

January 25, 2021

(Translation)

Company name: Fuji Media Holdings, Inc.
Representative: Osamu Kanemitsu, President and
Representative Director
(Code No. 4676, 1st section of Tokyo Stock Exchange)
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Notice Regarding Change of Trade Name of Consolidated Subsidiary

Fuji Media Holdings, Inc. (the “Company”) hereby announces that Dinos Cecile Co., Ltd. (the “Subsidiary”), a consolidated subsidiary of the Company, has resolved to change its trade name as follows, on the condition that the transfer of the Cecile business to NIFTY Corporation is effected as disclosed in “Notice Regarding Transfer of Business of Consolidated Subsidiary” on November 26, 2020.

1. Overview of the Subsidiary

- (1) Trade name: Dinos Cecile Co., Ltd.
- (2) Head office: Nakano Sakaue Central Building, 2-46-2 Honcho, Nakano-ku, Tokyo
- (3) Representative: Jun-ichi Ishikawa, President
- (4) Main business: Mail order services offering a wide range of products through catalogs, TV, and online retailing
- (5) Paid-in capital: ¥100 million (as of March 31, 2020)

2. Change of trade name

(1) Reason for the change

The Company has decided to give the Subsidiary a new trade name to clarify its positioning as an entity and business brand upon the transfer of the Cecile business, in an aim to expand business in the future by leveraging the assets accumulated under the “Dinos” brand.

(2) New trade name

DINOS CORPORATION

(3) Scheduled date of the change

March 1, 2021 (scheduled)

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