



*Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.*

February 12, 2026

To all parties concerned

Company Name: **DAIKOKU DENKI Co., Ltd.**  
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(Code: 6430, Prime Market of the Tokyo Stock Exchange / Premier Market of the Nagoya Stock Exchange)  
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## Notice Regarding the Progress of the Strategic Business Alliance

DAIKOKU DENKI Co., Ltd. (Head Office: Nagoya City, Aichi Prefecture; President and Representative Director: Masakatsu Kayamori; Securities Code: 6430; hereinafter “the Company”) and TSUBURAYA FIELDS HOLDINGS INC. (Head Office: Shibuya-ku, Tokyo; President and Group CEO: Hidetoshi Yamamoto; Securities Code: 2767; hereinafter “TSUBURAYA FIELDS HD”) hereby announces the current status of the strategic business alliance, as outlined below, in relation to the “Notice Concerning the Strategic Business Alliance” disclosed on November 14, 2024.

### 1. Overview of the Previously Disclosed Alliance (Summary)

The Company and TSUBURAYA FIELDS HD have entered into a business alliance agreement with the aim of mutually leveraging the market analysis and marketing expertise cultivated by both companies over many years, and of creating new products, services, and business models that will contribute not only to the growth of the two companies but also to the development of the pachinko and pachislot industry as a whole.

Under this alliance, the two companies agreed to explore initiatives including the development of an AI-powered hall customer attraction system, the joint development and sales of gaming machines through mutual utilization of intellectual property (IP), joint research on gaming environments, and the collaborative research and development of products and services that contribute to industry advancement.

### 2. Key Areas of Collaboration

#### Provision of New Services

##### (1) AI-Powered Hall Operations Support Service

A new service will be launched to provide AI-based analysis and optimization support utilizing operational data from pachinko halls.

##### (2) New Advertising Distribution Service

A new advertising solution will be developed to deliver personalized advertisements tailored to user attributes.

##### (3) Inbound Customer Attraction Service

Support services will be provided to attract inbound visitors by communicating the excitement and enjoyment of pachinko to international tourists and encouraging store visits.

#### Business Enhancement Initiatives

##### (1) Joint Development and Sales of Gaming Machines through Mutual IP Utilization

By mutually leveraging the IP owned by both companies, the Company and Tsuburaya Fields HD will jointly develop and sell new gaming machines.

##### (2) Strengthening Sales of DAIKOKU DENKI Hall Equipment

Through collaboration with the TSUBURAYA FIELDS HD Group, the Company aims to expand sales of its hall equipment and further strengthen its hall support framework.

### **3. Future Outlook**

The Company and TSUBURAYA FIELDS HD will continue to jointly promote the above services and business enhancement initiatives, and plan to progressively expand functionalities and market deployment from 2026 onward.

The two companies will make joint announcements as appropriate when tangible results are achieved or when new development items become concrete.

### **4. Impact on Business Performance**

At present, the impact of this collaboration on the Company's consolidated business performance is expected to be immaterial. However, should any matters requiring disclosure arise in the future, the Company will promptly make an announcement.

End

# **Outline of Business Alliance with FIELDS CORPORATION (Explanatory Materials)**

February 12, 2026

Create new products and services that attract new fans by leveraging the strengths of both companies with AI technologies.



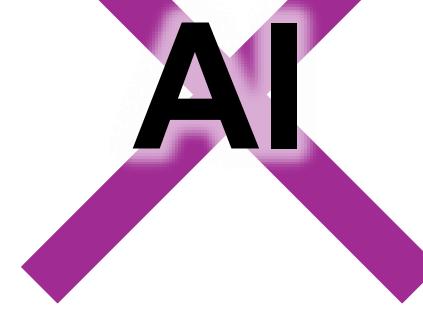
Leading market share in the pachinko/pachislot (PS) equipment sector



**Big data utilization**

Vast accumulation of sales data

Revolutionary  
AI technology



Gaming and Entertainment



**Field Sales**

Strong points of customer contact



**IP Marketing**

Abundant know-how on utilization

Developing  
New Services

Enhancing  
Existing Businesses

We aim to revitalize the entire industry by  
offering comprehensive solutions for pachinko halls

The creation of three new services and the strengthening of two existing businesses, aimed at industry development.

