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*[Provisional Translation Only]*

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Issuer

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## **Shareholder Hotel Discount Program Update**

Ichigo Hotel decided today to continue its Shareholder Hotel Discount Program (“Shareholder Program”) which offers its shareholders special discounted rates when staying at hotels operated by specific operators.

### 1. Purpose

Ichigo Hotel launched the Shareholder Program to express its gratitude towards its shareholders and to support the hotel industry.

### 2. Overview

#### Eligible Shareholders

All Ichigo Hotel shareholders on the shareholder registry as of January 31, 2026 are eligible for the Shareholder Program. Details of the program will be included with the January 2026 Fiscal Period *Shisan Unyo Hokoku* (Semi-Annual Report), scheduled to be sent to shareholders in late April 2026.

#### Applicable Period

April 22, 2026 (starting on the January 2026 dividend payment date) to March 31, 2027

#### Program Details

Special discounted rates will be offered to eligible shareholders when staying at the below hotels (including hotels not owned by Ichigo Hotel) during the applicable period.

Hotel Wing International Hotels (To be rebranded as KOKO HOTEL)  
 Hotel Operator: Minacia Co., Ltd. <sup>1</sup>

- Special Discounted Rate: 12% discount on prices shown on the official hotel website
- Applicable Hotel Locations: 71 hotels including the KOKO HOTEL, Value The Hotel, and Hotel Wing brand hotels (Rebranding to KOKO HOTEL in process since September 2025 to be completed by April 2026)

<sup>1</sup> Minacia Co., Ltd. is a member of the Polaris Holdings Group.



KOKO HOTEL  
 Nagoya Marunouchi  
 (Ichigo Hotel-Owned)



KOKO HOTEL  
 Kobe Shin Nagata  
 (Ichigo Hotel-Owned)



KOKO HOTEL  
 Shinjuku Yotsuya



KOKO HOTEL  
 Takamatsu

Smile Hotels and Other Hotels (Hotel Operator: K.K. Hospitality Operations) <sup>1</sup>

- Special Discounted Rate: 10% discount on prices shown on the official hotel website (Note: Limited use by shareholders only)
- Applicable Hotel Locations: From the Smile Hotels chain of stay-only hotels and the Hotel Emisia chain of city hotels with restaurants and banquet halls to ski resort hotels with hot springs, Hospitality Operations offers 86 hotels located across Japan, from Hokkaido in the north to Okinawa in the south.

<sup>1</sup> Some hotels are operated by related parties and franchisees of Hospitality Operations.



Smile Hotel  
 Tokyo Asagaya  
 (Ichigo Hotel-Owned)



Smile Hotel Miyakojima  
 (Ichigo Hotel-Owned)



Hotel Enoe Toyama  
 (Ichigo Hotel-Owned)



Smile Hotel Kyoto Shijo  
 (Ichigo Hotel-Owned)

Choice Hotels<sup>1</sup> Franchise Hotels (Hotel Operator: Greens Co., Ltd.)

- Special Discounted Rate: 10% or 13% discount on prices shown on the official hotel website (10% discount for one-night stays, 13% discount for multi-night stays; Only for single occupancy in a single or double room)
- Applicable Hotel Locations: There are 99 Comfort brand hotels (including Comfort Hotel, Comfort Inn, Comfort Hotel ERA, and Comfort Suites) located across Japan, from Hokkaido in the north to Okinawa in the south.

<sup>1</sup> Choice Hotels International is a US company and one of the largest lodging franchisors in the world.



Comfort Hotel Hamamatsu  
(Ichigo Hotel-Owned)



Comfort Hotel Central  
International Airport  
(Ichigo Hotel-Owned)



Comfort Hotel Osaka  
Shinsaibashi  
(Ichigo Hotel-Owned)



Comfort Hotel  
Nagoya Kanayama

Quintessa Hotels (Hotel Operator: Core Global Management Co., Ltd.)

- Special Discounted Rate: 10% discount on prices shown on the official hotel website
- Applicable Hotel Locations: Ichigo Hotel-owned Quintessa Hotel Ise Shima and Quintessa Hotel Ogaki.



Quintessa Hotel Ise Shima  
(Ichigo Hotel-Owned)



Quintessa Hotel Ogaki  
(Ichigo Hotel-Owned)

The OneFive, THE KNOT Hotels (Hotel Operator: OneFive Hotels Inc.)

- Special Discounted Rate: 10% discount on prices shown on the official hotel website
- Applicable Hotel Locations: OneFive Hotels offers 20 hotels located across Japan, including Ichigo's hotel brand The OneFive hotels, Hotel Il Palazzo, and THE KNOT hotels.



THE KNOT SAPPORO  
(Ichigo Hotel-Owned)



The OneFive Okayama  
(Ichigo Hotel-Owned)



The OneFive Marine Fukuoka  
(Ichigo Hotel-Owned)



The OneFive Tokyo Shibuya  
(Ichigo Hotel-Owned)

### Notes

- (1) Program details, including how to use the discount, will be enclosed together with the January 2026 Fiscal Period *Shisan Unyo Hokoku* (Semi-Annual Report) to be sent in late April 2026.
- (2) As hotels may be temporarily closed due to unforeseen circumstances, please check each hotel's website for the latest information.
- (3) Some hotels may offer promotions with greater discounts depending on the timing and conditions of the stay.
- (4) Please check the cancellation policy of each hotel for details on cancellation charges.
- (5) Please confirm the availability of the shareholder program discount with each hotel prior to making reservations as there may be situations in which a hotel decides that the discount is not available or makes changes to the details of the offered discounts.

### 3. Program Operation Costs

Ichigo Hotel will bear the operational costs of the Shareholder Program (such as costs to print and mail information to shareholders), but will not bear any costs associated with the discounted rates.

### 4. Handling of Personal Information

Neither Ichigo Hotel nor its Asset Management Company, Ichigo Investment Advisors, plans to obtain personal information via the Shareholder Program.

### 5. Other

Ichigo Hotel plans to continue the Shareholder Program for the July 2026 fiscal period and subsequent fiscal periods. However, program details, such as applicable hotels, may change based on discussions with hotel operators. Ichigo Hotel will promptly disclose details should any change to the program be decided.

## 6. Earnings Impact

Operational costs of the Shareholder Program are minimal and have already been factored into the July 2026 fiscal period earnings forecast announced in today's release, "January 2026 Fiscal Period Earnings."