2026, commercials purchased through Ad Reach MAX began airing on Yomiuri Telecasting Corporation and Chukyo TV. Broadcasting Co., Ltd. Moving forward, we plan to start selling advertising for The Sapporo Television Broadcasting Co., Ltd. and Fukuoka Broadcasting System Corporation around March 2027, aiming to begin airing in April. We also plan to connect with TBS TV around spring 2027 and with Fuji TV sometime in 2028, continuously expanding the available broadcasting stations and coverage areas.

The new company is slated to start business operations in February 2027. Once launched, it will expand its network of broadcasting stations and coverage areas while utilizing advertising inventory across broadcasters and accumulating data. At the same time, it will create an environment that enables a more integrated process, from planning and buying to effectiveness measurement.

Through these efforts, AdRM-PF aims to become one of the primary options in television advertising transactions, striving to enhance the value of TV ads and contribute to the further development of the market as a whole.



5. Outline of the New Company

Name	Ad Reach MAX Co., Ltd.
Date of establishment	To be established in October 2026 Operations to commence in February 2027 (*2)
Representative	Manabu Matsumoto, Representative Director and President
Share capital	¥100,000,000
Investors	Nippon Television Network Corporation; Tokyo Broadcasting System Television, Inc.; Fuji Television Network, Inc.
Description of business	Planning, development, and operation of “Ad Reach MAX Platform,” a common platform for the television advertising market

*2: Until the commencement of business operations, the new company will operate as a preparatory company, and is scheduled to succeed to the AdRM-PF's business through an absorption-type split of Nippon TV.

Details regarding the new company will be announced separately.

About Ad Reach MAX Platform

AdRM-PF is a television advertising transaction platform that enables advertisers and advertising agencies to buy and sell ad slots provided by broadcasting stations through the “Sugree” (*3) web service and AdRM-EXchange (*4), which connects to external DSPs and SSPs. By leveraging technology while maximizing the reach and credibility of television advertising, it enables flexible planning and effectiveness measurement tailored to the needs of advertisers and advertising agencies. Since its launch in April 2025, both the volume of transactions and participating companies have been growing. As of September 2026, the total number of advertisers and advertising agencies who have conducted transactions through AdRM-PF has reached approximately 200.

*3: Platform that enables users to place orders for terrestrial TV ads and TVer ads online and manage them while viewing their performance reports. For more details about the service, visit the official website: <https://sgr-service.ntv.co.jp/en>

*4: Platform that connects with demand-side platforms (DSPs) and supply side platforms (SSPs) online to enable real-time bidding (RTB). Bids are placed seconds before a commercial is scheduled to air, after which ad slots are determined and ads are broadcast. By leveraging the data held by each connected company, the platform enables highly effective planning and provides visibility into campaign performance.

■ Impact of This Agreement on Performance, etc.

We believe that the impact of this matter on our consolidated financial results will be minimal. However, if any matters requiring disclosure arise, they will be announced promptly.