July 10, 2026

To whom it may concern,

Company name: Atrae, Inc.
Representative: Yoshihide Arai, President and CEO
(Stock Code: 6194 TSE Prime Market)
Contact: Hidekazu Suzuki, Director CFO

Notice Regarding Change (Expansion) of Shareholder Benefit Program

Atrae, Inc. (the “Company”) hereby announces that, as of July 10, 2026, its Board of Directors resolved to change (expand) its shareholder benefit program, as described below.

1. Purpose of changing (expanding) the shareholder benefit program

The Company announced the establishment of a shareholder benefit program on May 14, 2026, to express its gratitude to shareholders for their continuous support, increase the attractiveness of investing in the Company’s shares, and encourage more shareholders to hold the Company’s shares over the medium to long term.

At this time, the Company has decided to change (expand) its shareholder benefit program, in order to express even greater gratitude to shareholders for their continuous support, further increase the attractiveness of investing in the Company's shares, and encourage more shareholders to hold the Company's shares over the medium to long term.

This program will take effect for all shareholders recorded or registered in the Company’s shareholder register as of the end of October 2026. In the first year of the program’s introduction, there will be no restrictions on the continuous holding period, and shareholder benefit points will be awarded to all shareholders holding 5 units (500 shares) or more.

2. Details of the change (expansion) to the shareholder benefit program

Based on the shareholder register as of the end of October each year, shareholder benefit points to be awarded according to the number of shares held will be changed as follows. Along with this change, the tiers for the number of shares held have been partially revised, and shareholder benefit points will be increased across all tiers.

[Shareholder Benefit Points Table After Change] (1 point ≒ 1 yen) (*) (Underlined parts indicate changes)

<table>
<tr><th>Number of shares held</th><th>Number of shareholder benefit points</th><th>Timing of award</th></tr>
<tr><td>500 to 699 shares</td><td>10,000 points</td><td rowspan="5">Every December
(Scheduled)</td></tr>
<tr><td>700 to 999 shares</td><td>20,000 points</td></tr>
<tr><td>1,000 to 1,499 shares</td><td>30,000 points</td></tr>
<tr><td>1,500 to 1,999 shares</td><td>48,000 points</td></tr>
<tr><td>2,000 shares or more</td><td>65,000 points</td></tr>
</table>

(*) When exchanging points for electronic money (Amazon Gift Cards), points can be exchanged at a rate of 1 point = 1 yen equivalent.

Reference: Shareholder Benefit Points Table Before Change (Underlined parts indicate changes)

Number of shares held	Number of shareholder benefit points	Timing of award
<u>500 to 599 shares</u>	<u>3,000 points</u>	Every December (Scheduled)
<u>600 to 699 shares</u>	<u>5,000 points</u>	
700 to 999 shares	<u>8,000 points</u>	
1,000 to 1,499 shares	<u>12,000 points</u>	
1,500 to 1,999 shares	<u>25,000 points</u>	
2,000 shares or more	<u>30,000 points</u>	

[Conditions for award] (Unchanged from the announcement on May 14, 2026)

- First year (2026): As this is the first year of the program's introduction, there is no restriction on the continuous holding period for the initial award. Points will be awarded on the condition that the shareholder is recorded or registered in the shareholder register as of the end of October 2026 as holding 5 units (500 shares) or more. The number of points to be awarded will be determined based on the number of shares held as of the end of October 2026, in accordance with the [Shareholder Benefit Points Table After Change] above.
- From 2027 onwards (Conditions for continuous holding): Points will be awarded if the shareholder is recorded or registered in the shareholder register under the same shareholder number for at least three consecutive record dates: the end of October of the previous year (the base date), the end of April of the current year, and the end of October of the current year when the points are finalized, and has continuously held 500 shares or more. Please note that shareholder benefit points will not be awarded if the shareholder number changes by the record date at the end of October of the current year due to the sale of all shares, use of stock lending services of securities companies, transferring shares to a third party, inheritance, etc. The number of points awarded to shareholders who meet the continuous holding conditions will be determined based on the number of shares held as of the end of October of the current year when the points are finalized, in accordance with the [Shareholder Benefit Points Table After Change] above.
- Please note that shareholder benefit points cannot be carried over to the following year.

[Examples of determining continuous holding and calculating awarded points from 2027 onwards]

	Shareholder register as of Oct. 31, 2026	Shareholder register as of Apr. 30, 2027	Shareholder register as of Oct. 31, 2027	Continuous holding determination	Points awarded in Dec. 2027 (Scheduled)	Remarks
(1)	500 shares	500 shares	500 shares	Met	10,000 points	Continuously held 500 shares or more. Points determined by shares held as of Oct. 31, 2027.
(2)	1,000 shares	500 shares	2,000 shares	Met	65,000 points	
(3)	500 shares	300 shares	700 shares	Not met	0 points	No points awarded if the number of shares held falls below 500 shares.
(4)	500 shares	500 shares	500 shares (Shareholder number change)	Not met	0 points	No points awarded if the shareholder number changes.

3. How to use the shareholder benefit program (Unchanged from the announcement on May 14, 2026)

(1) Award of shareholder benefit points

A notice providing details, such as how to register on the dedicated website, will be sent to eligible shareholders every December (scheduled).

