



December 24, 2024

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.
Representative: Representative Director, Group President and Chief Executive Officer
Yuichi Kouno
(TSE Standard Code: 4293)

Notice of Changes in Reportable Segments

SEPTENI HOLDINGS CO., LTD. (the “Company”) hereby announces that it has resolved to change the reportable segments from the first quarter of the fiscal year ending December 2025, at the meeting of the Board of Directors held today.

1. Reason for the Change

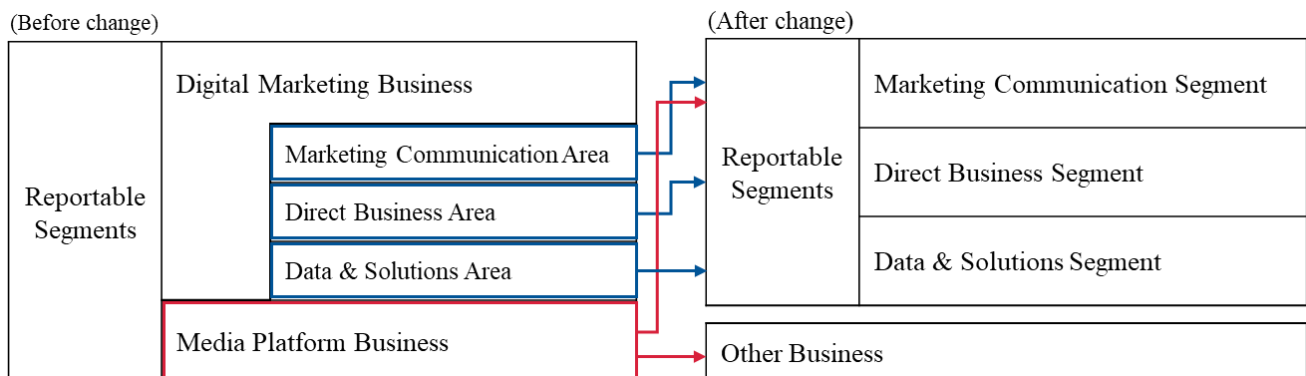
Aiming to realize the Group’s mission of “To inspire the world with entrepreneurship” and to increase corporate value, the Company is working to realize sustainable business growth through the promotion of business portfolio management, focusing on the Digital Marketing Business, which is its core business, as well as reorganizing within the Group and creating synergies among businesses, under the theme of “Focus & Synergy” in its medium-term management policy.

Since the fiscal year ending December 2024, the Company has shifted to area management by dividing the Digital Marketing Business into three areas: Marketing Communication Area, Direct Business Area, and Data & Solutions Area. To further promote this, it decided to change the reportable segments to align the organizational structure with the segment classification in information disclosure.

2. Overview of Changes

The three areas that had been classified under the Digital Marketing Business will be the Marketing Communication Segment, the Direct Business Segment, and the Data & Solutions Segment, respectively, and these three will be the new reportable segments.

In addition, each of the businesses previously classified in the Media Platform Business will be integrated into the Marketing Communication Segment or classified into the Other Business, taking into account the perspective of generating synergies with existing businesses.



3. Timing of the Change

Business results will be reported in the new reportable segments from the first quarter of the fiscal year ending December 2025.

■ Contact Information

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