



May 10, 2022

Nippon Television Holdings, Inc.
(Ticker: 9404, Prime Market, Tokyo Stock Exchange)

**Contributing to a Sustainable Future
Second Sustainable Investment
Nippon TV Provides Capital to EhonNavi Corporation**

Nippon Television Holdings, Inc. (hereafter the "Company") announces that its consolidated subsidiary Nippon Television Network Corporation (hereafter "Nippon TV," headquartered in Minato-ku, Tokyo and led by Representative Director, President and Senior Executive Operating Officer Yoshikuni Sugiyama) has invested in EhonNavi Corporation (hereafter "EhonNavi," headquartered in Shinjuku-ku, Tokyo and led by Representative Director Hideyuki Kanagaki), which operates a picture book information and mail-order website, a digital picture book content subscription business, and the like.

SUSTAINABLE DEVELOPMENT GOALS



■ Sustainable Investments

In October 2021, Nippon TV made its first sustainable investment in Sound Fun Corporation as part of its endeavor to become a company that invests to contribute to a sustainable future. Sound Fun Corporation, which aims to provide solutions to hearing problems and make the accessibility of sound a reality, manufactures, develops, and sells Mirai Speaker ® (future speaker), whose technology makes television sounds more audible.

■ Investment Background

Nippon TV has been championing education and child-rearing by using picture books, through projects that support raising children such as *Mama mo Ko mo* (*Mother and Child*, since 2010), streaming videos of in-house announcers reading picture books (since 2020), and more. Operating one of Japan's largest picture book websites, EhonNavi is a lifestyle navigation company that provides happy moments. It is highly compatible with the Nippon TV Group's business philosophy of providing enriching moments, and after deeming that education through picture books and children's books would contribute to a sustainable future, the investment was made.

■ Collaborations

The Nippon TV Group is already undertaking collaborations with EhonNavi to develop and produce picture book content. The companies plan to create picture book content featuring characters of *The Genie Family*, produced by Tatsunoko Production, which will celebrate its 60th anniversary in October this year. Plans to join forces with Nippon TV's announcers and create picture book content are also under way. Going forward, the companies will consider making visual images of picture book content, storytelling by announcers, and content/character intellectual property spin-offs to foster collaborations that contribute to education through picture books and children's books.

■ About EhonNavi



Company Name: EhonNavi Corporation
Address: Shinjuku Sumitomo Building, 28F
2-6-1 Nishi Shinjuku, Shinjuku-ku
Tokyo, Japan
Capital: ¥741,779,179 (¥826,279,179 including capital reserve)
Representative: Hideyuki Kanagaki
Business: Media business including picture book information website ehonnavi.net,
commerce business, content business, learning business

EhonNavi's missions are to (1) increase happy moments; (2) create and operate services and media that form the infrastructure of lifestyle and child-rearing; and (3) take on challenges that expand the picture book/children's book market.

■ About Picture Book Information Website ehonnavi.net

EhonNavi operates one of Japan's largest picture book websites, ehonnavi.net, which showcases a proprietary ranking and review system and offers digital picture books for viewing, among other functions. It boasts approximately 20 million users annually and specializes in picture books.

Launched in April 2002 and driven by the concept of featuring a collection of information through an interactive experience to help select picture books for children, ehonnavi.net provides images and synopses of picture books with the cooperation of over 100 publishing houses. There are over 350 works in the digital picture book read-all-you-can section, over 2,200 titles which users can peruse in their entirety, and over 10,000 books with sample sections available. Over 400,000 user reviews make the website a wealth of advice to those who are choosing a picture book for a child. With comments that give insight on the quality time the picture books helped create with children, it is a compilation of deep and heartwarming perspectives that are a far cry from run-of-the-mill reviews. Its vast resources such as the proprietary ranking system, age-based recommendations, new reviews corner, information on newly published picture books, e-newsletters and more are accelerating the growth of its popularity primarily among child-rearing mothers.

■ Aiming to Create a New Ecosystem for the Picture Book Industry

With picture book information website ehonnavi.net as a starting point, EhonNavi offers related products for sale, a digital picture book read-all-you-can subscription plan for ¥580 a month that features children's content such as picture books and picture book movies and manga for learning, and an English language education program that uses picture books. Going forward, EhonNavi will aspire to develop original works, with production, streaming, and marketing methods possible only in the digital space. It will also roll out standalone printed books of hit titles, anime adaptations, merchandise, and more.

■ Effect of Investment on Financial Performance

EhonNavi is not a subsidiary or affiliate of the Nippon TV Group and its effect on the Company's financial performance is immaterial.

---End---