

FOR IMMEDIATE RELEASE

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Polaris Begins Hotel Branding Integration

Polaris Holdings Co., Ltd. (hereinafter referred to as “Polaris”) announced today that Polaris has integrate the original hotel brands “Hotel Wing International” and “Tenza Hotel,” which are currently used at hotels operated by Minacia Co., Ltd (hereinafter referred to as “Minacia”), into Polaris’s original hotel brand “KOKO HOTELS”.

As announced in the press release dated December 27, 2024, titled “Polaris Completes Management Structure Integration and Reorganization with Minacia Co., Ltd.” Polaris has completed the business integration with Minacia. Since then, Polaris has been implementing the post-merger integration (PMI) process to swiftly realize the synergies resulting from this business integration and has carried out changes to the management structure and organizational restructuring of both companies. The brand integration is intended to maximize the synergistic effects of the merger between the two companies.

1. Purpose of Brand Integration

Following the integration with Minacia, Polaris group has reorganized its structure to consolidate the headquarters functions of both companies. Within the integration strategy, Polaris has embarked on cost reduction initiatives including joint purchasing of amenities, sharing of human resources in the same area, and mutual cooperation in sales by integrating sales structures.

With the brand integration, the number of hotels operating under the “KOKO HOTELS” brand will expand from 25 hotels with 4,504 rooms to 63 hotels with 9,489 rooms, marking a 2.1-fold increase in scale. This will position KOKO HOTELS as one of the leading hotel brands in Japan, with nearly 10,000 guest rooms. The increase in the number of hotels operating under the KOKO HOTELS brand will enable enhanced sales through improved brand recognition, the establishment of a loyalty program to secure repeat customers, and the implementation of focused and selective marketing strategies. Additionally, as part of the brand integration, we are reconceptualizing the “KOKO HOTELS” brand, including expanding its sub-brands, and strengthening our overall brand strategy. For further details on the brand integration, please refer to the announcement titled “KOKO HOTELS and Hotel Wing International to Integrate Brands Starting September 2025,” published today.

2. Schedule (tentative)

Starting in September 2025, Minacia will gradually change the names (rebrand) of its operated hotels: “Hotel Wing International” and “Tenza Hotel.”

3. Outlook

In conjunction with the brand integration, we will carry out rebranding work on the hotels operated by Minacia, and the impact of the brand integration on consolidated results for the current fiscal year will be minimal.

Reference: For further details on the brand integration, please visit the “KOKO HOTELS and Hotel Wing International to Integrate Brands Starting September 2025,” page on our website:

https://www.polaris-holdings.com/en/polaris-begins_hotel_branding_integration/

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NOTE: This is an English translation summary of Polaris’s announcement in Japanese. No assurances or warranties are given for completeness or accuracy of this English translation summary.