

[Provisional Translation Only]

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Issuer

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**Ichigo J.League Shareholder Program Premium Present
Ichigo Original J.League Towels**

Ichigo Hotel’s sponsor, Ichigo (2337), is adding a Premium Present to its Ichigo J.League Shareholder Program to offer its shareholders the chance to win Ichigo original J.League towels. A total of 200 towel sets (two towels each) will be given out via a lottery.

With apologies, due to Covid we have been unable to distribute free tickets to J.League games to our shareholders. We will resume distributing J.League tickets as soon as circumstances allow.

Shareholder Program Website Image



1. Ichigo Original J.League Towel Set Details

Ichigo is giving its shareholders free Ichigo original J.League towels (200 sets of red and blue towels) featuring the logos of all of the clubs in the J1, J2, and J3 Leagues.



Eligible Shareholders

All Ichigo Hotel shareholders as of July 31, 2020 are eligible for the Shareholder Program.

Application Process

To apply, shareholders can create an account using their shareholder credentials at the below Shareholder Program website (Japanese only). The lottery will begin today and end at 5 p.m. on December 13, 2020. Event participation details will be sent to lottery winners' registered email addresses on December 14, 2020.

The website is also accessible to the general public to provide an opportunity to learn about Ichigo's Shareholder Program.

Ichigo J.League Shareholder Program Website

www.ichigo-jleague.jp



2. Earnings Outlook

The Shareholder Program has no impact on Ichigo Hotel's January 2021 and July 2021 fiscal period earnings announced in the September 14, 2020 release, "July 2020 Fiscal Period Earnings."

Through the Shareholder Program, Ichigo is expressing its thanks to Ichigo, Ichigo Office, Ichigo Hotel, and Ichigo Green shareholders and deepening its partnership with the J.League in working to further Ichigo's mission of promoting local community development.