



September 4, 2026

Company name: DAIICHIKOSHO CO., LTD.
Representative: Tadahiro Hoshi, President
(Securities code: 7458, Prime Market of Tokyo Stock Exchange)
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Notice Regarding Digitization of Shareholder Benefits

We hereby announce that, with regard to our current shareholder benefit program, we have decided to digitize the shareholder benefit vouchers, starting with those to be presented to shareholders registered or recorded in the shareholder registry as of the end of Sep 2026 (scheduled to be sent in early Dec 2026), as described below.

1. Purpose and Reasons for the Change

We have introduced a shareholder benefits program to express our gratitude for the support of our shareholders and to help them gain a deeper understanding of our business. We have decided to digitize shareholder benefit vouchers to enhance convenience for shareholders, including enabling their use at self-checkout machines in stores participating in the shareholder benefits program.

2. Details of the Change

We will change the shareholder benefit vouchers, which were previously distributed in paper (booklet) form, to a single-use electronic card called the "Shareholder Benefit Card." There are no changes to the eligibility criteria, benefit details, or other aspects.

		Before Change	After Change
Distribution Method		Paper (booklet)	<u>Single-use electronic card</u>
Benefit Amount (Number of Shares Held)	200 shares or more but less than 2,000 shares	1 booklet of 10 vouchers (worth 5,000 yen)	1 card worth 5,000 yen
		or 1 album CD (no change)	
	2,000 shares or more	1 booklet of 25 vouchers (worth 12,500 yen)	1 card worth 12,500 yen
		or 2 album CDs (no change)	
Distribution Period		Twice a year, late Jun and early Dec (no change)	

Usage Unit	500 yen units (no change given)	<u>1 yen units</u>
Expiration Date	8 months (no change)	
Self-Checkout Machines	Not Available	<u>Available</u>

3. Timing of the Change

The revised program will apply to shareholders registered or recorded in the shareholder registry as of the end of Sep 2026. The Shareholder Benefit Cards are scheduled to be sent around early Dec 2026.

4. How to Use the Shareholder Benefit Card

When using the card at karaoke rooms and restaurants operated by our group, you can use it by (1) presenting the barcode printed on the back of the "Shareholder Benefit Card," or (2) scanning the QR code to use it on your smartphone.

For details on how to use the card, please refer to our website* or the information sheet enclosed when the Shareholder Benefit Card is mailed.

* URL of "Shareholder Benefits" on our website

<https://www.dkkaraoke.co.jp/stockinfo/shareholdercoupon.html?lang=en>

Details on how to use the Shareholder Benefit Card will be announced in early Dec 2026.

Contact for inquiries regarding this matter: General Affairs Department, Management Headquarters

Phone: +81-3-3280-2151 (Weekdays 10:00 a.m. - 6:00 p.m.)