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**Notice on the exclusive domestic distribution of the English Premier League and
The Emirates FA Cup by U-NEXT**

We are pleased to announce that U-NEXT Co., Ltd. (“Company”), a subsidiary of U-NEXT HOLDINGS Co., Ltd. providing the content distribution service “U-NEXT”, has entered into a partnership agreement with The Football Association Premier League Limited. to acquire the exclusive domestic distribution rights for the English professional football first division league (“Premier League”) and The Emirates FA Cup, which is the world’s longest-running knockout football competition, for seven years from the 2024-2025 season starting this August to the 2030-2031 season.



Premier League is the most-watched professional football league in the world, captivating soccer fans worldwide and in Japan. For this season, the five Japanese players including Wataru Endo (Liverpool FC), Daichi Kamada (Crystal Palace FC), Yukinari Sugawara (Southampton FC), Takehiro Tomiyasu (Arsenal FC), Kaoru Mitoma (Brighton & Hove Albion FC) have been confirmed, drawing significant attention and expectation from Japanese soccer fans. Until last season, the Premier League was distributed in Japan through three Video-on-Demand services, including “U-NEXT”, but starting this season, “U-NEXT” will exclusively live stream all 380 matches. Additionally, The Emirates FA Cup, which is the world’s longest-running knockout football competition, will also be exclusively streamed on “U-NEXT”.

In conjunction with acquiring the distribution rights for the Premier League, “U-NEXT” plans to start offering a new plan focused on soccer content, the “U-NEXT Soccer Pack”, starting from August 9 (Friday) at a monthly price of 2,600 yen (including tax). This pack includes the Spanish professional football first division league “LALIGA EA SPORTS”, to which “U-NEXT” holds the distribution rights until the 2027-2028 season and where players like Takefusa Kubo (Real Sociedad de Futbol) from Japan play. It can be enjoyed at a reasonable price by using the U-NEXT points granted every month under the “U-NEXT monthly

plan”, or it can be used individually as the “U-NEXT Soccer Pack”. Company will aim to increase the average revenue per user (ARPU) and expand its user base through these options.

In addition, based on this agreement, “U-NEXT” will provide its soccer content, including LALIGA EA SPORTS, to hotels, facilities, sports bars, and other commercial locations. By leveraging synergies with our group’s retail stores and facility-related business, “U-NEXT” will support the creation of environments where people can share and empathize with the joy of watching sports.

For further details, please refer to the press release issued today by Company titled “U-NEXT がサッカー・プレミアリーグと7年間のパートナーシップ基本契約を締結。日本国内での全試合独占配信のほか、The Emirates FA Cup も独占配信決定。今後ホテルや商業施設などへの提供を拡大（*Japanese only）”.(<https://www.unext.co.jp/ja/press-room>)

The impact of this matter on the consolidated operating results of the Company in and after the fiscal year ending August 31, 2025 is currently being closely evaluated, and any matters requiring disclosure arising in the future will be promptly disclosed.