



June 11, 2026

Company name: GEO HOLDINGS CORPORATION
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(Securities code: 2681, Prime Market
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Notice Regarding the Order for Action Issued by the Consumer Affairs Agency to a Subsidiary of the Company

GEO STORE CORPORATION, a consolidated subsidiary (the “Subsidiary”) of GEO HOLDINGS CORPORATION (the “Company”), received an Order for Action from the Consumer Affairs Agency on June 11, 2026, pursuant to Article 7, Paragraph 1 of the Act against Unjustifiable Premiums and Misleading Representations (the “Act”).

1. Overview

The Subsidiary has received an order to notify general consumers and implement measures to prevent recurrence in relation to representations used in its “purchase price increase campaigns” for smartphones, tablets, mobile phones, and other devices conducted at its stores and e-commerce site, which were found to create the misleading impression that consumers could receive particularly favorable purchase terms only if they applied during the period from May to November 2025.

2. Campaigns subject to the Order

(i) May 12, 2025 to June 8, 2025

Smartphones and tablets: 10% increase in purchase price

(ii) June 9, 2025 to July 6, 2025

Smartphones and tablets: 10% increase in purchase price

(iii) July 7, 2025 to August 3, 2025

Smartphones and tablets: 10% increase in purchase price

Tuesdays only: 15% increase in purchase price

(iv) August 4, 2025 to September 7, 2025

Smartphones and tablets: 10% increase in purchase price

Tuesdays only: 15% increase in purchase price

(v) August 25, 2025 to September 7, 2025 (web only)

Apple products: 20% increase in purchase price

Android products: 10% increase in purchase price

Other smartwatches: 20% increase in purchase price

(vi) September 8, 2025 to November 9, 2025

Smartphones and tablets: 20% increase in purchase price

Smartwatches and AirPods: 20% increase in purchase price

3. The Company's position and future measures

The Company considers this Order for Action with the utmost seriousness and will implement measures to prevent recurrence, including strengthening its review and approval process for advertising representations and providing compliance training regarding the Act to officers and employees of the GEO Group.

The future impact of this matter on its financial results is currently under review. If any matters requiring disclosure arise, the Company will promptly disclose them.