(2) Exchange of points

On the dedicated shareholder website, awarded points can be exchanged for electronic money (Amazon Gift Cards exchangeable at a rate of 1 point = 1 yen equivalent), products, services, and other items. Points can also be exchanged for “WILLsCoin,” a universal shareholder benefit coin that can be combined with shareholder benefit points from other companies that have introduced the Premium Yutai Club.

(3) Eligible shareholders

Shareholders who hold 5 units (500 shares) or more of the Company’s shares and are recorded or registered in the shareholder register as of the end of October each year are eligible. As stated above, from 2027 and beyond, continuous holding for one year or more will be required.

(Note) Record date for shareholder benefits

Although the Company’s fiscal year ends in September, the record date for voting rights at the General Meeting of Shareholders and the record date for dividends have been changed from the end of September to the end of October in order to appropriately set the timing of the General Meeting of Shareholders and thereby promote constructive dialogue with shareholders. Going forward, the Company plans to hold the General Meeting of Shareholders in January of each year, with a policy of submitting the Annual Securities Report at least three weeks prior to the General Meeting of Shareholders.

For the shareholder benefit program as well, with the aim of ensuring consistency in the management of the shareholder register, among other purposes, shareholders recorded or registered in the shareholder register as of the end of October each year will be eligible.

Furthermore, for details regarding the background and purpose of changing the record dates for voting rights at the General Meeting of Shareholders and for dividends, please refer to the “Supplemental Explanation Material regarding the "Notice of Partial Amendment to Articles of Incorporation" publicly announced on November 13, 2025” dated November 17, 2025.

4. Other (Unchanged from the announcement on May 14, 2026)
   - The launch of the dedicated shareholder website is scheduled for December 2026.
   - Any changes to the details of the shareholder benefit program will be disclosed promptly.
   - Amazon does not accept inquiries regarding Amazon Gift Cards. Please contact the Atrae Digital Yutai Club Help Desk (0120-980-965).
   - Amazon, Amazon.co.jp, and their logos are trademarks of Amazon.com, Inc. or its affiliates.

Notes: This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

Expansion of shareholder benefit program

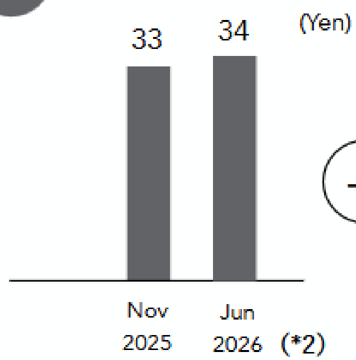
In addition to continuous dividend increases and the acquisition / cancellation of treasury shares, introduced and expanded the shareholder benefit program.

Maximize shareholder value through multi-layered shareholder returns and the shareholder benefit programs.

FY2026

Total payout ratio
138.7% (*1)

1 Dividends per share



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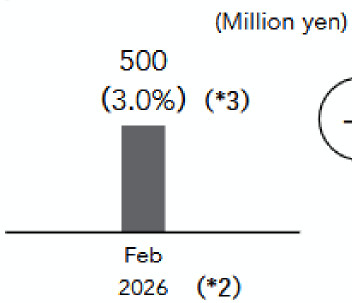
2 Share acquisition and cancellation



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3 Shareholder benefit program (before expansion)

- Starting at the end of October 2026
- No continuous holding period requirements for the first year.
- Points can be exchanged for electronic money, products, and other items on the dedicated website. (*4)

Number of shares held	Number of shareholder benefit points	Dividend Yield	Shareholder Benefit Yield	Total Yield
2,000～	30,000pt	4.7%	～2.1%	～6.8%
1,500～	25,000pt		～2.3%	～7.1%
1,000～	12,000pt		～1.7%	～6.4%
900～	8,000pt		～1.2%	～6.0%
800～	8,000pt		～1.4%	～6.1%
700～	8,000pt		～1.6%	～6.3%
600～	5,000pt		～1.2%	～5.9%
500～	3,000pt		～0.8%	～5.6%

→

3 Shareholder benefit program (after expansion)

- Expanded shareholder benefit points.
- Other terms (start date, holding period restrictions, exchange options, etc.) remain as current.

(*5)

Number of shares held	Number of shareholder benefit points	Dividend Yield	Shareholder Benefit Yield	Total Yield
2,000～	65,000pt	4.7%	～4.5%	～9.3%
1,500～	48,000pt		～4.5%	～9.2%
1,000～	30,000pt		～4.2%	～8.9%
900～	20,000pt		～3.1%	～7.8%
800～	20,000pt		～3.5%	～8.2%
700～	20,000pt		～4.0%	～8.7%
600～	10,000pt		～2.3%	～7.1%
500～	10,000pt		～2.8%	～7.5%

(*1) Total payout ratio is a forecast as of July 10, 2026. (*2) Date of Board of Directors' resolution (*3) ( ) indicates the percentage of total number of shares outstanding.

(*4) Points can be exchanged for electronic money at a rate of 1 point = 1 yen.

(*5) Each yield is calculated based on the closing price of 718 yen on July 7, 2026. (Actual yields may vary from the levels indicated depending on future stock price fluctuations.)