## New Services

### 1. AI-based Hall Operation Support Services

A next-generation management partner that continually learns from the market data and proposes the optimal business strategies.

Scheduled launch of service:  
April 2028

### 2. New Targeted Advertising Distribution Services : Collaboration between Optimize and FAN+

Capitalizing on a user's preferences. Delivering personalized advertisements that effectively engage users.

Scheduled launch of service:  
June 2026

### 3. Inbound Customer Attraction Services

From trial experiences to pachinko hall visits. Support for attracting inbound customers by communicating the appeal and enjoyment of pachinko.

Scheduled launch of service:  
April 2027

### 4. Joint Development and Sales of PS Machines through Mutual Utilization of IP

Joint development of innovative PS machines with strong cross-IP utilization.  
Generating market-leading products by combining development capabilities with extensive sales channels.

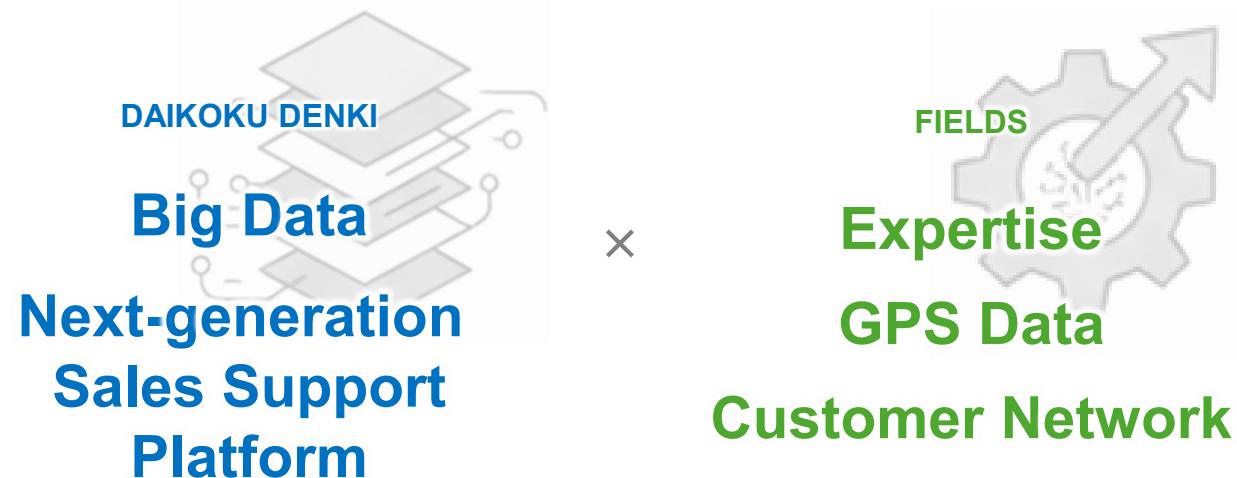
Scheduled launch of new gaming machines:  
April 2029

### 5. Strengthening Sales of DAIKOKU DENKI Hall Equipment with ACE DENKEN

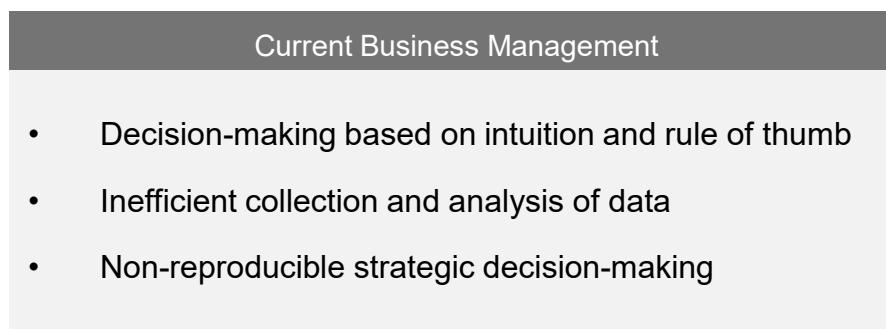
ACE DENKEN provides end-to-end solutions for pachinko halls.  
Increased sales of DAIKOKU DENKI products will further strengthen management support for pachinko halls.

