September 11, 2026

Company name: Akatsuki Inc.
Representative: Tetsuro Koda, President and CEO
(Code number: 3932, Tokyo Stock Exchange, Prime Market)
Inquiries: Kazuhiro Ishikura,
Director, Executive Vice President,
CFO and CSO
(TEL 03-5422-7757)

Notice Regarding Change of Trade Name, Partial Amendment to the Articles of Incorporation, and Change in Representative Directors and Changes to Management Structure

The Company hereby announces that, at the meeting of its Board of Directors held today, resolutions were passed regarding a change of its trade name, a partial amendment to its Articles of Incorporation, a change in representative directors, and of its management structure, as set forth below.

The change of trade name and the partial amendment to the Articles of Incorporation are conditional upon approval of the partial amendment to the Articles of Incorporation at the Company's extraordinary general meeting of shareholders scheduled to be held on October 30, 2026 (the "Extraordinary General Meeting of Shareholders").

The change in representative directors and changes to management structure are conditional upon the election of each candidate for director at the Extraordinary General Meeting of Shareholders, with these changes to be formally determined by a resolution of the Company's Board of Directors after the shareholders meeting.

1. Background

As announced in "Announcement of Tender Offer for Shares of SUNNY SIDE UP GROUP Inc. (Securities Code: 2180) and Execution of Memorandum of Understanding for Share Exchange" dated May 13, 2026, the Company conducted a tender offer for the shares of SUNNY SIDE UP GROUP Inc. (hereafter, the "Tender Offer" and "Sunny Side Up Group," respectively) for the purpose of a business integration with Sunny Side Up Group. The purchase period for the Tender Offer expired on June 24, 2026 and the Tender Offer was successfully completed (commencement date of settlement: July 1, 2026). As a result, Sunny Side Up Group has become a consolidated subsidiary of the Company.

By combining Akatsuki's substantial expertise cultivated in digital technologies and in IP (intangible assets) businesses, along with its business investment capabilities, with Sunny Side Up Group's value-enhancement know-how and influence over social capital, the Company will pursue further growth as a comprehensive IP trading house – one that is capable of driving initiatives across digital, analog, real-world and AI technologies on an integrated basis, from the development and discovery of IP with strong potential through to its global expansion.

Following the successful completion of the Tender Offer, the Company aims to maximize synergies across the group and to enhance strategic execution following business integration. Therefore, the Company has decided to change its trade name, a name that serves as the foundation for business integration, and to establish a new management structure that integrates the management resources of both companies. Accordingly, the Board of Directors passed resolutions regarding a change of trade name, a partial amendment to the Articles of Incorporation, and change in representative directors and changes to management structure as set forth below.

2. Change of Trade Name

(1) Reason for the Change

In conjunction with the business integration described in 1. above, the Company, which will serve as the core entity, will change its trade name from “Akatsuki Inc.” to “SUNNYS Holdings Inc.” The new trade name inherits both the aspiration embodied in the name “Akatsuki” (meaning “daybreak”)—to be a presence that brightly illuminates society like the light of dawn—and the “sunlit,” positive worldview that Sunny Side Up Group has always cherished. By coming together as one and combining the strengths we have each cultivated, we will inspire people, create a "fun buzz" in the world, generate new value for society, and pave the way for a better future. The new trade name embodies our firm determination to become a corporate group that brings this vision to life.

(2) New Trade Name (English and Japanese Notation)

SUNNYS Holdings Inc. (Japanese trade name: 株式会社サニーズホールディングス)

(3) Scheduled Date of the Change

March 2, 2027 (planned)

Note: The change of trade name is conditional upon approval of the partial amendment to the Articles of Incorporation at the Extraordinary General Meeting of Shareholders.

3. Partial Amendment to the Articles of Incorporation

(1) Purpose of the Amendment

In connection with the change of trade name described in “2. Change of Trade Name” above, the Company will amend Article 1 (Trade Name) of its current Articles of Incorporation. The amendment will become effective on March 2, 2027.

(2) Details of the Amendment

The details of the amendment are as follows.

(Underlined portions are to be amended.)

Current Articles of Incorporation	Proposed Amendment
Article 1 (Trade Name) The name of the Company shall be <u>株式会社アカツキ</u>, and shall be expressed in English as <u>Akatsuki Inc.</u>	Article 1 (Trade Name) The name of the Company shall be <u>株式会社サニーズホールディングス</u>, and shall be expressed in English as <u>SUNNYS Holdings Inc.</u>
(Newly established)	<u>Supplementary Provision</u> <u>The amendment to Article 1 (Trade Name) shall become effective on March 2, 2027. This Supplementary Provision shall be deleted upon the amendment to Article 1 (Trade Name) becoming effective.</u>

Note: The proposed amendment set forth above reflects the content resolved at the meeting of the Board of Directors held today. Certain wording may be revised when the proposal is submitted to the Extraordinary General Meeting of Shareholders.

