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For Immediate Release

Funai Soken Holdings Inc. (TSE Prime, stock code 9757)

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Notice of Amendment of Shareholder Benefits Program & Introduction of New Program

Funai Soken Holdings has announced that its Board of Directors voted today to approve the amendment of the company's shareholder benefits program and the introduction of a new program as set forth below.

1. Reason for Amendment of Shareholder Benefits Program

1.1 Enhancing Investment Appeal and Liquidity

The Funai Soken Holdings shareholder benefits program has always been operated to express gratitude for shareholders' support, and to make the company a more attractive investment option and boost share liquidity. After careful examination of the program to date, the company has decided to discontinue the current benefits (QUO card gifts) and establish a new program, the Funai Soken Holdings Premium Shareholder Benefits Club, with the aims of further increasing the appeal of investing in the company's shares and strengthening dialogue with shareholders.

1.2 Strengthening Dialogue with Shareholders

Under the new program, shareholder benefits will be distributed through the Funai Soken Holdings Premium Shareholder Benefits Club. The company will make appropriate use of the opportunities to connect with shareholders signed up to the Funai Soken Holdings Premium Shareholder Benefits Club to strengthen dialogue. Specifically, the company will seek to deepen shareholders' understanding of its business activities by occasionally sending promotional materials, financial results, disclosures, and other IR information to club members. The company will also conduct surveys, etc., to inform future management and IR activities.

2. Details of Amendment of Shareholder Benefits Program

2.1 Effective Date of Amendment

The amended program will be available for shareholders who hold 400 or more shares in Funai Soken Holdings and are recorded in the company's shareholder register as of December 31 each year, starting with the shareholder register as of December 31, 2026.

2.2 Current Shareholder Benefits Program

Shares held	Shareholder benefits	Frequency	Record date
100–999	¥500 Quo Card	Twice a year	Jun. 30 & Dec. 31
1,000–4,999	¥1,000 Quo Card	Twice a year	Jun. 30 & Dec. 31
5,000–9,999	¥5,000 Quo Card	Twice a year	Jun. 30 & Dec. 31
10,000+	¥10,000 Quo Card	Twice a year	Jun. 30 & Dec. 31

2.3 New Shareholder Benefits Program

Eligible shareholders accrue points according to the number of shares held, as shown in the Shareholder Benefit Points Table. Points can be redeemed for products via the Funai Soken Holdings Premium Shareholder Benefits Club website, which is provided exclusively for the company's shareholders. Qualifying shareholders can choose from more than 5,000 items, including specialty foods such as rice and premium beef, sweets, beverages, premium sake, electrical appliances, and experience gifts. The points can also be converted into WILLsCoin, which can be combined with shareholder benefit points offered by other companies who are part of the Premium Yutai Club ecosystem.

Shareholder Benefit Points (1 point ≈ ¥1)

Shares held	Points awarded	Frequency	Record date
400–599	2,000	Once a year	Dec. 31
600–799	3,000	Once a year	Dec. 31
800–1,499	5,000	Once a year	Dec. 31
1,500–2,499	15,000	Once a year	Dec. 31
2,500+	30,000	Once a year	Dec. 31

Eligibility

Shareholders who hold 400 or more shares and are recorded in the company's shareholder register as of December 31 (starting with December 2026).

Carryover

Points accrued in one year may be carried over to the next year only if the shareholder has been listed or recorded in the company's shareholder register under the same shareholder number on at least two consecutive December 31 record dates, starting in 2026, and has held 400 or more shares continuously. The maximum amount of points redeemable is two years' worth of points.

Please note that if a shareholder's shareholder number changes on or before the December 31 record date for any reason—including but not limited to sale of all shares, use of a brokerage firm's share lending service, transfer of share ownership to a person other than the shareholder concerned, or inheritance—points linked to those shares will expire and cannot be carried over.

3. How to Sign Up for the Funai Soken Holdings Premium Shareholder Benefits Club

The company plans to notify eligible shareholders in or around mid-February 2027. The notice will include information such as the program website, how to sign up for the program, and products for which points can be redeemed. Simply sign up via the website as instructed in the notice to redeem points for available benefits. Shareholders who cannot sign up online can apply separately by telephone, but please note that the range of benefits available for selection is limited.

4. Other Information

An overview of this program is available on the Funai Soken Holdings Premium Shareholder Benefits Club website. See <https://hd-funaisoken.premium-yutaiclub.jp/> (Japanese only) for details. Shareholder registration on the website is expected to open in mid-February 2027. Changes to the company's shareholder benefits program will be announced to shareholders through prompt public disclosure.

Please direct inquiries regarding the Funai Soken Holdings Premium Shareholder Benefits Club to:

The Funai Soken Holdings Premium Shareholder Benefits Club Help Desk

Phone: 0120-980-965 Hours: 09:00–17:00 (excl. Sat., Sun., and hols.)

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