

MIXI GROUP'S BUSINESS MODELS

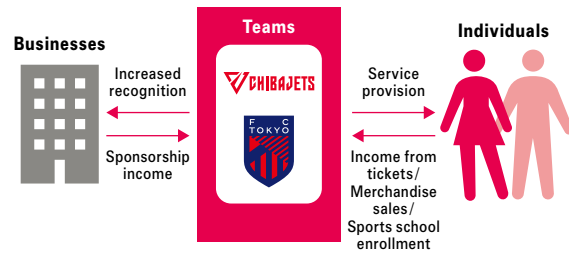


SPORTS SEGMENT

BUSINESS MODELS



Overview of CHIBA JETS and FC TOKYO



CHIBA JETS,
B.LEAGUE professional basketball team
FC TOKYO,
J1 League professional football club

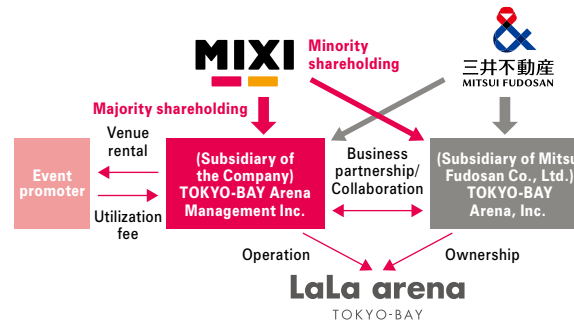
Based on sponsorship income from businesses, operations for our professional sports teams include ticket sales, merchandise sales, and the management of sports schools for younger generations.

The CHIBA JETS aim to become a part of local communities, aspiring to popularize basketball and be a standout club that is loved by fans and players alike.

FC TOKYO strives to be a truly "community-based" J.LEAGUE club that is committed to the long term by collaborating with the local community, government, and businesses.

LaLa arena TOKYO-BAY

Overview of LaLa arena TOKYO-BAY



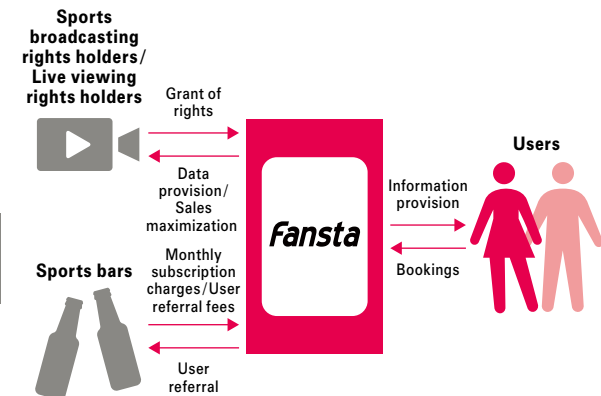
LaLa arena TOKYO-BAY

Completed in April 2024 in Funabashi City, Chiba Prefecture, LaLa arena TOKYO-BAY is a large-scale, multipurpose arena for a wide range of events such as concerts, sports events, and corporate exhibitions. It will also be used as the home arena of the CHIBA JETS.

Of the subsidiaries established jointly by MIXI and Mitsui Fudosan, TOKYO-BAY Arena Management is tasked with the facility's operation and management, and TOKYO-BAY Arena with its construction and ownership. The two companies will operate as a unit for the business management of the arena.

Fansta

Overview of Fansta



Fansta

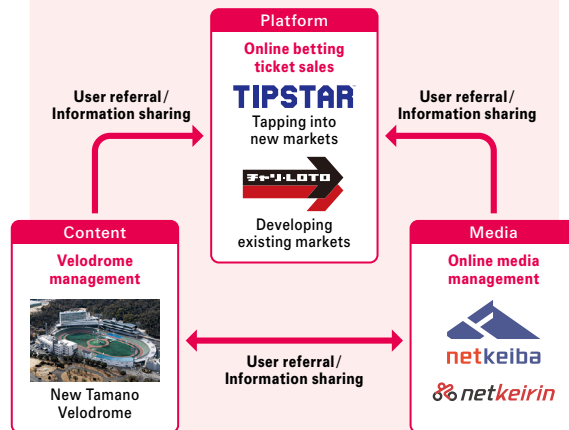
Fansta helps sports fans find sports bars by area or by what soccer and baseball matches they want to watch.

Under the motto of "On game day, the bar is our stadium," fans who cannot make it to the stadium to support their team and people who just want to watch sports can find nearby sports bars with DAZN channels so they can watch sports with their friends.

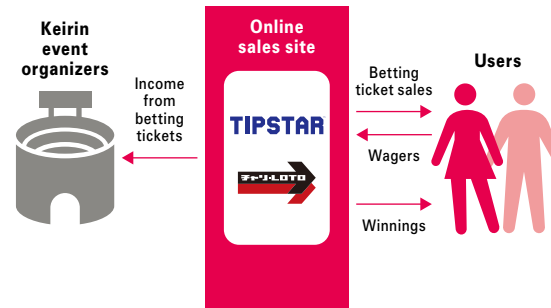
Creating synergies in our betting business

As part of our betting business, we manage betting ticket sales platforms (*TIPSTAR* and *Chariloto*), as well as keirin stadiums (velodromes), an important part of our value chain for content generation. We also operate media such as *netkeirin*, which refers users to these services.

