

[Provisional Translation Only]

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Issuer

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Ichigo THANKS! Monthly Present Program

SAZANKA Aged Roasted Sweet Potato & Soft-Dried Sweet Potato Gift Box

As announced in the April 14, 2026 release “Conclusion of Ichigo J.League Shareholder Program & Launch of Ichigo THANKS! Monthly Present Program,” Ichigo Hotel’s sponsor Ichigo launched the Ichigo THANKS! Monthly Present program, in which Ichigo offers 50 shareholders the opportunity every month to win special gifts from Ichigo’s agricultural business via lottery. This program is currently scheduled to run from June through December 2026.

For the fifth monthly gift of October 2026, Ichigo is offering 50 shareholders the chance to win via lottery a gift box containing one kilogram of aged roasted sweet potatoes and 300 grams of soft-dried sweet potatoes from SAZANKA, which Ichigo has supported since the launch of its business.

Ichigo Hotel will bear no expenses related to this program.



1. SAZANKA Aged Roasted Sweet Potatoes & Soft-Dried Sweet Potatoes

SAZANKA's aged roasted sweet potatoes were named Japan's best at Japan's largest sweet potato competition and have won numerous other food competition awards, earning widespread recognition for their exceptional taste. Using a proprietary aging process, SAZANKA ages its sweet potatoes for three months or more to achieve a Brix level of at least 50. The brand's soft-dried sweet potatoes retain their skins and are made by dehydrating the aged roasted sweet potatoes, concentrating their rich flavor and natural sweetness.

Both varieties will be delivered frozen. We also recommend enjoying them partially thawed as a natural roasted sweet potato "ice cream." We invite shareholders to take this opportunity to try these treats.

SAZANKA

SAZANKA is an aged roasted sweet potato brand that Ichigo has supported since the planning and construction stages of its roasted sweet potato factory. Ichigo Potager, Ichigo's agricultural subsidiary, also supports SAZANKA's sales. A group of 12 producers in Tanocho, Miyazaki City, grows sweet potatoes exclusively for SAZANKA's aged roasted sweet potatoes.

Website: <https://sazanka-oimo.jp> (Japanese only)

Ichigo Potager

Based in Miyazaki City, Ichigo Potager grows a diverse range of produce, including strawberries, lychees, bananas, mangoes, peppers, and cacao. The subsidiary actively engages in agriculture and food-related initiatives, spanning café operations, D2C sales, product development, children's cafeteria operations, food education, new distribution services, and collaborations with Ichigo's sports business. In alignment with Ichigo's sustainability commitments, Ichigo Potager is advancing recycling-based agriculture. By utilizing unused resources, tapping into renewable energy, and purchasing non-fossil fuel certificates for its electricity, Ichigo Potager promotes recycling-based agriculture in accordance with the Labor Standards Act.

Eligible Shareholders

All Ichigo Hotel shareholders on record as of January 31, 2026 are eligible.

Please note that the gift boxes will be sent out for delivery sequentially after the lottery drawing, and specific delivery dates cannot be selected. Applicants must be able to arrange redelivery if necessary and receive the package within the carrier's holding period.

Lottery Entry Process

To enter the lottery, shareholders can log in to or create an account using their shareholder credentials at the Ichigo THANKS! Monthly Present program website (Japanese only). Application for the lottery begins today, October 7, 2026 at 3:30 p.m. and lasts until the end (midnight) of Tuesday, October 27, 2026. The lottery drawing is scheduled for Wednesday, October 28, 2026.

Ichigo THANKS! Monthly Present Program Website
<https://ichigo-thanks.jp>

For shareholders who wish to newly register, a shareholder number will be required for the registration. Your shareholder number is indicated on Ichigo Hotel's dividend statement. Please keep this document if you wish to register.

The Ichigo THANKS! Monthly Present program website is publicly accessible, allowing anyone to explore the details of the program.

2. Earnings Impact

There is no impact on Ichigo Hotel's January 2027 and July 2027 fiscal period earnings forecasts announced in the September 17, 2026 release "July 2026 Fiscal Period Earnings."