

Promotion of DX within the JR Central Group through the Acquisition of Shares
(Ownership) of ADDIX, Inc.

We are pleased to announce that we signed a share transfer agreement with the existing shareholders of ADDIX, Inc. (President and Representative Director: Yugo Ito, hereinafter referred to as “ADDIX”) on July 4, 2024 to acquire all shares of ADDIX. ADDIX is scheduled to become our subsidiary on August 1 of the same year.

1. Overview of ADDIX

Company Name	ADDIX, Inc.
Head Office	KD Minamiaoyama Building 7F, 3-1-31 Minamiaoyama, Minato-ku, Tokyo
Established	September 2008
Representative	Yugo Ito, President and Representative Director
Businesses	<ul style="list-style-type: none">• Business creation support (DX support, digital marketing support)• In-house creation of businesses (data platform, media IP)
Capital	100 million yen
Number of employees	157 people * As of the end of June 2024

<Reference> ADDIX website: <https://addix.co.jp>

2. Purpose of share acquisition

(1) Promoting DX within the Group

The Group aims to increase the value of cities and transportation along its railway lines by developing a variety of businesses, including railway, retail, real estate, and hotel businesses. Its strengths include real assets, such as stations and commercial facilities, as well as abundant tourist resources along its railway lines. In order to continue to leverage these strengths and increase the value of cities and transportation along its railway lines, it needs to further promote DX.

ADDIX's main business is providing support through DX, including business development, marketing, and sales promotion using digital technology. Its strength lies in its ability to consistently handle all phases of business, from research and planning to system development and operation, in order to resolve issues faced by clients. By incorporating ADDIX's digital talent, extensive expertise, and business creation know-how, we will further promote the Group's DX.

(2) Creating transportation demand and effectively disseminating information

ADDIX owns online and magazine media that contribute to creating demand for

transportation, such as media for sports and outdoor activities. By grasping and analyzing the needs of readers, it can make project proposals based on their needs and disseminate information through the media it owns. We will combine ADDIX's know-how with tourist resources along our railway lines to generate demand for transportation, and will effectively disseminate information on our events and services through these media.

(3) Improving the Group's services and expanding orders from outside the Group

By combining the Group's real assets, such as stations and commercial facilities, and membership and usage data for various services with ADDIX's expertise in the digital field, we will create new services and value within the Group. Meanwhile, ADDIX will aim to win more orders from outside the Group by making project proposals that are more in line with the needs of companies and local governments than ever before.