November 13, 2025

Company name	Link and Motivation Inc.
Representative	Ozasa Yoshihisa, Chairman and Representative Director
Exchange	Tokyo, Prime Market; Code: 2170
Inquiries	Yokoyama Hiroaki, Managing Executive Officer and Manager of Group Design Office (Phone: +81-3-6853-8111)

Notice Regarding Expansion of the Shareholder Benefits Program

The Company's Board of Directors has decided to expand the gifts in its shareholder benefits program, as outlined below.

1. Reason for the Expansion

In an effort to thank shareholders for their support and to further increase our corporate value, we have introduced a shareholder benefits program with a Digital Gift® that shareholders can receive in various forms, including electronic money or points.

In response to feedback from shareholders regarding the gifts, we have added the QUO Card to the lineup of rewards. This will make the program more convenient for a wide range of shareholders.

2. Details of Shareholder Gifts after the Expansion

Shareholders will have the choice of receiving gifts in the following forms.[1]

Physical gift

Gift card	**QUO Card**

Digital (examples)

Electronic money E-gifts	PayPay Money Lite[2] and QUO Card Pay
Points	d Points

Gift cards	Amazon Gift Card, Google Play Gift Card, au PAY Gift Card, PlayStation® Store Ticket, Book Card NEXT, Hulu Ticket and U-NEXT Gift Code (Points)
Crypto assets	Bitcoin by bitFlyer, Ripple by CoinTrade, Ethereum by CoinTrade and Litecoin by CoinTrade

1. Details are subject to change.
2. A 5% commission will be charged.

3. Delivery of Benefits

Information on shareholder benefits will be sent to eligible shareholders. Please follow the instructions to select your preferred items online and complete the necessary steps to receive your benefits.

(1) Effective Date

The new gift option will take effect with the implementation for shareholders recorded as of December 31, 2025.

(2) Record Dates

The record dates are June 30 and December 31 each year.

(3) Benefits Issue Schedule

Shareholder benefits shall be issued in late September for shares recorded by June 30, and in late March of the following year for shares recorded by December 31.

▸For details, please see the Shareholder Benefits Program page on our investor relations website.

Website: https://www.lmi.ne.jp/ir/stocks/complimentary/ (Japanese only)

END