

[Provisional Translation Only]

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Issuer

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**Ichigo J.League Shareholder Program Premium Present
Original Goods Commemorating Tegevajaro Miyazaki’s J2 Promotion**

Tegevajaro Miyazaki, owned by Miyako City, a subsidiary of Ichigo, Ichigo Hotel’s sponsor, was promoted to the J2 League after winning the 2025 Meiji Yasuda J2 Promotion Playoff Finals. Starting tomorrow, February 6, with the launch of the Meiji Yasuda J.League 100 Year Vision League, Tegevajaro Miyazaki will take on the challenge of competing on a new stage, the J2 League.

As an extension of its Ichigo J.League Shareholder Program, Ichigo is offering 30 shareholders the chance to win a special gift set commemorating the club’s promotion, including a limited edition Tegevajaro Miyazaki design Hydro Flask stainless steel tumbler, a tote bag, and clear files, via a lottery.

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



1. Special Gift Details

Two years ago, Miyako City acquired ownership of Tegevajaro Miyazaki, which was at the time ranked 19th in the J3 League. With the support of Ichigo, Ichigo Hotel, Ichigo Office, and Ichigo Green's shareholders, business partners, and the local Miyazaki community, Miyazaki Tegevajaro was promoted to the J2 League. To commemorate this promotion, Ichigo is offering Ichigo, Ichigo Hotel, Ichigo Office, and Ichigo Green's shareholders the chance to win original Tegevajaro Miyazaki goods via a lottery.

The gift set will feature the following three items. Please note that the design and color of the items cannot be specified.

- 1) Tote bag (Fire print or team mascot Jaro-kun print)
- 2) Limited edition Tegevajaro Miyazaki design Hydro Flask tumbler (Available colors: blue green, sax blue, black, and pink)
- 3) 2 Jaro-kun clear files

Tegevajaro Miyazaki

The club's name is a portmanteau of tege (meaning great in the Miyazaki dialect), vaca (Spanish for cow), and pajaro (Spanish for bird), in the hope that the team competes with the fighting spirit of a bull and soars to new heights like a bird. Dedicated to energizing Miyazaki through soccer, the club strives to be an indispensable presence for local residents. Ichigo became a uniform sponsor and supplier for the club in March 2019, and Ichigo's subsidiary Miyako City became the club's owner in December 2023.

Miyako City

Miyako City is a shopping mall that enriches the daily lives of Miyazaki residents. The mall is also a transportation hub for the Miyazaki City Bus Terminal used by c. 8 million people annually, and a hub for other public facilities including the headquarters of Ichigo Potager and Tegevajaro Miyazaki, and the Tegevajaro Miyazaki club house.

As part of Ichigo's I go Ichigo video series featuring Ichigo employees discussing how they challenge themselves, Ichigo has uploaded an interview with Minoru Ishihara, Executive Vice President & COO of Ichigo, Chairman, President & Representative Director of Miyako City, and Chairman & Representative Director of Tegevajaro Miyazaki, on its YouTube channel.

<https://youtu.be/CMb1lWCmmsQ>

Eligible Shareholders

All Ichigo Hotel shareholders on record as of July 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). Application for the lottery begins today and lasts until the end (midnight) of Sunday, February 15, 2026. The lottery drawing is scheduled for Monday, February 16, 2026.

The website is publicly accessible, allowing anyone to explore the details of Ichigo's Shareholder Program.

Ichigo J.League Shareholder Program Website
www.ichigo-jleague.jp



2. Earnings Impact

There is no impact on Ichigo Hotel's January 2026 and July 2026 fiscal period earnings announced in the September 16, 2025 release "July 2025 Fiscal Period Earnings."

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