

November 26, 2020

(Translation)

Company name: Fuji Media Holdings, Inc.
Representative: Osamu Kanemitsu, President and
Representative Director
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Notice Regarding Transfer of Business of Consolidated Subsidiary

Fuji Media Holdings, Inc. (the “Company”) hereby announces that it resolved at its Board of Directors meeting held on November 26, 2020 to transfer the mail order business for the Cecile brand (the “Cecile business”) operated by Dinos Cecile Co., Ltd. (“Dinos Cecile”), a consolidated subsidiary of the Company, and Dinos Cecile’s subsidiaries related to the Cecile business, to NIFTY Corporation (“NIFTY”).

Along with this business transfer, the Cecile business will be succeeded by a wholly owned subsidiary Dinos Cecile plans to establish, and all outstanding shares in the new subsidiary will be transferred to NIFTY. Dinos Cecile today signed a share transfer agreement with NIFTY. The trade name of Dinos Cecile is planned to be changed after this transaction, details will be announced.

1. Reason for the share transfer

Dinos Cecile was established in July 2013 in a three-way merger between Cecile Co., Ltd., Dinos Inc. and Fuji Direct Marketing, Inc. The Cecile business operates mail order services through catalogs and e-commerce. Especially, the Cecile brand is well known in Japan, selling a wide range of goods with excellent reputation for product development reflecting customer needs.

NIFTY operates internet and web service businesses, and its parent company, Nojima Corporation, operates digital home electronics retail stores, mobile carrier stores and other businesses.

As a result of a comprehensive consideration of measures to further strengthen the Cecile business, the Company decided to proceed with this transaction as it judged that the business can further enhance its value by joining the NIFTY group to take advantage of its resources.

2. Schedule

Date of agreement: November 26, 2020

Date of share transfer: March 1, 2021 (scheduled)

3. Future outlook

The effect of this transaction on the Company’s forecasts of financial results for the current fiscal year is minor, however, should any information requiring disclosure arise, the Company will promptly disclose the details.

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