

Disclaimer:

This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

December 19, 2024

Company name: MarketEnterprise Co., Ltd.
Representative: Yasushi Kobayashi, President
Securities code: 3135, Tokyo Stock Exchange, Prime
Contact: Kenichi Imamura, Managing Director
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Notice of Change in Shareholder Benefit Program (Expansion)

MarketEnterprise Co., Ltd. ("the Company") has resolved at the Board of Directors meeting held today to change(expand) the shareholder benefit program, and hereby announce it as follows.

1. Purpose of the change to the shareholder benefit program

The Company appreciates its shareholders for their day-to-day support, and since June 2024 the Company has been offering the shareholder benefits. The shareholder benefit program will be changed with the aim of increasing the attractiveness of investment in our stocks.

2. Change in shareholder benefit program

(Before change)

	Number of shares held	Benefits
End of June every year	100 Shares or more	QUO Card for 500yen

(After change)

	Number of shares held	Benefits
End of June every year	500 Shares or more	Digital gift certificate worth 25,000 yen
End of December every year	500 Shares or more	Digital gift certificate worth 25,000 yen

Notes: 1. The digital gifts will include PayPay MoneyLight, Amazon Gift Cards and several other options. Details will be announced as soon as they are determined.

2. The shareholder benefits with a record date of June 30 will be sent out with the notice of the Annual General Meeting of Shareholders as in the past. Details of sending the shareholder benefits with a record date of December 31 will be announced as soon as they are determined.

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3. Target shareholders

From June 2025 onwards, shareholders who hold five unit (500 shares) or more at the end of June or December every year.

4. Impact on results of operations

We are currently reviewing the impact of these matters on our results of operations. An announcement will be made promptly if there is a need to make timely disclosure. Expenses related to the expanded shareholder benefit program are expected to be included in selling, general and administrative expenses.