October 29, 2026

Company name:	CREEK & RIVER Co., Ltd.
Representative:	Jun Kurosaki, President and Representative Director
Securities code:	4763 (TSE Prime Market)
Contact:	Yuki Tochio, Corporate Officer, Corporate Planning Group, Group Manager (Telephone: +81-3-4550-0008)

Notice Regarding Execution of a Memorandum of Understanding with eCloudvalley Japan Co., Ltd. to Establish a Joint Venture (Subsidiary) for Cloud-Related Businesses

CREEK & RIVER Co., Ltd. hereby announces that, at a meeting held on October 29, 2026, its Board of Directors resolved to enter into a memorandum of understanding with eCloudvalley Japan Co., Ltd. (headquartered in Chiyoda-ku, Tokyo; Representative Director: Juta Fuji; hereinafter "ECVJ") to establish a joint venture to conduct cloud-related businesses in the Japanese market. The memorandum was signed on the same date.

1. Reasons for Entering into the Memorandum of Understanding (Background and Purpose)

Under its corporate philosophy of "contributing to society through the power of people," the Group operates a professional agency business in 18 fields, including video, games, web, AI/DX, and IT.

Furthermore, with the aim of helping enhance the lifetime value of professionals, including creators, the Group also operates solutions businesses that utilize advanced technologies such as XR (VR, AR, and MR), promoting services that integrate the expertise of professionals with advanced technologies.

ECVJ was established in June 2026 as the Japanese subsidiary of eCloudvalley Digital Technology Co., Ltd. (listed on the Taiwan Stock Exchange; securities code: 6689), which has a leading track record in Asia in cloud services, including AWS. Its principal businesses include support for the implementation and operation of cloud services, AI solutions, cybersecurity services, IoT and big data services, and digital transformation (DX) support. Demand for cloud services, AI, and DX has expanded rapidly in the Japanese market in recent years. Combining the Group's sales infrastructure, customer base, and business management expertise with ECVJ's cloud technologies and solutions is expected to enhance the value delivered to customers and create new business opportunities. Based on this understanding, the two companies have decided to establish a joint venture to bring together their respective strengths and achieve sustained value creation and business growth.

2. Overview of the Proposed Joint Venture

(1) Name	C&R eCloud Partners Co., Ltd.	
(2) Location	Shintora-dori CORE, 4-1-1 Shimbashi, Minato-ku, Tokyo	
(3) Title and name of representative	Kenji Matsumoto, President and Representative Director	
(4) Business activities	AWS implementation and migration; MSP/MSSP operations; cloud billing; the "Atlas 2.0" cloud management platform; AI agents; SAP/Oracle services; etc.	
(5) Capital	¥100 million	
(6)Date of establishment	January 2027	
(7) Fiscal year-end	December	
(8) Net assets	— (new company to be established)	
(9) Total assets	— (new company to be established)	
(10) Equity ownership	CREEK & RIVER Co., Ltd.: 65% eCloudvalley Japan Co., Ltd.: 35%	
(11) Relationship between the Company and joint venture	Capital relationship:	The Company plans to subscribe for 65% of the joint venture's shares.
	Personnel relationship:	The joint venture is expected to have five directors, with three appointed by the Company (including one representative director) and two appointed by ECVJ.
	Business relationship:	Business transactions are expected to take place in the future.
	Related party status:	The joint venture is expected to become a consolidated subsidiary of the Company.

3. Overview of the Joint Venture Partner

(1) Name	eCloudvalley Japan Co., Ltd.
(2) Location	1F, Kudan Kaikan Terrace, 1-6-5 Kudan-minami, Chiyoda-ku, Tokyo
(3) Title and name of representative	Juta Fuji, Representative Director
(4) Business activities	• Cloud implementation and operation support (cloud MSP services) • Cloud integration, primarily using Amazon Web Services (AWS) • AI implementation support and AI solutions • Cybersecurity services (MSSP services) • IoT solutions • Big data analytics services • Corporate digital transformation (DX) support
(5) Capital	¥30 million

(6) Date of establishment	June 2026	
(7) Major shareholders and shareholding ratios	eCloudvalley Digital Technology Co., Ltd.: 100.0%	
(8) Relationship with the Company	Capital relationship:	None
	Personnel relationship:	None
	Business relationship:	None
	Related party status:	Not a related party
(9) Fiscal year-end	December	
(10) Net assets	Not available, as the company was only recently established.	
(11) Total assets	Not available, as the company was only recently established.	

4. Schedule

（1） Board resolution: October 29, 2026

（2） Execution of the memorandum of understanding: October 29, 2026

（3） Execution of the joint venture agreement: November 2026 (scheduled)

（4） Establishment of the joint venture: January 2027 (scheduled)

5. Future Outlook

The impact of this matter on the Company's consolidated financial results for the current fiscal year is expected to be minor. However, the Company believes it will contribute to improved consolidated financial results over the medium to long term.

The Company will promptly disclose any matters that should be announced in the future.