

Note : This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.



November 10, 2025

For Immediate Release

Company name: BLUE ZONES HOLDINGS CO., LTD.
Representative: Sumito Kawano, President and Representative Director
(Securities code: 417A, TSE Prime Market)
Contact: Masanobu Kamiike, Director and Chief Administrative Officer
TEL: +81-(0)49-290-1000

Notice Regarding Stock Split, Partial Amendment of Articles of Incorporation Related Thereto and Partial Change in Shareholder Special Benefit Plan

BLUE ZONES HOLDINGS CO., LTD. (“the Company”) announces that a meeting of its Board of Directors meeting held on November 10, 2025 has resolved to conduct a stock split and amendments to the Articles of Incorporation in conjunction with the stock split and to revise its shareholder benefit program. Details are as follows.

1. Stock split

(1) Purpose of the stock split

The purpose of the stock split is reducing the value of the Company’s shares per investment unit, thereby creating an environment that will encourage investors to invest in shares of the Company and increasing the liquidity of the shares and expanding the investor base.

(2) Outline of the stock split

(i) Method of the stock split

With a record date of Tuesday, March 31, 2026, the Company will execute a stock split in the proportion of five shares for each one share of common stock, with the split applying to the common stock owned by shareholders listed in the register of shareholders as of the end of that day.

(ii) Number of shares to be increased by the split

Number of issued shares before the stock split: 41,894,177 shares

Increase in the number of issued shares after the stock split: 167,576,708 shares

Number of issued shares after the stock split: 209,470,885 shares

Total number of authorized shares after the stock split: 273,170,000 shares

(iii) Schedule for the stock split

Date of public notice of the record date: Tuesday, March 17, 2026

Record date: Tuesday, March 31, 2026

Effective date: Wednesday, April 1, 2026

2. Amendments to the Articles of Incorporation associated with the stock split

(1) Reason for the change

In response to the above stock split, the Company intends to revise the total number of authorized shares described in Article 5 of its Articles of Incorporation effective April 1, 2026, in accordance with the provisions of paragraph (2), Article 184 of the Companies Act.

(2) Amendment to the Articles of Incorporation

Details of the amendment are as shown below. (Changes are underlined)

Existing Articles of Incorporation	Articles of Incorporation after the amendment
(Total Number of Authorized Shares) Article 5. The total number of shares that the Company is authorized to issue shall be <u>54,634,000</u> .	(Total Number of Authorized Shares) Article 5. The total number of shares that the Company is authorized to issue shall be <u>273,170,000</u> .

3. Partial change in the shareholder benefit program

(1) Reason for the change

The shareholder benefit program will be partially revised in conjunction with the stock split.

(2) Details of the change

Details of the amendment are as shown below. (Changes are underlined)

(Record Date: March 31)

Current		After change	
Number of shares held	Detail	Number of shares held	Detail
(New)		<u>100 shares</u> to <u>499 shares</u>	(i) Shareholder voucher: <u>20 coupons</u> (equivalent to <u>2,000 yen</u>)
100 shares to 499 shares	(i) Shareholder voucher: 40 coupons (equivalent to 4,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 2 cases (iii) Directly Imported Wine Set (equivalent to 4,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 4,000 yen)	<u>500 shares</u> to <u>2,499 shares</u>	(i) Shareholder voucher: 40 coupons (equivalent to 4,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 2 cases (iii) Directly Imported Wine Set (equivalent to 4,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 4,000 yen)
500 shares to 999 shares	(i) Shareholder voucher: 60 coupons (equivalent to 6,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 3 cases (iii) Directly Imported Wine Set (equivalent to 6,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 6,000 yen)	<u>2,500 shares</u> to <u>4,999 shares</u>	(i) Shareholder voucher: 60 coupons (equivalent to 6,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 3 cases (iii) Directly Imported Wine Set (equivalent to 6,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 6,000 yen)

Current		After change	
Number of shares held	Detail	Number of shares held	Detail
1,000 shares to 1,999 shares	(i) Shareholder voucher: 100 coupons (equivalent to 10,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 4 cases (iii) Directly Imported Wine Set (equivalent to 10,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 10,000 yen)	<u>5,000 shares</u> to <u>9,999 shares</u>	(i) Shareholder voucher: 100 coupons (equivalent to 10,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 4 cases (iii) Directly Imported Wine Set (equivalent to 10,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 10,000 yen)
2,000 shares or more	(i) Shareholder voucher: 200 coupons (equivalent to 20,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 8 cases (iii) Directly Imported Wine Set (equivalent to 20,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 20,000 yen)	<u>10,000 shares</u> or more	(i) Shareholder voucher: 200 coupons (equivalent to 20,000 yen) (ii) Yaoko Original Mineral Water (500 ml × 24 bottles per case): 8 cases (iii) Directly Imported Wine Set (equivalent to 20,000 yen) (iv) Assorted Private Brand (PB) Products (equivalent to 20,000 yen)

*Shareholder vouchers may be used at directly operated Yaoko stores at a rate of one voucher (equivalent to ¥100) for every ¥1,000 of purchase on transactions totaling ¥1,000 or more. Shareholder vouchers cannot be used at AVE, Cook Mart, Sento, Foocot or Bunkado stores.

*For shareholders holding 500 or more shares, one benefit item may be selected from the available options.

*Shareholders under the age of 20 are not eligible to select the directly imported wine set.

(3) Timing of the change

The revised program will apply to shareholders recorded or registered in the shareholder registry as of March 31, 2027.

(4) Special provision regarding long-term shareholding requirements

Given that the Company has only recently been listed, the requirement for continuous ownership of 100 or more shares under the same shareholder number for at least one year will be waived solely for the fiscal year ending March 31, 2026. Consequently, shareholders holding 100 or more shares as of the end of March 2026 will remain eligible for the existing shareholder benefits.

4. Other

(1) Change in share capital

The above stock split will not result in a change to the amount of capital stock.

(2) Dividends

Since the effective date of the stock split is April 1, 2026, the year-end dividend for the fiscal year ending March 31, 2026, with a record date of March 31, 2026, will be paid based on the number of shares held before the stock split takes effect.

End