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### **Notice on the launch of the “Mobile Set Plan” by U-NEXT**

U-NEXT HOLDINGS Co., Ltd. hereby announces that U-NEXT Co., Ltd. ("U-NEXT Co"), which provides the content distribution service “U-NEXT” within our group, has launched “Rakuten Saikyo U-NEXT” today. This service which was disclosed “Notice on execution of Basic Agreement on business alliance between our subsidiary and Rakuten Mobile, Inc.” on June 23, 2025, is offered as part of the “Mobile Set Plan” combining U-NEXT and smartphone services.



#### 1. The reason for introducing the “Mobile Set Plan.”

U-NEXT has achieved sustainable growth with boasting over 4.73 million subscribers as of the end of May 2025 and holds the second-largest domestic market share in the subscription video-on-demand (SVOD) market in 2024 (\*). However, the relatively high monthly fees compared to competing services had been hurdles to new subscriber acquisition and a contributing factor to churn.

Therefore, we aim to further enhance our value proposition and elevate user satisfaction by introducing the “Mobile Set Plan,” which enables customers to use U-NEXT and smartphone services that are indispensable as a daily life infrastructure together at a reasonable price. Additionally, in terms of business performance, we anticipate that this plan will not only promote new subscriber acquisition but also reduce the churn rate of existing subscribers, thereby contributing to the maximization of Lifetime Value.

Furthermore, we plan to launch “U-NEXT MOBILE”, which is a new MVNO service provided directly by U-NEXT Co, as an additional lineup of the “Mobile Set Plan” starting in November. While U-NEXT MOBILE can be subscribed to as a standalone smartphone service, subscribers can use it at a more advantageous price when bundled with U-NEXT.

\* From GEM Partners “Video Streaming (VOD) Market 5-Year Forecast (2025-2029) Report”

## 2. Service Overview of the “Mobile Set Plan”

Both “Rakuten Saikyo U-NEXT” and “U-NEXT MOBILE” provide access to over 350,000 video titles, more than 210 magazines, and over 3,700 children’s books. “Rakuten Saikyo U-NEXT” is designed for users seeking unlimited data usage without concerns about data caps. On the other hand, “U-NEXT MOBILE” is a plan that allows U-NEXT monthly plan subscribers to apply the 1,200 royalty points awarded to them each month against the fee of accessing 20GB of data for an additional ¥300.

【Service comparison table for the Mobile Set Plan】

Rakuten最強U-NEXT		U-NEXT MOBILE	
		11月サービス開始予定	
データ容量			
無制限		20GB 永久繰り越し※1	
月額基本料 (U-NEXT+スマホ代)			
キャンペーン実施中 4,378円/月 3,168円/月※2		2,489円/月※3	
回線			
楽天モバイル (auローミングあり)		ドコモ	
SIM種別			
物理SIM / eSIM		eSIM	

\*1 The data rollover cap is 100 GB (data exceeding this limit will expire, starting with the oldest data).

\*2 As a special introductory campaign for Rakuten Saikyo U-NEXT, the monthly fee will be ¥3,278 for usage until January 31, 2026 (the regular monthly fee of ¥4,378 will apply for usage from February 1, 2026, onwards).

\*2 Amount when applying both the Rakuten Saikyo U-NEXT release campaign and the Saikyo Family Program, which provides a ¥110 monthly discount.

\*3 The combined total of U-NEXT’s monthly plan (¥2,189) and the U-NEXT MOBILE monthly basic fee (¥300).

\*3 The U-NEXT MOBILE monthly basic fee is the price when applying a set discount for subscribers of the U-NEXT monthly plan or U-NEXT Soccer Pack, which provides a ¥300 discount from the standalone U-NEXT MOBILE monthly basic fee of ¥1,800, and when U-NEXT royalty points, granted monthly to U-NEXT monthly plan users, are applied (the monthly fee may vary if the points applied are insufficient).

\*Rakuten Saikyo U-NEXT has no monthly U-NEXT royalty point grants.

\*All prices listed are inclusive of tax.

For details on the service and other information, please refer to the press release issued by U-NEXT Co today : “ギガ無制限で U-NEXT が見放題の「Rakuten 最強 U-NEXT」を本日より提供開始！「モバイル set プラン」として「U-NEXT MOBILE」も 11 月より提供スタート(\*Only in Japanese)” (<https://www.unext.co.jp/ja/press-room>).

## 3. Future outlook

The impact of this matter on our consolidated financial results for the current fiscal year is currently being assessed. Should any matters requiring disclosure arise in the future, we will promptly disclose them.