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October 9, 2026

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Tokyo Stock Exchange Prime Market)
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Notice of Establishment of New Company "CEiRL, Inc." and Company Split (Simplified Absorption-type Company Split)

COLOPL, Inc. (the "Company") hereby announces that, at the Board of Directors meeting held on September 24, 2026, it resolved to establish CEiRL, Inc. ("CEiRL") as a wholly owned subsidiary of the Company, and CEiRL was established on the same date. In addition, at the Board of Directors meeting held today, the Company resolved to have CEiRL succeed to the K-POP-related entertainment business operated by the Company (the "Business") through an absorption-type company split (the "Company Split") with an effective date of December 1, 2026, and concluded an absorption-type company split agreement on the same date, as described below.

Since the Company Split is a simplified absorption-type company split with a wholly owned subsidiary of the Company, the disclosure items and details have been omitted in part.

Notes

1. Purpose of the Establishment of the New Company and the Company Split

In recent years, K-POP and other Korean entertainment such as music and video ("K-Culture") have been gaining popularity in Asia and around the world, and the global K-POP market is forecast to grow from approximately US$13.7 billion in 2025 to approximately US$31.2 billion by 2033 (*). Against this backdrop, business opportunities are expanding into a wide range of areas, such as live events, related merchandise and digital content, in addition to the provision of music and video.

The Company possesses technological capabilities, content planning and development capabilities, and know-how in operating fan communities, which it has cultivated through many years of game development and operation. In addition, in the Investment and Development Business, the Group has long invested in Korean companies, and in the course of doing so has built a network with local businesses and investors and accumulated knowledge of the Korean entertainment market. By combining these management resources with the appeal of artists and content centered on K-POP, the Company is working to create new entertainment and expand revenue opportunities globally.

The Company will now bring the Business together in CEiRL and operate it in an integrated manner under CEiRL's own brand, with the aim of accelerating decision-making, securing and utilizing specialized personnel, and collaborating flexibly with external partners. As a subsidiary responsible for the entertainment business centered on K-Culture, including K-POP, CEiRL will leverage the management resources that the Group has cultivated through game development and operation as well as through the Investment and Development Business, and will promote initiatives ranging from IP creation and rights acquisition to content planning and rollout.

CEiRL will conduct its business mainly in the following three areas.

(i) IP Creation and Rights Acquisition

Creation of IP and acquisition of rights through the planning and production of K-POP artists, investments in debut projects, etc.

(ii) Games

Planning and rollout of games and other digital content using K-POP artist IP and other IP, leveraging the Group's game development and technological capabilities

(iii) Social Media and Other Areas

Planning and production of video programs and social media channels themed on K-POP and other forms of K-Culture and featuring artists, actors and others; participation in live performances and other shows; and planning and sales of related merchandise, etc.

Through these initiatives, the Company aims to deliver new experiential value in both the digital and real worlds and to build a new revenue base through the continuous utilization of IP. The Company believes that these initiatives will contribute to advancing each of the strategies set out in the Group's medium-term management policy, namely "Active expansion into overseas markets," "Leveraging Powerful IP" and "Provision of new UX," and aims to enhance the Group's corporate value over the medium to long term.

(*) "K-Pop Market Size, Share, and Growth Analysis, By Revenue Stream (Music Sales, Live Events and Concerts), By Artist Type, By Target Demographic, By Platform, By Distribution Channel, By Region - Industry Forecast 2026-2033," Global Information, Inc.

2. Outline of the Company Split
(1) Schedule of the Company Split

Board of Directors meeting to approve the absorption-type company split	October 9, 2026
Date of conclusion of the absorption-type company split agreement	October 9, 2026
Scheduled date of the split (effective date)	December 1, 2026 (planned)

(Note) As the Company Split satisfies the requirements of Article 784, Paragraph 2 of the Companies Act, it will be carried out as a simplified split pursuant to the same paragraph, without approval by resolution of the Company's general meeting of shareholders. For CEiRL, since the requirements of Article 796, Paragraph 1 of the Companies Act are satisfied, the Company Split will be carried out as a short-form split pursuant to the same paragraph, without approval by resolution of CEiRL's general meeting of shareholders.

(2) Method of the Company Split

The Company Split will be carried out in the form of a simplified absorption-type company split, in which the Company is the splitting company and CEiRL is the succeeding company.

