



April 1, 2020

Press Release

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Company name	Broadmedia Corporation (Code: 4347)
Representative	Representative CEO Taro Hashimoto
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## Notice of Change in Reporting Segments

Broadmedia Corporation (the “Company”) announces that it has decided to make revisions to its reporting segments, which will be reflected in the financial results for the first quarter of the fiscal year ending March 31, 2021 and beyond.

### 1. Reason for the change

As reported in the “Notice of Completion of Absorption-Type Merger (Simplified Merger/Short-Form Merger) with Consolidated Subsidiaries,” announced today, the Company completed absorption-type mergers on April 1, 2020 that made the Company a surviving company and its six consolidated subsidiaries absorbed companies.

In addition, as announced in the “Notice of Changes in Organizations and Executive Officers” on March 26, 2020, the Company changed its organizational structure on April 1, 2020, with a view to operate businesses more efficiently.

With the new management team installed in line with the changes, the Company has examined its future business categories and decided to revise the reporting segments.

### 2. Details of the revisions

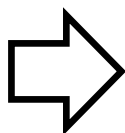
Going forward, the Company will operate business in each of the four segments that it has newly established, namely, Education, Studio & Content, Broadcast and Technology, instead of the five segments of Content, Broadcast, Studio, Technology and Network Sales in which it has been operating businesses so far.

Accordingly, services covered by the new segments have been reclassified as follows:

- (1) Education services, which were included in Content, have been newly classified as Education.
- (2) Digital media services, which were included in Content, have been integrated into Studio and newly classified as Studio & Content.
- (3) Cloud game services, which were included in Content, and Network Sales have been integrated into Technology.

Old segments

Name of segment	Business Outline
Content	Cloud Game services
	Digital media services
	Education services
Broadcast	Fishing channel
Studio	Production business
	Movie & TV Licensing business
	Film Distribution business
Technology	Digital Cinema services
	CDN Services
	Hospitality & Network
	Other solution services
Network Sales	Broadband line sales
	ISP service sales
	Handling of mobile phone service
Corporate expense	



New segments (after April 1, 2020)

Name of segment	Business Outline
Education	Operation of online credit-based e-learning high schools
	Japanese Language Education
Studio & Content	Digital media services
	Production business
	Movie & TV Licensing business
	Theatrical Distribution business
Broadcast	Fishing channel
Technology	Cloud Game services
	Digital Cinema services
	CDN Services
	Hospitality & Network
	Network Sales
	Other solution services
Corporate expense	

### 3. Start of the reflection of the revisions

The revisions will be reflected in the financial results for the first quarter of the fiscal year ending March 31, 2021 and beyond.

End

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