



May 16, 2022

Company Name: Asahi Broadcasting Group Holdings Corporation  
Representative: Susumu Okinaka, Representative Director and President  
(Securities Code: 9405, Tokyo Stock Exchange Prime Market)  
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## **Notice Concerning Capital and Business Alliance With Online News and Entertainment Media Firm BuzzFeed Japan**

Asahi Broadcasting Group Holdings Corporation (Osaka, Japan; Susumu Okinaka, representative director and president) announced that it has acquired 21.5% of the outstanding shares of BuzzFeed Japan Corporation (Chiyoda-ku, Tokyo; Scott McKenzie, CEO) from Z Holdings Corporation, signing a capital and business alliance agreement with BuzzFeed Japan.

### 1. Background

Under the company's medium-term management strategy, NEW HOPE, the company aims to strengthen and expand its operations of three business segments: Broadcasting Business, Content Business, and Lifestyle Business. BuzzFeed Japan delivers content through five vertical media outlets: BuzzFeed Japan, HuffPost Japan, BuzzFeed Japan News, Tasty Japan, and BuzzFeed Kawaii, based on a philosophy to Spread Joy & Truth Across the Internet. BuzzFeed Japan enjoys more than 3.5 million unique visitors monthly, more than half of whom consist of Gen Z and Millennials.

Asahi Broadcasting Group Holdings sees the collaboration between the ABC Group's Broadcasting, Content, and Lifestyle businesses and BuzzFeed Japan, who offers a wide range of content, including entertainment, cooking, beauty, and other light content to politics, economics, and social issues, as an opportunity to create rich content, strong reach, and promotional capacity synergistically. In this way, the alliance will increase business value for both entities.

### 2. Details

- 1) Asahi Broadcasting Group Holdings will acquire 21.5% of the outstanding shares of BuzzFeed Japan from Z Holdings for cash. After the investment, the BuzzFeed Japan shareholding ratio will be as follows:

Asahi Broadcasting Group Holdings: 21.5%  
BuzzFeed: 51%  
The Asahi Shimbun Company: 24.5%  
ValueCommerce Co., Ltd.: 3%

- 2) The companies will develop new advertising products, engage in mutual branding, strengthen marketing, develop joint content, and engage in joint sales to maximize profits for both in the visual media and e-commerce domains.

### 3. Overview of BuzzFeed Japan

Company Name: BuzzFeed Japan Corporation  
Address: Tokyo Garden Terrace Kioi Tower, 1-3 Kioi-cho, Chiyoda-ku, Tokyo  
Established: August 12, 2015  
Representative: Scott McKenzie  
Business: Digital media company

The impact of this capital and business alliance agreement on the consolidated financial results of Asahi Broadcasting Group Holdings is expected to be minor.