While each service has achieved high growth on its own, we aim to establish a unique position and realize further growth by linking them to create synergies.



Overview of *TIPSTAR* and *Chariloto*



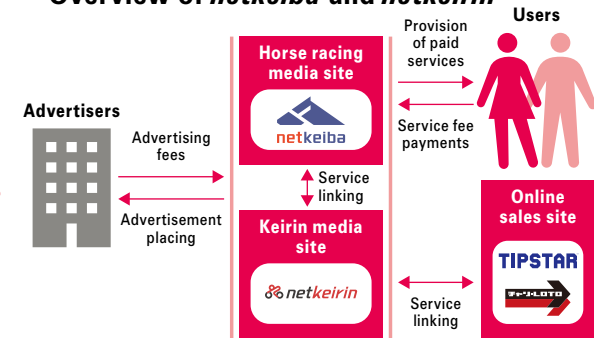
TIPSTAR and *Chariloto*

TIPSTAR is an online service that enables users to bet on keirin and auto race events. It is the only betting service in Japan in which users can enjoy betting together with their friends and has highly entertaining features such as “mirror betting,” which lets users place bets that match the predictions of other users.

Our consolidated subsidiary Chariloto Co., Ltd. operates *Chariloto*, an online betting ticket sales site for keirin and auto races. In addition, it operates outlets called “Chariloto Plazas” for purchasing betting tickets in physical locations such as velodromes and their external betting ticket sales buildings. By utilizing the expertise gained through these operations, *Chariloto* has been able to secure stable earnings as the comprehensive business operator of Tamano Velodrome, Takamatsu Velodrome, Komatsushima Velodrome, Hiroshima Velodrome, and Ito Onsen Velodrome, and as the owner of Toyama Velodrome and Ito Onsen Velodrome. In addition, by utilizing these facilities as bases for entertainment, *Chariloto* will continue to boost its presence in the keirin market while engaging in regional revitalization.



Overview of *netkeiba* and *netkeirin*



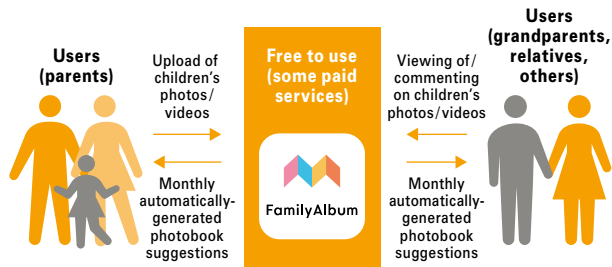
netkeiba and *netkeirin*

netkeiba has been in operation since 1999 and is currently one of the largest websites for horse racing in Japan. With monthly users surpassing 17 million, it has a wide range of content, including the latest race information and a database of racehorses and jockeys. Via the paid plan, users can access various services such as video streaming of all races provided by the Japan Racing Association (JRA). Utilizing the expertise gained through operating *netkeiba.com*, in 2020 we launched a sister site for keirin, named *netkeirin*. With easy access possible between these two websites, as well as *TIPSTAR* and *Chariloto* both being linked to *netkeirin*, we can expand the fan base for publicly-managed betting sports.

LIFESTYLE SEGMENT

FamilyAlbum

FamilyAlbum, private family photo and video sharing app



This app helps parents share photos and videos of their children in real time while keeping it all in the family. It is well-received for being free to use, offering unlimited storage, and facilitating fun communication among family members. The service was launched in April 2015 in Japan, with English support starting in July 2017. The service is currently offered in seven languages, and the cumulative number of users surpassed 27 million in July 2025. Overseas users account for approximately 40% of the total, with North America accounting for about 20% of the total users. In 2023, the utilization rate of *FamilyAlbum* in relation to the number of births in Japan reached approximately 60%, indicating that domestic usage is also expanding.

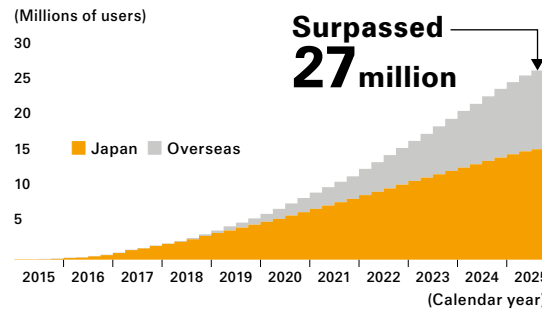
Steadily improving profitability

In April 2019, we launched a premium service with a monthly subscription fee that offers more features than the basic service. In June 2019, we acquired SFIDANTE Inc., which engages in the smartphone photo printing business, making it a subsidiary, and using its expertise, we began providing

