



To Whom It May Concern:

December 24, 2025

Company Name:	YAMADA HOLDINGS CO., LTD
Name of representative:	Noboru Yamada Representative Director, Chairperson and CEO (Securities code:9831; Prime Market)
Inquiries:	Akira Matsuno General Manager, Corporate Planning Department
Telephone:	0570-078-181 (available in Japan only)

Notice Concerning Capital and Business Alliance with TechSuite, Inc.

YAMADA HOLDINGS CO., LTD. (the “Company”) hereby announces that the Company has decided to underwrite the issuance of new shares through a third-party allotment conducted by TechSuite, Inc. (Headquarters: Chiyoda-ku, Tokyo; Representative Director: Natsuki Hatakeyama; hereinafter, “TechSuite”) and to enter into a business alliance (hereinafter, the “Alliance”). The Details are described below.

Note: This matter does not fall under the Tokyo Stock Exchange’s timely disclosure standards and is therefore disclosed voluntarily.

1. Purpose of the Alliance

TechSuite is a start-up company established in September 2021, whose mission is “Shaping the Future of Business by Uniting Human Ingenuity with Generative AI”. TechSuite operates in DX consulting and generative AI-related businesses. It leverages its technical expertise and know-how cultivated through planning, developing, and operating products that apply generative AI possibilities to real business scenarios such as “Bakuyasu AI Article Service,” a generative AI-powered web article creation service, and “AI Scout-kun,” an AI-native recruitment support service. In large-scale projects, its strength lies in its technical capabilities and know-how cultivated through an embedded on-site system within client organizations that directly transfers the practical knowledge of generative AI and big data utilization developed in-house, and supports clients all the way through to in-house implementation via talent development.

TechSuite has been participating in various projects and collaborating with the Company through its embedded on-site services at the Company’s headquarters, and has a deep understanding of the Company’s corporate culture and structure. In addition, the Group’s Consumer Electronics Segment has introduced and utilized the “Bakuyasu AI Article Service” operated by TechSuite, which has led to more efficient sales promotions and improved productivity by streamlining operations and utilizing data.

The Company is working to maximize group synergies starting with “LIFE SELECT” and “housing” under our “Total-Living” strategy. Our group is advancing initiatives such as enhancing various digital member content and optimizing sales strategies through DX utilization to respond to the digital shift in society. We believe that leveraging TechSuite’s expertise and know-how in big data and AI utilization, along with products using generative AI, will enable further productivity improvements and operational efficiency within our group, leading to enhanced corporate value over the medium to long term.

Under our management philosophy of “Creation and Challenge” and “Appreciation and Trust,” the Company pursues new possibilities to contribute to society. Through a capital and business alliance with TechSuite – a company operating businesses with high technical capabilities and driving force in services utilizing generative AI – we will advance the expansion of the “YAMADA Economy” by deepening our group’s AI and DX capabilities. This Alliance aims to materialize the provision of solutions offering high convenience and new experiential value to our customers.

2. Details of the capital and business alliance

(1) Details of the business alliance

Details of the initiative will be discussed between both companies going forward, but the business partnership agreed upon between the company and TechSuite is as follows.

- ① Realizing “Total-Living” utilizing big data (Expanding the “YAMADA Economy”)
- ② Advancing the utilization of generative AI
- ③ Human resource development and know-how sharing

(2) Details of the capital alliance

The Company will subscribe to TechSuite’s third-party allotment of new shares totaling ¥500 million and plans to make payment on December 30, 2025.

3. Overview of TechSuite, Inc.

(1)	Company name	TechSuite, Inc.
(2)	Headquarters	Kanda Sakata Bldg. 6F, 2-5-1, Kanda Nishiki-cho, Chiyoda-ku, Tokyo
(3)	Representative	Natsuki Hatakeyama, Representative Director
(4)	Business description	Development and provision of “Bakuyasu AI Article Service” and “AI Scout-kun” services, provision of generative AI and DX consulting services, etc.
(5)	Capital	3 million yen
(6)	Established	September 2021 (Business commenced in May 2022)

4. Future Outlook

The Company anticipates that the impact of this matter on our consolidated performance for the current fiscal period will be minimal. However, we believe that the collaboration with TechSuite resulting from the Alliance will contribute to enhancing the medium to long-term corporate value of our group.

Note : This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.