

*[Provisional Translation Only]*

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**Ichigo Inc.** (Tokyo Stock Exchange Prime, 2337)

Representative: Scott Callon, Chairman

Inquiries: Takanori Sakamatsu, Senior Statutory Executive Officer

Telephone: +81-3-4485-5515 [www.ichigo.gr.jp/en](http://www.ichigo.gr.jp/en)

### **Ichigo J.League Shareholder Program Special Gift** **Ichigo Potager x Tegevajaro Miyazaki Christmas Set**

As an extension of its Ichigo J.League Shareholder Program, Ichigo is offering 50 shareholders the chance via lottery to win an Ichigo Potager x Tegevajaro Miyazaki Christmas Set featuring baked goods and strawberry confiture recommended by Tegevajaro Miyazaki, the J.League J3 club owned by Ichigo subsidiary Miyako City.



## 1. Special Gift Details

The baked goods and strawberry confiture in the special gift sets have been selected by Saori Taguchi, Ichigo Potager President and buyer for Miyako City's Miyazaki Thanks Market, and Minoru Ishihara, Tegevajaro Miyazaki Chairman. The baked goods are gifted by Tegevajaro Miyazaki to their opponents at away games, and the strawberry confitures use the Himekoichi brand of strawberries grown by an Ichigo Potager strawberry farmer.

### 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.

### Tegevajaro Miyazaki (J.League J3 Club)

The club's name was formed by combining the words tege (meaning great in the Miyazaki dialect), vaca (cow in Spanish), and pajarito (bird in Spanish), in the hope that the team competes with the fighting spirit of a bull and soars to new heights like a bird. The team aims to energize Miyazaki via soccer and become familiar and indispensable to the people of Miyazaki Prefecture. 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 enriching the daily lives of local residents in Miyazaki. The mall is also a transportation hub home to the Miyazaki City Bus Terminal used by c. 8 million people annually, and is a hub for other public facilities including the headquarters of Ichigo Potager and Tegevajaro Miyazaki, and the Tegevajaro Miyazaki club house.

### Eligible Shareholders

All Ichigo, Ichigo Office, Ichigo Hotel, and Ichigo Green shareholders recorded on the respective shareholder registries as of the fiscal period-ends shown below are eligible to enter the lottery.

Ichigo (2337)	On record as of <u>February 29, 2024</u> and <u>August 31, 2024</u> Shareholders on record as of <u>February 29, 2024</u> but not as of <u>August 31, 2024</u> are eligible to enter the lottery until November 30, 2024 Shareholders newly on record as of <u>August 31, 2024</u> are eligible to enter the lottery from December 1, 2024
Ichigo Office (8975)	On record as of <u>April 30, 2024</u>
Ichigo Hotel (3463)	On record as of <u>July 31, 2024</u>
Ichigo Green (9282)	On record as of <u>June 30, 2024</u>

### 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, December 15, 2024. The lottery is scheduled to be drawn on Monday, December 16, 2024.

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

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



### 2. Earnings Impact

As the purpose of this J.League Shareholder Program Special Gift is to raise awareness of Ichigo's initiatives in Miyazaki, including Ichigo Potager, Tegevajaro Miyazaki, and Miyako City, there is minimal impact on Ichigo's FY25/2 earnings. Through the Shareholder Program, Ichigo is expressing its gratitude to Ichigo, Ichigo Office, Ichigo Hotel, and Ichigo Green shareholders.