



Stock code: 2157

April 1, 2025

To Our Shareholders:

1-5-1 Odomomachi, Maebashi-shi, Gunma, Japan
KOSHIDAKA HOLDINGS Co., LTD.
Hiroshi Koshidaka,
Representative Director & President

Announcement of Marketing Know-How License Agreement with Katana Inc.

We are pleased to announce that, as of today, we have entered into Marketing know-how license agreement with Katana Inc. (Head Office: Osaka City, Osaka Prefecture; President and CEO: Tsuyoshi Morioka; hereinafter referred to as “Katana”), a leading company of marketing and entertainment in Japan. This partnership aims to further strengthen our group’s branding and accelerate sustainable growth.

Under this agreement, we will leverage Katana’s advanced marketing expertise and branding know-how to enhance the capabilities of our group. Through the transfer of this knowledge and the development of human resources, we intend to build an internal structure that supports long-term business growth.

Looking ahead, in addition to reinforcing our domestic brand value, we plan to expand into global markets including North America. Our goal is to evolve into a world-class entertainment brand originating from Japan.

This collaboration with Katana represents a key strategic initiative in our corporate transformation. It is also expected to provide a valuable growth opportunity for the next generation of our group’s leadership.

1. Outline of the Agreement

Partner	Katana Inc.
Contract Period	Beginning April 2025
Agreement Type	Marketing Know-how License Agreement
Scope	Marketing strategy and execution, Marketing know-how transfer to the client, talent development, organizational design, both in Japan and abroad

2. Overview of Katana Inc.

Katana Inc. is a top-tier marketing firm founded by Tsuyoshi Morioka, who led the turnaround of Universal Studios Japan (USJ). The company builds marketing-driven organizations for clients by transferring Katana’s unique Marketing know-how from strategy development to execution based on unique method of deep consumer understanding. Katana has supported the growth of many companies across various industries through its hands-on consulting approach.

President and CEO	Tsuyoshi Morioka
Headquarters	Osaka City, Osaka Prefecture
Business Activities	Marketing consulting, Entertainment consulting and own business for consumer value creation

Our group remains committed to sharing Japan’s unique entertainment culture with the world and bringing smiles to people everywhere. We will continue to take on new challenges as we pursue global expansion.