

[Provisional Translation Only]

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Ichigo Inc. (Tokyo Stock Exchange Prime, 2337)

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Ichigo J.League Shareholder Program Special Gift **Ichigo Potager Set Commemorating 15 Years as Ichigo**

Ichigo marked its 25th anniversary since its founding in March 1975, and is marking its 15th anniversary since changing its name to Ichigo today, thanks to the support of its shareholders and stakeholders.

To commemorate its 15th anniversary since changing its name to Ichigo, Ichigo is holding a lottery and offering 40 shareholders who have correctly answered the question provided below the chance to win an Ichigo Potager Set Commemorating 15 Years as Ichigo featuring baked goods recommended by Ichigo Potager, an Ichigo subsidiary engaged in the agriculture business.



1. Special Gift Details

The baked goods in the special gift sets are made with Ichigo Potager's original Himekoichi brand of strawberries, and are created by Sorairo Kashi Kobo, a manufacturer supported by the employment support office for people with disabilities in Takachihocho, Miyazaki Prefecture. The baked goods are gifted by Tegevajaro Miyazaki to their opponents at away games.

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.

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 28, 2025</u>
Ichigo Office (8975)	On record as of <u>April 30, 2025</u>
Ichigo Hotel (3463)	On record as of <u>January 31, 2025</u>
Ichigo Green (9282)	On record as of <u>December 31, 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). Please answer the question below when entering the lottery. 40 shareholders who have answered the question correctly will be selected to receive the special gift via lottery.

Lottery Entry Question

Ichigo has posted its I go Ichigo video series on its 25th anniversary website, www.ichigo.gr.jp/company/thanks/movie (Japanese only). Currently, there are four videos on the website, with each video featuring an Ichigo employee discussing how they challenge themselves, beginning with each employee's challenge theme, I go (challenge theme). Please select the four-letter combination of the first letters of each employee's challenge theme from below.

- (1) PMPA
- (2) PMSA
- (3) PTPA

Application for the lottery begins tomorrow, September 2, 2025, and lasts until the end (midnight) of Monday, September 15, 2025. The lottery is scheduled to be drawn on Tuesday, September 16, 2025.

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



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

2. Earnings Impact

As the purpose of this J.League Shareholder Program Special Gift is to express its gratitude to Ichigo, Ichigo Office, Ichigo Hotel, and Ichigo Green shareholders, there is minimal impact on Ichigo's FY26/2 earnings.