



December 5, 2025

Name of Company: Meiji Holdings Co., Ltd.

Name of Representative: Katsunari Matsuda, CEO, President and Representative Director

Code Number: 2269, Prime Market, Tokyo Stock Exchange

Notice Concerning Partial Amendment (Enhancement) to the Shareholder Benefit Program

Meiji Holdings Co., Ltd. (the “Company”) hereby announces that it has resolved to partially amend (enhance) the Shareholder Benefit Program, as described below.

1. Purpose of the Amendment

The Meiji Group has the Shareholder Benefit Program for shareholders having 100 shares or more as of March 31 every year to further promote a deeper understanding of the Meiji Group.

Through enhancing long-term shareholder benefits, this amendment is intended to encourage a greater number of shareholders to deepen understanding of our business and products and to express our sincere appreciation for the continued support of shareholders.

2. Details of the Amendment

In addition to the existing shareholder benefits, Long-term Holding Appreciation BOX is presented to long-term shareholders with a holding period of more than three years.

<Current program>

Number of shares held	Gift items
100 shares or more	Assortment of Meiji Group products worth 1,500 yen
200 shares or more	Assortment of Meiji Group products worth 2,500 yen
1,000 shares or more	Assortment of Meiji Group products worth 5,500 yen

< Program after amendment> The section to be changed underlined

(1) Continuous shareholding period: Less than three years

Number of shares held	Gift items
100 shares or more	Assortment of Meiji Group products worth 1,500 yen
200 shares or more	Assortment of Meiji Group products worth 2,500 yen
1,000 shares or more	Assortment of Meiji Group products worth 5,500 yen

(2) Continuous shareholding period: More than three years

Number of shares held	Gift items	
100 shares or more	Assortment of Meiji Group products worth 1,500 yen	<u>Long-term Holding Appreciation BOX, in addition to the items listed on the left</u>
200 shares or more	Assortment of Meiji Group products worth 2,500 yen	
1,000 shares or more	Assortment of Meiji Group products worth 5,500 yen	

* The criteria for holding continuously for three years or more is determined by holding 100 or more shares consecutively for seven times or more, registered or recorded under the same shareholder number in the company's shareholder registry at the end of March and September.

(Example) Eligible shareholders for long-term shareholder benefit who will have held shares for more than three years (7th) as of March 31, 2026

Record date	2023		2024		2025		2026
	March	September	March	September	March	September	March
Number of records	1 st	2 nd	3 rd	4 th	5 th	6 th	7th
Number of shares held	100	100	100	100	100	100	100
Same shareholder number throughout the period							

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