(3) Schedule

Date of the general meeting of shareholders for the amendment	October 30, 2026 (planned)
Effective date of the amendment	March 2, 2027 (planned)

4. Change in Representative Directors and Changes to Management Structure

(1) Establishment of Chairman and Representative Director Position and Transition to a Co-Representative System

In addition to Mr. Tetsuro Koda, the Company's current President and Representative Director, the Company will welcome Ms. Etsuko Tsugihara, President and Representative Director of Sunny Side Up Group, and transition to a co-representative system comprising two representative directors. Ms. Tsugihara will serve as Chairman and Representative Director and Mr. Koda will serve as President and Representative Director.

Ms. Etsuko Tsugihara, the candidate for newly appointed representative director, has led the Sunny Side Up Group at the forefront of the PR and communications industry since its founding in 1985, creating numerous businesses that connect corporations and brands with sports, entertainment, regional revitalization, and the resolution of social issues. Her expertise in creating brand value and her influence over social capital will significantly support the Company's pursuit (described in 1. above) of further growth as a comprehensive IP trading house – one that is capable of driving initiatives across digital, analog, real-world and AI technologies on an integrated basis, from the development and discovery of IP with strong potential through to its global expansion. By combining her experience and expertise with Akatsuki's substantial expertise in digital technologies and in IP (intangible assets) businesses, we aim to maximize the corporate value of the entire group.

(2) Strengthening of the Business Execution Structure

Mr. Shinya Kobayashi, a candidate for newly appointed director, has served as Senior Managing Executive Officer of SUNNY SIDE UP GROUP Inc., where he has been engaged in the formulation and promotion of the management strategy of that group. As Director in charge of Group Integration (CGIO), he is expected to be responsible for integrating the group's management foundation following the business integration and for generating business synergies between the two companies.

(3) Basic Policy for Group Management

Under the new management structure, the Company will continue to respect the autonomy and culture of each group company in principle, with the existing management team of each company continuing to play a leading role in driving business operations. The Board of Directors will be responsible for important decisions and governance aimed at achieving the group's vision and maximizing long-term corporate value.

5. Names and Titles of Directors Before and After the Change

Name	New Title	Former Title
Etsuko Tsugihara	Chairman and Representative Director (newly appointed)	—
Tetsuro Koda	President and Representative Director	President and Representative Director
Kazuhiro Ishikura	Director, Executive Vice President, CFO and CSO	Director, Executive Vice President, CFO and CSO
Shinya Kobayashi	Director in charge of Group Integration (CGIO) (newly appointed)	—

Name	New Title	Former Title
Hisashi Katsuya	Outside Director	Outside Director
Tetsuya Mizuguchi	Outside Director	Outside Director
Aya Umezu	Outside Director	Outside Director

Note: No change is planned with respect to the Company's corporate auditors.

6. Career Summaries of Candidates for Newly Appointed Representative Director and Director

Name	Date of Birth	Career Summary		Shares Held
Etsuko Tsugihara	November 16, 1966	July 1985	Established Sunny Side Up Inc. (currently SUNNY SIDE UP GROUP Inc.); appointed Director	—
		June 1997	Appointed President and Representative Director of the same company(present position)	
		June 2021	Appointed Chair of the Committee on Diversity Promotion, Keidanren (Japan Business Federation) (present position)	
		January 2022	Appointed President of the International Public Relations Association	
		May 2024	Appointed Vice Chair of the Board of Councillors, Keidanren (Japan Business Federation) (present position)	
Shinya Kobayashi	April 28, 1974	October 1995	Established R.Y.O. Inc.; appointed Director	—
		June 1998	Established Colon Inc.; appointed Director	
		January 2005	Appointed Director of THINK Inc.	
		June 2011	Joined Sunny Side Up Inc. (currently SUNNY SIDE UP GROUP Inc.)	
		July 2011	Appointed Executive Officer of the same company	
		July 2014	Appointed Senior Executive Officer of the same company	
		October 2020	Appointed Director and Chief Operating Officer of Sunny Side Up Inc.	
		October 2022	Appointed Executive Officer of SUNNY SIDE UP GROUP Inc.	
		October 2025	Appointed Senior Managing Executive Officer of the same company (present position)	

7. Scheduled Date of Assumption of Office

The change of representative directors and directors is scheduled to take effect following the resolutions of the Extraordinary General Meeting of Shareholders, scheduled to be held on October 30, 2026, and resolutions passed at the meeting of the Board of Directors to be held following the conclusion of that shareholders meeting.