



March 29, 2023

Press Release

Head office address	8-4-14 Akasaka, Minato-ku, Tokyo
Company name	Broadmedia Corporation (Code: 4347)
Representative	Representative CEO Taro Hashimoto
Contact for inquiries	Executive Director CFO Hideaki Oshio

Notice of Changes 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, 2024 and beyond.

1. Reason for the changes

As announced in the “Notice of Changes in Organizations and Executive Officers” on March 28, 2023, the Company decided to change its organizational structure on April 1, 2023 to expedite decision-making and establish a business promotion system geared to greater mobility. In conjunction with this change, the Company has examined the future business categories to be established under the new system and decided to revise its reporting segments.

2. Details of the changes

The Studio & Content segment will be divided into the Media Content segment and the Studio & Production segment, with the former responsible for digital media services and the content sales business while the latter focuses on the production business.

As a result, the Company’s reporting segments will consist of six segments, namely, Education, Media Content, Studio & Production, Broadcast, Technology and Others.

【Old segments】

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
	Content licensing business
Broadcast	Fishing channel
	Fishing Vision Club (VOD)
Technology	Cloud solution services
	Digital cinema services



【New segments (after April 1, 2023)】

Name of segment	Business Outline
Education	Operation of online credit-based e-learning high schools
	Japanese language education
Media Content	Digital media services
	Content licensing business
Studio & Production	Production business
Broadcast	Fishing channel
	Fishing Vision Club (VOD)
Technology	Cloud solutions services
	Digital cinema services

	Akamai (CDN) services
	Hospitality network
	System development
	Other solution services
Others	Promotion of professional eSports
	Network sales
Corporate expense	

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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, 2024 and beyond.

End

For inquiries regarding this press release:

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