

Announcement Regarding the Business Acquisition of "Sirabee" and "fumumu"

Mediagene Inc. of TNL Mediagene's group company (Head office: Shibuya, Tokyo, CEO: Motoko Imada) announces the acquisition of the businesses "Sirabee" and "fumumu," currently operated by Newsy Inc. (Head office: Minato, Tokyo, CEO: Makoto Takahashi), effective April 1, 2024. Mediagene Inc. (Head office: Shibuya, Tokyo, CEO: Motoko Imada) announces the acquisition of the businesses "Sirabee" and "fumumu," currently operated by Newsy Inc. (Head office: Minato, Tokyo, CEO: Makoto Takahashi), effective April 1, 2024.



▼About Sirabee

The news site Sirabee was founded in 2014. It focuses on four main genres: breaking news, entertainment, research, and gourmet. It not only reports information but also engages in interview and editorial activities under the policy of making information "more understandable" to convey the abundance of information in the world in an understandable way.

Website URL: <https://sirabee.com/>

▼About fumumu

Launched in 2018 with the concept of "Frankly conveying the true feelings and curiosities of women." It is a web media that delivers real opinions and surprising data of women. The editorial team, mainly composed of female writers, writes articles based on the latest daily

research. It reveals "real voices" through its unique "fumumu research panel."

Website URL: <https://fumumu.net/>

| **Background and Future of the Business Acquisition**

Since its inception, Mediagene has been committed to the creation and operation of target media. In 2023, marking the 25th anniversary of its founding, Mediagene and TNL Media Group, one of the largest media companies in Taiwan formed together, expanding the number of media operated by the TNL Mediagene Group beyond 20.

Leveraging years of media operation experience and know-how, we aim for further growth of the newly added "Sirabee" and "fumumu." Furthermore, through the synergy between the media groups of TNL Mediagene, we aim for overall group growth in advertising and media commerce areas.

About Mediagene Inc.

Mediagene operates a total of 18 brands, including 15 media tailored for specific target communities and 3 commerce services. Our portfolio features Business Insider Japan, offering economic news for millennials; Gizmodo Japan, which covers tech and new products; MASHING UP, a community-driven media focused on fostering an inclusive future; and Machi-ya, a crowdfunding service specializing in gadgets.

<https://www.mediagene.co.jp/>

For further information, please contact

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<https://www.mediagene.co.jp/about#contact>