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(Translation)

February 3, 2026

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**Notice Regarding Discontinuation of Repurchase of Own Shares, and Decision Regarding Matters Relating to Repurchase of Own Shares through Stock Repurchase and Off-Auction Own Share Repurchase Trading System (ToSTNeT-3)
(Acquisition of Own Shares Pursuant to the Provisions of the Articles of Incorporation in Accordance with Article 165, Paragraph 2 of the Companies Act)**

Fuji Media Holdings, Inc. (the “Company”) hereby announces, as follows, that at a meeting of the Board of Directors held today, it was decided to discontinue the repurchase of own shares (“Prior Stock Repurchase”) under the Board of Directors resolution adopted at the meeting held on November 10, 2025, and that at such meeting, pursuant to Article 156, Paragraph 1 of the Companies Act of Japan (Act No. 86 of 2005; as amended), as applied pursuant to Article 165, Paragraph 3 of said Act, and the provisions of the Company’s Articles of Incorporation, a new resolution was passed regarding matters relating to repurchase of own shares (“Stock Repurchase”).

I. Discontinuation of repurchase of own shares under the resolution for the Prior Stock Repurchase

1. Reasons for discontinuation

To acquire own shares within the limits of the new resolution for Stock Repurchase

2. Details of the November 10, 2025 Board of Directors resolution (Prior Stock Repurchase resolution)

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| (i) Class of shares to be repurchased | Common stock of the Company |
| (ii) Total number of shares to be repurchased | 20 million shares (upper limit)
(9.50% of all issued and outstanding shares
(excluding treasury shares)) |
| (iii) Total purchase price for repurchase of shares | 50 billion yen (upper limit) |
| (iv) Period of repurchase | November 11, 2025 through November 10, 2026 |
| (v) Method of repurchase | Market purchase at the Tokyo Stock Exchange |

3. Total number of own shares repurchased as of today pursuant to the Prior Stock Repurchase resolution (November 10, 2025)

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|---|--------------------|
| (a) Total number of shares repurchased | 3,857,700shares |
| (b) Total purchase price for repurchase of shares | 14,045,546,600 yen |

II. Acquisition of Own Shares

1. Reasons for Stock Repurchase

Pursuant to the “Reform Action Plan” established on May 16, 2025 and updated on September 30 and November 10, 2025 (the “Reform Action Plan”), the Company has been working to enhance awareness of human rights and compliance with its group companies, to strengthen the governance structure, and, with an eye towards enhancement of the Company’s medium-to-long-term corporate value, to promote business reform and capital optimization. As explained in the Company’s September 30, 2025 document, “Reform Action Plan (September Update)”, by taking such measures as raising the target of stock repurchases through fiscal 2029 from the figure of over 100 billion, as announced on May 16, 2025, to 250 billion yen, the Company is aiming to attain a return on equity (ROE) of 5% or greater in fiscal 2030. In view of this target, as announced in the November 10, 2025 press release, “Announcement Regarding Details of Stock Repurchase”, with the aim of improving capital efficiency and achieving sustainable enhancement of corporate value and shareholder value, the Company adopted a resolution to acquire a total of 20 million own shares (upper limit) at a total purchase price of 50 billion yen (upper limit), and as of today had acquired 3,857,700 shares at a total purchase price of 14,045,546,600 yen. Meanwhile, as the Company continued its consultations with major shareholders Reno Co., Ltd., Ms. Aya Nomura, S-GRANT Co., Ltd. and City Index First Co., Ltd. (collectively, “Reno and Other Parties”), the Company confirmed with Reno and Other Parties whether, in the event that the Company decided to further strengthen and promote the Reform Action Plan and publicly announced such decision, they would have any intention to sell their holdings of the Company’s common shares in the market or otherwise. As a result, the Company recognized and confirmed that, in such event, Reno and Other Parties would seek an opportunity to sell the Company’s common shares they own.

Under such circumstances, the Company has concluded that in order to achieve business operations at the Company that are both flexible and stable and to accelerate initiatives towards enhancement of corporate value under the Reform Action Plan, the Company’s repurchase of the common shares owned by Reno and Other Parties through stock repurchases will contribute measurably to the Company’s sustainable growth and enhancement of its medium-to-long-term corporate value. Specifically, regarding business recovery, which was one of the conditions for the own stock repurchase, the broadcasting revenue of Fuji Television Network, Inc., a Company subsidiary, is on the track to steady recovery, and in conjunction with this, as announced in the “Revision of Full-Year Earnings Forecast” dated today, the profit attributable to owners of parent is expected to show an increase, and as explained in the press release issued today entitled “Notice Regarding Decision to Begin Consideration of Introduction of Outside Capital to Urban Development, Hotels & Resort Business”, the Company plans to introduce outside capital into the Urban Development, Hotels & Resort Business, and, as a result, the Company expects that financial flexibility will be generated at the consolidated level, and the Company intends to utilize this financial flexibility to strengthen shareholder returns, including dividends and share repurchases, that contribute to maintaining shareholders’ equity at an appropriate level in order to achieve the ROE targets at an early stage, while also expanding growth investments in the Media & Content Business; the Company has concluded (i) that the Stock Repurchase is of a substantial scale, and if there are sell orders for the Company’s common shares exceeding the upper limit of repurchase, the Company will acquire common shares worth approximately 235 billion yen, making great progress towards achieving the target of reducing shareholder equity by acquiring own shares worth 250 billion yen by fiscal 2029, the target under the Reform Action Plan, and contributing to early achievement of the target of “5% or greater of ROE in fiscal year 2030” under the Reform Action Plan, and (ii) that, from the perspective of mitigating to a certain degree the impact on the liquidity and market price of the Company’s shares, and providing an opportunity to the Company’s shareholders other than Reno and Other Parties to sell their shares in the market, such purchases are desirable for the Company and its shareholders, and thus it is beneficial that the Company will purchase the Company’s common shares owned by Reno and Other Parties through the repurchase of own shares.

