

*[Provisional Translation Only]*

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Issuer

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**Ichigo J.League Shareholder Program Special Gift  
Ichigo Potager Set Commemorating 15 Years as Ichigo**

Ichigo Hotel’s sponsor, Ichigo, marked its 25<sup>th</sup> anniversary since its founding in March 2025, and is marking its 15<sup>th</sup> anniversary since changing its name to Ichigo today.

To commemorate its 15<sup>th</sup> anniversary since changing its name to Ichigo, Ichigo is holding a lottery and offering 40 shareholders who have correctly answered the question provided below the chance to win an Ichigo Potager Set Commemorating 15 Years as Ichigo featuring baked goods recommended by Ichigo Potager, an Ichigo subsidiary engaged in the agriculture business.

Ichigo Hotel will bear no expenses related to this special gift.



## 1. Special Gift Details

The baked goods in the special gift sets are made with Ichigo Potager's original Himekoichi brand of strawberries, and are created by Sorairo Kashi Kobo, a manufacturer supported by the employment support office for people with disabilities in Takachihocho, Miyazaki Prefecture. The baked goods are gifted by Tegevajaro Miyazaki to their opponents at away games.

### Ichigo Potager

Ichigo Potager grows strawberries, lychees, bananas, mangoes, peppers, and cacao in Miyazaki City, and engages in agriculture and food-related initiatives including café operations, D2C sales, product development, kids cafeteria operations, food education, development of new distribution services, and tie-ups with Ichigo's sports business.

### Eligible Shareholders

All Ichigo Hotel shareholders on record as of January 31, 2025 are eligible for the Shareholder Program.

### Lottery Entry Process

To enter the lottery, shareholders can login to or create an account using their shareholder credentials at the below Shareholder Program website (Japanese only). Please answer the question below when entering the lottery. 40 shareholders who have answered the question correctly will be selected to receive the special gift via lottery.

### Lottery Entry Question

I go Ichigo video series are posted on Ichigo's 25<sup>th</sup> anniversary website, [www.ichigo.gr.jp/company/thanks/movie](http://www.ichigo.gr.jp/company/thanks/movie) (Japanese only). Currently, there are four videos on the website, with each video featuring an Ichigo employee discussing how they challenge themselves, beginning with each employee's challenge theme, I go (challenge theme). Please select the four-letter combination of the first letters of each employee's challenge theme from below.

- (1) PMPA
- (2) PMSA
- (3) PTPA

Application for the lottery begins tomorrow, September 2, 2025, and lasts until the end (midnight) of Monday, September 15, 2025. The lottery is scheduled to be drawn on Tuesday, September 16, 2025.

Ichigo J.League Shareholder Program Website  
[www.ichigo-jleague.jp](http://www.ichigo-jleague.jp)



The website is accessible to the public so that anybody can learn more about the Shareholder Program.

## 2. Earnings Impact

There is no impact on Ichigo Hotel's July 2025 fiscal period earnings announced in the July 25, 2025 release "Upward Earnings Forecast Revision for the July 2025 Fiscal Period" and January 2026 fiscal period earnings announced in the August 8, 2025 release "Upward Earnings Forecast Revision for the January 2026 Fiscal Period." Through the Shareholder Program, Ichigo is expressing its gratitude to Ichigo Hotel shareholders.