October 30, 2025

Company name:	CREEK & RIVER Co., Ltd.
Representative:	Jun Kurosaki, President and Representative Director Securities code: 4763 (TSE Prime Market)
Contact:	Yuki Tochio, Corporate Officer, Corporate Planning Group, Group Manager (Telephone: +81-3-4550-0008)

Notice Regarding the Introduction of a Shareholder Benefit Program

At the meeting of the Board of Directors held on October 30, 2025, CREEK & RIVER (the "Company") resolved to introduce a shareholder benefit program.
Details are as follows.

1. Purpose of Introducing the Shareholder Benefit Program
   We have decided to introduce a shareholder benefit program as a token of our deep appreciation for the continued support of our shareholders. The program is intended to help shareholders gain a deeper understanding of the Group's business, enhance the attractiveness of investing in our shares, and encourage more people to hold our shares over the medium to long term.

2. Details of the Shareholder Benefit Program
   (1) Eligible Shareholders
   Shareholders who are listed in the shareholder registry as of the last day of February each year and who hold 100 or more shares (one trading unit) of the Company's common stock will be eligible. The first record date will be February 28, 2026.

   (2) Details of the Shareholder Benefit
   Eligible shareholders will receive products from our subsidiary, Takahashi Shoten Co., Ltd.

Number of Shares Held	Benefit Details
100 shares (one trading unit) or more	Choice of calendar, planner, or other items

   (3) Timing of Gift Distribution
   We plan to enclose information about the shareholder benefit with the Notice of Convocation of the Annual General Meeting of Shareholders sent each May.

3. Other
   If there are any changes to the details of the shareholder benefit program, we will promptly announce them.