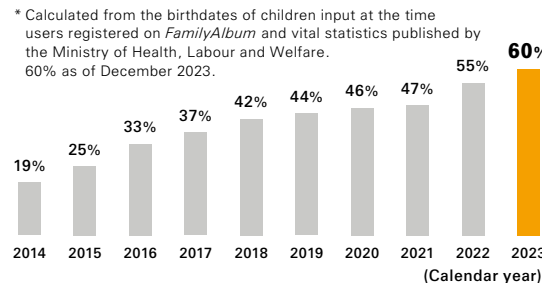
FamilyAlbum New Year Cards, a new service for creating traditional Japanese New Year greeting cards. In March 2022, we acquired Lovegraph Inc. as a subsidiary, adding to our portfolio an on-location photography service that provides a photographic team for children's *shichigosan* ceremonies (coming-of-age celebrations at ages three, five, and seven years) and other family occasions and events. In this way, we are promoting business growth through synergistic business investments and M&A.

Furthermore, we are expanding earnings opportunities by developing additional services, including a photo-printing service that allows users to create lasting memories by printing photos shared on *FamilyAlbum*, and the *FamilyAlbum GPS Guardian*, a GPS protection service for children. By combining user assets of *FamilyAlbum*, we will work to provide new value and to reinforce the business going forward.

Cumulative number of users of *FamilyAlbum*

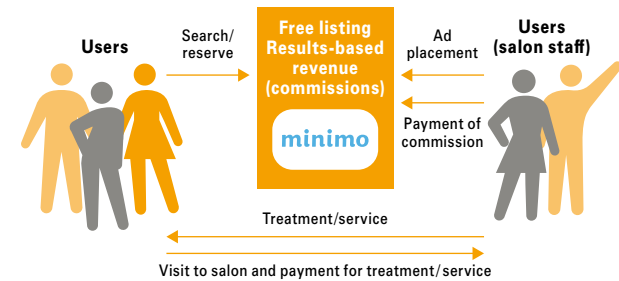


Utilization rate of *FamilyAlbum* against the number of births in Japan



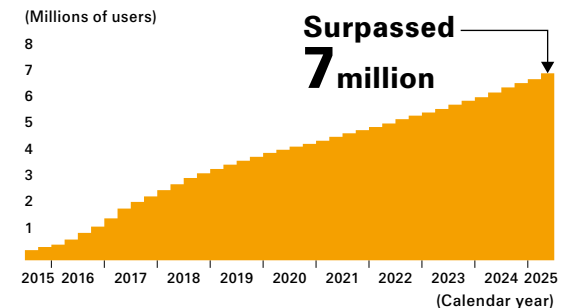
minimo

minimo, direct salon staff booking app



This app, launched in January 2014, allows customers to book appointments directly with individual salon staff members, such as hairstylists, nail artists, and eye makeup artists 24 hours a day. Ignoring the convention of booking appointments for a salon, *minimo* allows customers to choose and book salon staff members directly and consult with them in advance about their desired service to prevent mismatches. Highly appreciated by both salon staff and customers, the app surpassed seven million downloads in April 2025.

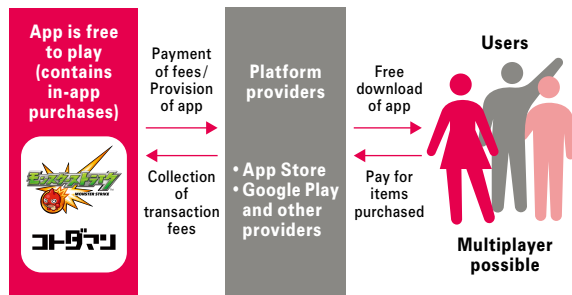
Cumulative number of users of *minimo*



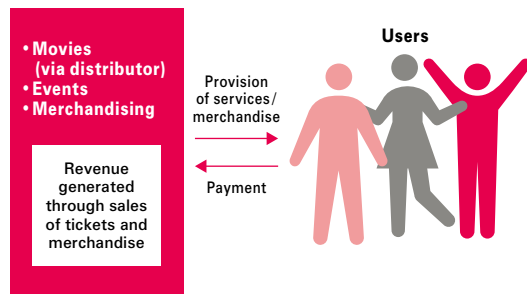
DIGITAL ENTERTAINMENT SEGMENT



MONSTER STRIKE, hunting action role-playing game (RPG) / **KOTODAMAN**, innovative word-battle RPG



MONSTER STRIKE and related businesses



MONSTER STRIKE is an exhilarating multiplayer action RPG that anybody can easily enjoy. The game's key feature is its multiplayer co-op system, which allows up to four friends in the same area to play together. *MONSTER STRIKE* was first released in October 2013 in Japan.

It is currently also available in Taiwan, Hong Kong, and Macao. Not just a game app, *MONSTER STRIKE* consists of an expansive media mix including merchandising, live events, video streaming, and more. The app surpassed 64 million users worldwide in May 2025.

Cumulative number of users of *MONSTER STRIKE* worldwide