Given the above, as a result of repeated consultations with Reno and Other Parties and continuous consideration, at a meeting of the Board of Directors held today, with the approval of all 10 directors (including all 4 Audit & Supervisory Committee Members) of the Company, the Company adopted a resolution setting a new limit of 235 billion yen in total for the Stock Repurchase.

Funds required for the Stock Repurchase will be procured from own funds and loans from a financial institution. In this regard, the available cash (cash and deposits) of the Company on a consolidated basis as of September 30, 2025 was 113,286 million yen, as recorded in the 85th Term Semiannual Report submitted by the Company on November 13, 2025; in addition, a certain degree of cash flow generated from business is also expected to be accumulated to going forward, enabling repayment of the borrowing above without any impact on the Company's financial condition or dividend policy; therefore, the Company believes that the soundness and stability of business operations and financial affairs going forward can be maintained even after the Stock Repurchase.

It should be noted that, as described above, while continuing discussions with Reno and Other Parties, the Company had recognized that the common shares of the Company held by Reno and Other Parties could be sold. Accordingly, in light of the potential impact on the liquidity and market price of the Company's shares, the Company sought the cooperation of Reno and Other Parties in the Transaction (as defined below). As a result, as of today, the Company has reached agreement with Reno and Other Parties that the common shares of the Company owned by each of Reno and Other Parties at this point in time will be offered for sale in the Transaction.

2. Details of Stock Repurchase

(1) Class of shares to be repurchased	Common stock of the Company
(2) Total number of shares to be repurchased	71 million shares (upper limit) (34.37% the total number of issued and outstanding shares (excluding treasury shares))
(3) Total purchase price for repurchase of shares	235 billion yen (upper limit)
(4) Period of repurchase	February 4, 2026 through March 31, 2026
(5) Method of repurchase	Purchase through the Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) (planned)

3. Purchase through Off-Auction Own Share Repurchase Trading System (ToSTNeT-3)

(1) Method of purchase

In the period from February 5 to February 10, 2026, the Company will place orders for purchase on the Tokyo Stock Exchange Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) (the "Transaction"). Details will be announced as soon as finalized.

(2) Details of purchase

(i) Class of shares to be purchased	Common stock of the Company
(ii) Total number of shares to be purchased	71 million shares (upper limit) (34.37% of the total number of issued and outstanding shares (excluding treasury shares))
(iii) Total purchase price for purchase of shares	235 billion yen (upper limit)
(iv) Planned purchase period	February 5, 2026 through February 10, 2026
(v) Announcement of purchase results	The Company will announce purchase results after the completion of trading.

(Note 1) No change will be made to the number of such shares. It is possible that due to market trends or other reasons, the Company may not purchase some or all of these shares.

(Note 2) Purchase will be made with a sell order corresponding to the number of shares to be purchased.

4. In the event that the purchase through the Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) does not reach the upper limit

If, following the completion of the acquisition of own shares through this Transaction as set forth in “3. Purchase through Off-Auction Own Share Repurchase Trading System (ToSTNeT-3),” the total number of shares acquired or the total purchase price does not reach the respective upper limits approved by the Board of Directors (71 million shares or 235 billion yen) as described in “2. Details of Stock Repurchase”, the Company plans, with respect to the portion not acquired, to consider the timing and scale anew and to acquire own shares as appropriate after the implementation date of this Transaction.

5. Other

As explained in the press release issued today entitled “Notice Regarding Change of Dividend Policy and Revision of Dividend Forecast” (the “Dividend Policy Change Press Release”), the Company resolved at the Board of Directors’ meeting held today that a substantial expansion of dividends that contributes to containing shareholders’ equity is appropriate, taking into consideration the following factors: the steady recovery in advertising revenue in the Media & Content Business and the resulting improvement in business performance; the Company’s policy, for the time being, to maintain shareholders’ equity at an appropriate level in order to improve ROE as targeted in the “Reform Action Plan”; and the expectation that the introduction of outside capital into the Urban Development, Hotels & Resort Business will generate additional financial capacity at the consolidated level, as announced today in the “Notice Regarding Decision to Begin Consideration of Introduction of Outside Capital to Urban Development, Hotels & Resort Business.”

Accordingly, the Company resolved to set a per-share dividend amount of 200 yen for the two years from the fiscal year ending March 2027 through the fiscal year ending March 2028. In addition, for the fiscal year ending March 2026, the annual dividend amount has been revised from the previously announced forecast of 50 yen to 125 yen (of which interim dividends account for 25 yen). For further details, please refer to the Dividend Policy Change Press Release.

Since the Company is a certified broadcasting holding company as set forth in the Broadcasting Act, pursuant to the provisions of said Act, the Company may refuse the entry or recording of foreign nationals in the shareholder registry so that the ratio of voting rights of foreign nationals, etc. remains below 20%.

The Company pays dividends to foreign national shareholders even if their entry or recording in the shareholder registry is refused. For further details, please refer to the Company’s website (https://www.fujimediahd.co.jp/ir/s_information02.html).

Reference: State of treasury shares held as of February 3, 2026

(1) Total number of issued and outstanding shares	234,194,500 shares
(2) Number of treasury shares	27,593,851 shares
(3) Total number of issued and outstanding shares (excluding treasury shares)	206,600,649 shares

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