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(Translation)

February 26, 2026

Company name: Fuji Media Holdings, Inc.
Representative: Kenji Shimizu, President
(Stock Code No: 4676, Prime of Tokyo Stock Exchange)
Contact: Tomoyuki Minagawa,
Senior Executive Managing Officer
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Notice Regarding Changes to Shareholder Benefit Program

Fuji Media Holdings, Inc. (the “Company”) hereby announces that it has decided to change its shareholder benefit program as described below.

1. Details of the Change

The Company expresses its gratitude to its shareholders for their continued support. To foster a deeper understanding of its business activities and enhance the investment appeal of its stock, the Company maintains a shareholder benefit program designed to encourage more shareholders to hold its shares.

Following a recent review, the Company has decided to change the details of this program as follows.

Before change

Record Date	Number of Shares Held	Continuous Holding Period	Details of Shareholder Benefits
March 31	1,000 shares or more	5 years or more	Admission tickets to affiliated company facilities
	500 shares or more	3 years or more	Affiliated company publications, movie vouchers for films distributed by Fuji Television, and other items available upon request
	100 shares or more	–	Shareholder benefit booklet, special QUO card (¥1,000 value)
September 30	100 shares or more	–	Original planner

After change

Record Date	Number of Shares Held	Continuous Holding Period	Details of Shareholder Benefits
March 31	1,000 shares or more	5 years or more	Admission tickets to affiliated company facilities
	500 shares or more	3 years or more	Affiliated company publications, movie vouchers for films distributed by Fuji Television, and other items available upon request
	<u>100 shares or more</u>	–	Shareholder benefit booklet, special QUO card (¥1,000 value), <u>3-month free trial for FOD streaming service, and entry into a lottery for Fuji Television show tapings</u>
September 30	100 shares or more	–	Original planner

Details on how to apply and the lottery process for TV show tapings will be posted on our website at a later date.

Fuji Media Holdings Shareholder's Return Site:

https://www.fujimediahd.co.jp/en/ir/s_dividend.html

2. Timing of the Change

These changes will take effect for shareholders listed or recorded in the shareholder registry as of March 31, 2026.

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