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May 18, 2026

Company name: Simplex Holdings, Inc.
Representative: Hideki Kaneko
Representative Director, President and CEO
(Securities code: 4373 TSE Prime Market)
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Announcement Regarding Launch of Shareholder Benefit Program

Simplex Holdings, Inc. (“the Company”) hereby announces that it has resolved at the Board of Directors meeting held today to introduce a shareholder benefit program as follows.

1. Purpose of the introduction of a shareholder benefit program

The Company prioritizes growth investments aimed at enhancing corporate value over the medium to long term. At the same time, it seeks to enhance shareholder returns through flexible share buybacks based on market conditions and a policy of steadily increasing dividends per share in line with profit growth. Meanwhile, the Company recognizes that seeking to improve liquidity of its shares by raising awareness of the Company’s stock in the capital markets and broadening its investor base is a key initiative for further enhancing corporate value.

In light of the above, the Company has decided to introduce a shareholder benefit program with the aim of enhancing the attractiveness of investment in the Company’s stock and thereby encouraging a wide range of investors to increase their interest in the Company’s stock.

Furthermore, by using the system of “Premium Benefit Club,” which is a shareholder management and benefit digital platform provided by WILLS Inc., the Company seeks to strengthen continuous communication with its shareholders while creating new opportunities for engagement with individual investors.

2. Overview of the shareholder benefit program

(1) Eligible shareholders

For the first time, shareholders who are listed or recorded in the Company’s shareholder registry as of the last day of September 2026 and who hold 600 or more shares of the Company will be eligible. Thereafter, shareholders who are listed or recorded in the Company’s shareholder registry as of the last day of September each year and who hold 600 or more shares of the Company will be eligible.

(2) Details of the shareholder benefit program

Eligible shareholders will be awarded shareholder benefit points based on the [Shareholder benefit point table] below. Shareholder benefit points can be redeemed on a special website exclusive to shareholders “Simplex Holdings Premium Benefit Club,” scheduled to be launched around mid-November 2026, where shareholders can select from a wide variety of benefit items, including gourmet foods, electronics, and experience-based gifts, according to the number of points awarded.

To improve shareholders' convenience, shareholder benefit points can also be redeemed for Amazon Gift Cards. The Company plans to bear the associated processing fees.

* Inquiries regarding Amazon Gift Cards are not accepted by Amazon. Please contact the Simplex Holdings Premium Benefit Club Help Desk at [0120-980-965 (toll-free, available only within Japan)].

* Amazon, Amazon.co.jp, and their logos are trademarks of Amazon.com, Inc. or its affiliates.

[Shareholder benefit point table] (One point is approximately equivalent to one yen.)

Number of shares held	Number of shareholder benefit points	Shareholder benefit point award timing	Shareholder benefit item redemption period
600 to 899 shares	3,000 points	Around mid-November of each year	From around mid-November of each year to the last day of February of the following year
900 to 1,299 shares	4,000 points		
1,300 to 1,499 shares	5,000 points		
1,500 shares or more	25,000 points		

* Please note that shareholder benefit points cannot be carried forward.

* The first shareholder benefit item redemption period is scheduled from around mid-November 2026 to the last day of February 2027.

3. Registration procedures

The Company plans to send out a "Guide to Simplex Holdings Premium Benefit Club," which describes redeemable items, registration procedures for the special website exclusive to shareholders, and other information, to eligible shareholders around mid-November 2026.

By registering on the special website in accordance with the descriptions in the Guide to be sent out, shareholders can receive benefits according to the number of points awarded. Shareholders who have difficulty registering online may apply separately by phone, but please note in advance that redeemable items are limited.

4. Other

The Company expects the impact of the introduction of this program on the Company's consolidated financial results to be immaterial at this point. The Company will promptly announce matters that need to be disclosed regarding details of this program and impact on its financial results, if any, in the future.

For more information, including details of shareholder benefit items and when shareholder benefit application acceptance starts, please refer to the following website, which is scheduled to be launched at around 4:30 p.m. (Japan time) today:

<https://simplex.premium-yutaiclub.jp>

Inquiries regarding the "Simplex Holdings Premium Benefit Club"

Simplex Holdings Premium Benefit Club Help Desk

Tel. 0120-980-965 (toll-free, available only within Japan)

Help desk hours: 9:00 a.m. to 5:00 p.m. (excluding Saturday, Sunday, and Japanese national holidays)