

January 14, 2022
Cool Japan Fund
(Cool Japan Fund Inc.)

Cool Japan Fund Transfers Member Interests in Sentai Holdings, LLC

Cool Japan Fund announced that it has sold* all of its member interests in Sentai Holdings LLC ("Sentai") to global entertainment company AMC Networks Inc. ("AMC Networks").

In August 2019, Cool Japan Fund acquired a majority of the member interests in Sentai, which conducts a licensing business for Japanese animated titles as one of the leading independent content distributors in North America, with the aim of boosting the presence of Japanese anime in the North American market and supporting the long-term growth of the overall Japanese anime market. In response to the spread of COVID-19 infections in North America, in September 2020 Cool Japan Fund supported Sentai's financial position with a credit line, and has assisted it in adapting to the changing market environment, including improvement and development of online operations and content management processes.

Since its first investment in Sentai, Cool Japan Fund has implemented a number of initiatives to enhance Sentai's corporate value, including dispatching outside directors and providing hands-on support. These include assistance with the preparation of management plans through management visualization, joint promotions with other companies in Cool Japan Fund's portfolio, and business matching activities utilizing the community cultivated by Cool Japan Fund. Even under the conditions imposed by the COVID-19 pandemic, these efforts have enhanced Sentai's corporate value, including growth of its in-house streaming service HIDIVE, and have demonstrated the effectiveness of policies aimed at supporting the overseas expansion and market development of Japanese anime.

Cool Japan Fund is pleased to announce that all of the member interests in

Sentai have been sold to AMC Networks as a new owner of Sentai, which is poised the further growth , building on improvements in Sentai’s corporate value through the efforts of Cool Japan Fund and opportunities provided by the Cool Japan Fund community as described above. AMC Networks is a global entertainment company known for its popular and critically-acclaimed content, including *The Walking Dead*, *Breaking Bad*, *Better Call Saul* and *Mad Men*, with a portfolio of targeted streaming and linear networks distributed around the world. Cool Japan Fund believes that with the partnership with AMC Networks, Sentai will continue to even further the growth of Japanese anime all over the world.

About Sentai Holdings, LLC

Established: : 2008
Headquarters : Houston (United States)
Representative : John Ledford (CEO)
Business : Distribution of Japanese Anime and Sale of Related Merchandise

Investment Details

Authorized Investment : Approx. 3.2 billion yen / approx. 400 million yen (establishment of credit line)
Amount Invested : Approx. 3.2 billion yen / approx. 100 million yen (loan execution)
Investment Announcement Dates : August 1, 2019 / September 30, 2020

Cool Japan Fund Invests in North American Anime Group Led by Sentai Holdings
https://www.cj-fund.co.jp/files/press_190801-jp.pdf

Cool Japan Fund and Founder Bolster Sentai Holdings, LLC, Which Licenses Japanese Anime in North America
https://www.cj-fund.co.jp/files/press_200930-jp.pdf

* AMC operating subsidiary Digital Store LLC will be the company acquiring shares in Sentai.

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