## Business Enhancement Initiatives

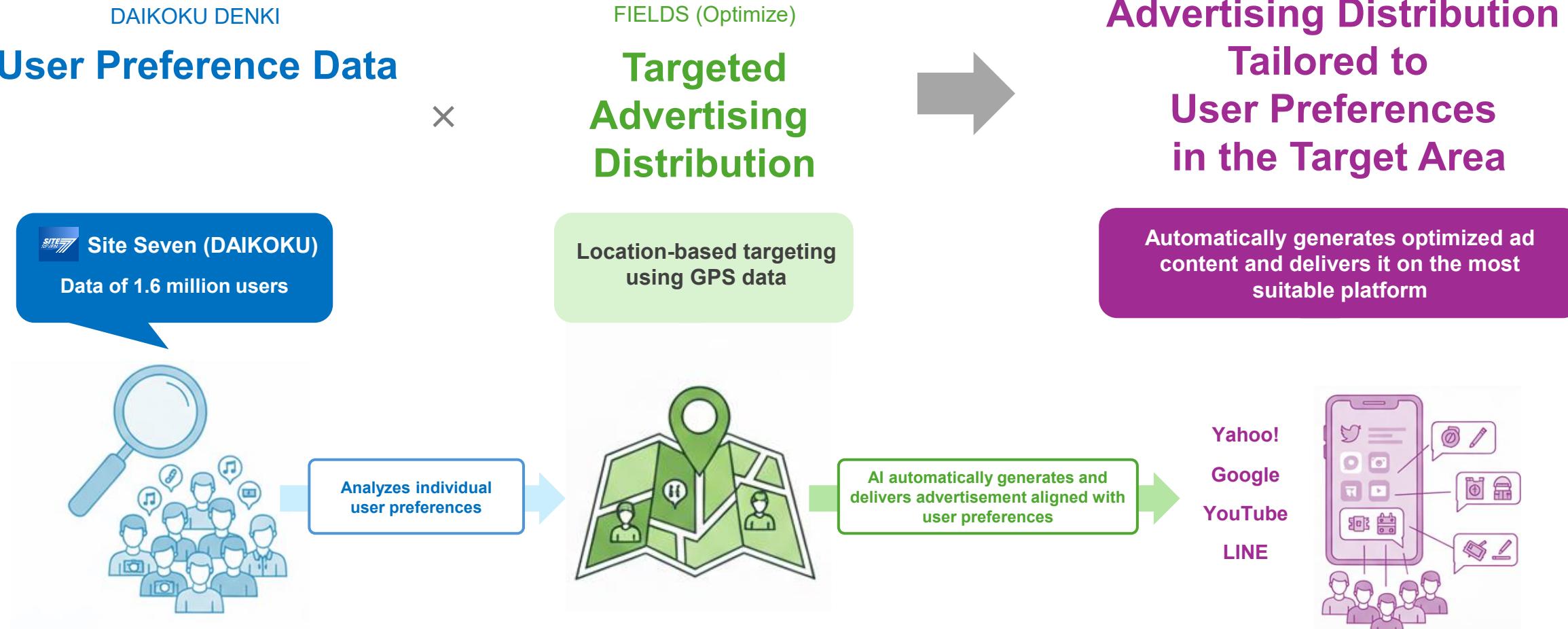
AI is positioned as a next-generation management partner that supports daily pachinko hall operations and helps achieve business targets.



**An AI-driven management framework that constantly enhances industry decision-making**



AI analyzes user preference data and automatically delivers relevant advertisements to encourage pachinko hall visits.



We introduce Japan's unique pachinko culture to the world by offering hands-on sessions that provide inbound tourists with a new entertainment experience.

### Pachinko Experience Tour (Price: ¥30,000/person)



#### Pachinko Introduction Session

Venue:  
FIELDS showrooms  
nationwide



Guiding interested inbound tourists to nearby pachinko halls

#### Pachinko Game Experience

At partner pachinko halls



### Deployment of Multilingual Support Equipment in Partner Pachinko Halls

Number of partner halls by fiscal year (figures in parentheses indicate annual increase)

FY2027: 20 halls (+20)  
FY2028: 60 halls (+40)  
FY2029: 120 halls (+60)  
FY2030: 200 halls (+80)



A total gross profit of 6,080 million yen is planned for FY2031.