(3) Details of Allotment Pertaining to the Company Split

As the Company Split is a company split without consideration between the Company and its wholly owned subsidiary, CEiRL will not deliver shares or any other consideration to the Company in connection with the Company Split.

(4) Treatment of Stock Acquisition Rights and Bonds with Stock Acquisition Rights in Connection with the Company Split

Not applicable.

(5) Decrease in Share Capital due to the Company Split

There will be no decrease in the Company's share capital as a result of the Company Split.

(6) Rights and Obligations to Be Succeeded by the Succeeding Company

Through the Company Split, CEiRL will succeed to the assets, contracts, and other rights and obligations held by the Company in relation to the Business as of the effective date of the Company Split.

(7) Prospects of Paying Debt Obligations

The Company, as the splitting company, and CEiRL, as the succeeding company, have determined that there are no issues with regard to the prospect of satisfying their obligations that become due on or after the effective date.

3. Overview of the Companies Involved in the Company Split

		Splitting company	Succeeding company
(1)	Name	COLOPL, Inc.	CEiRL, Inc.
(2)	Location of Head Office	9-7-2 Akasaka, Minato-ku, Tokyo	9-7-2 Akasaka, Minato-ku, Tokyo
(3)	Job Title/Name of Representative	Takashi Miyamoto, President and Representative Director, Senior Executive Officer and CEO	Takashi Miyamoto, President and Representative Director
(4)	Business Activities	Development and provision of smartphone games and console games; development and provision of XR, metaverse and other offerings; live entertainment-related businesses and services; investment business; etc.	Entertainment business centered on K-Culture, including K-POP (planning and development of content including games, planning and production of video programs, planning, production and management of artists, planning and sales of related merchandise, IP license management, etc.)
(5)	Share Capital	6,680 million yen	260 million yen
(6)	Date of Incorporation	October 1, 2008	September 24, 2026
(7)	Number of Issued Shares	130,346,707 shares	10,400 shares
(8)	Fiscal Year End	September 30	September 30
(9)	Major Shareholders and Percentage of Shares	Naruatsu Baba 48.06% Custody Bank of Japan, Ltd. (Trust Account) 7.58% The Master Trust Bank of Japan, Ltd. (Trust Account) 6.80% THE BANK OF NEW YORK MELLON 140051 3.95% UBS AG SINGAPORE 2.87% (As of March 31, 2026)	COLOPL, Inc. 100%

(10) Financial Position and Operating Results for the Most Recent Fiscal Year		
Fiscal year	Fiscal year ended September 30, 2025 (Consolidated)	Fiscal year ended September 30, 2025 (Non-consolidated)
Net assets	68,940 million yen	Not applicable, as CEiRL was established on September 24, 2026.
Total assets	75,742 million yen	
Net assets per share	536.66 yen	
Net sales	25,933 million yen	
Operating profit	1,002 million yen	
Ordinary profit	1,805 million yen	
Profit (loss) attributable to owners of parent	(306) million yen	
Earnings (loss) per share	(2.39) yen	

(Note) The information for the most recent fiscal year is based on the latest fiscal year for which results have been finalized as of the date of this announcement (the fiscal year ended September 30, 2025).

4. Outline of the Business to Be Split

(1) Details of the Business to Be Split

K-POP-related entertainment business

(2) Results of Operations of the Business to Be Split

All of the operations comprising the Business are in the start-up phase, and their net sales to external customers in the most recent fiscal year were immaterial; accordingly, there are no applicable operating results to report.

(3) Items and Amounts of Assets and Liabilities to Be Split (as of September 30, 2026)

Assets		Liabilities	
Item	Book value	Item	Book value
Current assets	562 million yen	Current liabilities	-
Non-current assets	223 million yen	Non-current liabilities	-
Total	785 million yen	Total	-

(Note) The above amounts are as of September 30, 2026. The actual amounts of the assets and liabilities to be succeeded will be finalized based on their book values as of the effective date.

5. Situation after the Company Split

There will be no changes to the name, location, job title/name of representative, business activities, share capital, or fiscal year end of the Company or CEiRL following the Company Split.

6. Future Outlook

As CEiRL is a wholly owned subsidiary of the Company, the impact of the Company Split on the Company's consolidated results of operations will be negligible. Should any matters requiring disclosure arise in the future, the Company will promptly announce them.

End.