

December 16, 2024

For immediate release

Company name	VECTOR INC.
Representative	Keiji Nishie Chairman and Representative Director
Securities code:	6058 (Tokyo Stock Exchange Prime Market)
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Notice of Establishment of Joint Venture (Consolidated Subsidiary) in Taiwan

VECTOR INC. (hereafter, “VECTOR” or the “Company”) hereby announces that its Board of Directors, at a meeting held today, resolved to establish a joint venture in Taiwan with Mars Holdings Co., Ltd. (hereafter, “Mars Holdings”), one of Taiwan’s largest advertising agencies. The details are provided below.

1. Purpose of the Joint Venture

As a “fast company” that is a one-stop source of comprehensive support for marketing strategies designed to spread the word about excellent products, services and solutions of our customers to the world, the VECTOR Group has worked to enhance capabilities in delivering end-to-end solutions, from raising awareness to driving purchases. In addition, News Technology Inc. (hereafter, “News Technology”), a Group company, engages in media and creative businesses, including operating GROWTH, one of Tokyo’s largest taxi signage media, and Canvas, Japan’s first mobility vehicle window media.

The new joint venture plans to leverage the expertise and track record in taxi signage and wrapping advertisement businesses developed by News Technology, combined with the sales capabilities and network of Mars Holdings, to roll out taxi signage and taxi wrapping advertisement businesses in Taiwan.

2. Overview of the Joint Venture (Planned)

Company name	New Milestone Co., Ltd.
Address	4th Floor, No. 120, Section 2, Jianguo North Road, Zhongshan District, Taipei City, Taiwan
Name and title of representative	Kensei Kinoshita, Chairman
Business	Taxi signage and taxi wrapping advertisement businesses in Taiwan
Share capital	NTD 75,000,000 (approx. ¥353 million)
Establishment (planned)	February 2025
Fiscal year-end	December
Ownership ratio	VECTOR: 60.0% Mars Holdings: 40.0%

Note: The Japanese yen conversion is based on an exchange rate of NTD 1 to ¥4.71.

### 3. Overview of Joint Venture Partner

Company name		Mars Holdings Co., Ltd.
Address		13th Floor, No. 120, Section 2, Jianguo North Road, Zhongshan District, Taipei City, Taiwan
Name and title of representative		Henry Chu, Chairman
Business		Advertising agency business, marketing support services, etc.
Share capital		NTD 94,704,790 as of June 30, 2024
Establishment		November, 2020
Net assets		NTD 109,591,000
Total assets		NTD 449,910,000
Major shareholders and shareholding ratio		Phobos Investment Co., Ltd:14.6%, Huang Quiongyi:7.0%, Tai Baiqing:4.7%, Zhu Qicheng:3.8%
Relationship between the listed company and said company	Capital relationship	None
	Personal relationship	None
	Transactional relationship	None
	Related party relationship	None

### 4. Joint Venture Timetable

Merger agreement conclusion	December 2024 (plan)
Establishment	February 2025
Start of operations	September 2025 (plan)

### 5. Outlook

The joint venture is expected to be established and commence operations after February 2025. As such, it will not impact VECTOR's consolidated results for the fiscal year ending February 28, 2025. However, it will contribute to the Company's consolidated performance from the fiscal year ending February 28, 2026.