

[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 July 31, 2026 are eligible for the Shareholder Program. Details of the program will be included with the July 2026 Fiscal Period *Shisan Unyo Hokoku* (Semi-Annual Report), scheduled to be sent to shareholders in late October 2026.

Applicable Period

October 20, 2026 (starting on the July 2026 dividend payment date) to September 30, 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.

KOKO HOTELS (Hotel Operator: Minacia Co., Ltd.)

- Special Discounted Rate: 12% discount on prices shown on the official hotel website.
- Applicable Hotel Locations: 71 hotels (as of September 1, 2026) including the KOKO HOTEL, Value The Hotel, and KAYA Kyoto Nijo Castle, following Minacia joining 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

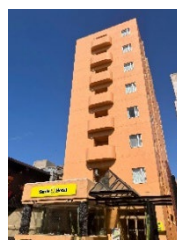
Smile Hotels and Other Hotels (Hotel Operator: K.K. Hospitality Operations)¹

- 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 resort hotels with hot springs or adjoining ski areas, Hospitality Operations offers 91 hotels located across Japan, from Hokkaido in the north to Okinawa in the south.

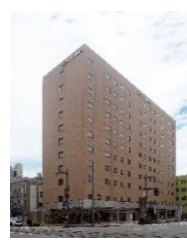
¹ Some hotels are operated by related parties and franchisees of Hospitality Operations.



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)

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.)

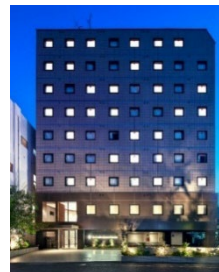
- Special Discounted Rate: 10% discount on prices shown on the official hotel website
- Applicable Hotel Locations: OneFive Hotels offers 20 hotels located across Japan, including Ichigo's hotel brand The OneFive hotels, Hotel Il Palazzo, and THE KNOT hotels.



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 July 2026 Fiscal Period *Shisan Unyo Hokoku* (Semi-Annual Report) to be sent in late October 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 January 2027 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 January 2027 fiscal period earnings forecast announced in today's release, "July 2026 Fiscal Period Earnings."