August 5, 2026

Company name: SUBARU CORPORATION
Representative: Atsushi Osaki, Representative Director, President and CEO
(Securities code: 7270; Tokyo Stock Exchange Prime Market)
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Notice Regarding the Launch of a New Business

SUBARU CORPORATION (the "Company") hereby announces that it has decided to launch a new business.

1. Purpose of the New Business

The Company has decided to enter the automotive financing business in North America with the aim of further strengthening its relationships with customers and Subaru retailers, while expanding profit opportunities across the entire value chain.

This initiative is one of the measures aimed at realizing "Strengthening Resilience in Our Business Foundation," as outlined in "SUBARU Management Policy 2025". Alongside "Cost Innovation" and "Sales Volume Increase," we will strengthen the competitiveness and earnings base of our North American operations by providing automotive financing services associated with vehicle sales within the Subaru Group.

2. Overview of the New Business

(1) Details of the New Business

The business will provide automotive sales financing services in the North American market, including automobile loans and leasing products for customers, as well as floorplan financing for retailers.

The Company will continue to examine the details required for the commencement of this business.

(2) Scheduled Commencement Date of the New Business

The Company aims to commence the business in 2030.

(3) Total Planned Expenditures for the New Business

Details of the investments, capital structure, investment amount and other matters required for the commencement of this business are currently under consideration and have not yet been determined.

3. Future Outlook

While this business is expected to contribute to the improvement of the Company's business performance over the medium to long term, if any matters requiring disclosure regarding its impact on the Company's financial results arise, the Company will promptly disclose such matters.

As the business plan is further developed, the Company will make timely and appropriate disclosures regarding any matters requiring disclosure, including the details of the business and the amount of investment, once such matters are determined.

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