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FOR IMMEDIATE RELEASE

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Stock Listing: Tokyo Stock Exchange Standard Market
Stock Code: 3010
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Polaris Enters into Reservation Agreement for Hotel Management in Kanazawa

Polaris Holdings Co., Ltd. (“Polaris”) has entered into a reservation agreement with FHG hotels Co., Ltd. (“FHG”) toward the execution of a hotel management agreement for a new hotel planned in Kanazawa, Ishikawa Prefecture. The hotel will be operated by Polaris under a hotel brand developed by FHG, with operations scheduled to commence in May 2027.

1. Background

Based on the growth strategy set out in its Mid-Term Management Plan 2030, the Polaris Group has been strengthening its efforts to expand its hotel operating platform by securing hotel management projects from both its sponsor, the Star Asia Group, and third-party hotel owners.

FHG has recognized the Polaris Group’s track record and growth potential in hotel operations, and the parties have been in discussions toward the execution of a hotel management agreement. Having reached agreement on the related terms, Polaris has now entered into the reservation agreement (the “Reservation Agreement”).

The Property is located in Katamachi, one of Kanazawa’s principal commercial and entertainment districts, with convenient access to major tourist attractions, including Kenrokuen Garden and Kanazawa Castle Park. The Polaris Group currently operates KOKO HOTEL Premier Kanazawa Korinbo and KOKO HOTEL Kanazawa Ekimae in the city. With the addition of the Property, the Polaris Group will operate three hotels in Kanazawa, improving operational efficiency within the area.

The hotel will be operated under a hotel brand developed by FHG. With an average guest room size of 40 square meters or more and rooms accommodating up to six guests, the hotel aims to capture growing inbound tourism demand. Some guest rooms are planned to feature semi-open-air baths and saunas, while a sauna lounge is planned on the top floor.

The Polaris Group will continue to strengthen this model of operating hotels under third-party brands as part of its efforts to expand its hotel operating platform.

2. Property Overview

(1) Hotel Name:	Kanazawa Katamachi Hotel (tentative)
(2) Location:	Katamachi, Kanazawa City, Ishikawa
(3) Number of Rooms:	59 rooms (planned)

3. Overview of the Counterparty

(1) Name:	FHG hotels Co., Ltd.	
(2) Location:	22F Kasumigaseki Common Gate West Tower, 3-2-1 Kasumigaseki, Chiyoda-ku, Tokyo	
(3) Representative:	Hidekazu Ogata and Mikihiro Kiriya, Representative Directors	
(4) Business Description:	Hotel planning, management and franchise operations	
(5) Capital:	JPY 3.73 billion (including capital surplus)	
(6) Established:	September 27, 2019	
(7) Relationship with the Company	Capital relationship	None
	Personnel relationship	None
	Business relationship	None
	Status as a related party	Not applicable

4. Schedule (planned)

(1) Execution of the Reservation Agreement:	September 18, 2026
(2) Execution of the Hotel Management Agreement:	February 2027
(3) Commencement of Hotel Operations:	May 2027

5. Outlook

As hotel operations are scheduled to commence in May 2027, the execution of the Reservation Agreement will have no impact on Polaris's consolidated financial results for the current fiscal year.

Reference

For information on Polaris' hotel operating platform and hotels operated in Japan and overseas, please visit the Company's corporate website.

Hotel Operating Platform:	https://www.polaris-holdings.com/en/
Hotels in Operation (Japan & Overseas):	https://www.polaris-holdings.com/en/hotels/#operating-hotels
Upcoming Hotel Openings*:	https://www.polaris-holdings.com/en/hotels/upcoming/

* Information on upcoming hotel openings is limited to projects for which agreements have been executed and details have been publicly disclosed. As these projects are based on current plans, the details are subject to change.

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