July 22, 2026

To whom it may concern:

Company name: AZ-COM MARUWA Holdings Inc.
Name of representative: Masaru Wasami, President
(Stock code: 9090; TSE Prime Market)
Inquiries: Tsutomu Fujita, Director and Executive Operating Officer General Manager of Corporate Strategy Group
(Telephone: +81-3-3261-1000)

Notice Concerning the Introduction of a Shareholder Benefit Program

We hereby announce that our Board of Directors, at its meeting held today, has resolved to establish a shareholder benefit program as described below.

Details

1. Purpose of Introducing the Shareholder Benefit Program

(1) Directing Returns to Shareholders and Improving Stock Liquidity

While striving to achieve sustainable growth and enhance our corporate value over the medium to long term, we position the return of profits and other benefits to our shareholders as one of our key management priorities. To express our sincere gratitude to our shareholders for their ongoing support, and with the aim of increasing the attractiveness of investing in our shares, improving stock liquidity, and expanding our investor base by encouraging more people to hold our shares, we have decided to establish the "AZ-COM Maruwa Holdings Premium Yutai Club."

(2) Enhancing Engagement with Shareholders

We will actively utilize the shareholder database obtained through member registration to the "AZ-COM Maruwa Holdings Premium Yutai Club" to enhance our engagement with shareholders. Specifically, to help shareholders further deepen their understanding of our business activities, we will deliver IR updates—including PR information, financial results, and timely disclosures—to registered shareholders as needed. In addition, we will leverage shareholder feedback obtained through surveys and other means to improve our future management practices and IR activities.

2． Overview of the Shareholder Benefit Program

(1) Eligible Shareholders

Shareholders holding 4 units (400 shares) or more, who are registered or recorded in the Company's shareholder registry as of September 30 of each year, are eligible for this program.

(2) Details and Distribution Timing of the Shareholder Benefit Program

Points will be awarded in accordance with the number of shares held by eligible shareholders.

[Shareholder Benefit Points Table] (1 point ≈ 1 yen)

Number of Shares Held	Shareholder Benefit Points	Timing of Award
400 - 499 shares	3,000 points	Around November of each year (scheduled)
500 - 599 shares	6,000 points	
600 - 699 shares	10,000 points	
700 - 999 shares	12,000 points	
1,000 - 1,499 shares	18,000 points	
1,500 - 1,999 shares	30,000 points	
2,000 shares or more	50,000 points	

3． How to Use and Details of the Shareholder Benefit Program

(1) Award of Shareholder Benefit Points and Details

Based on the [Shareholder Benefit Points Table], points will be awarded in accordance with the number of shares held. These points can be redeemed for preferred items from a selection of over 5,000 products—including specially selected gourmet foods such as rice and branded beef, sweets, beverages, fine sake, household appliances, selectable experience gifts, and Amazon Gift Cards—on "AZ-COM MARUWA Holdings Premium Yuutai Club," a special website exclusively for shareholders. In addition, these points can be converted into "WILLsCoin," a common shareholder benefit coin that allows shareholders to combine points with those earned from other companies that have introduced the Premium Yuutai Club program. Combined "WILLsCoin" can be used on the "Premium Yuutai Club PORTAL" （https://portal.premium-yutaiclub.jp/） (in Japanese)to redeem an even wider lineup of benefits, such as accommodation vouchers and premium wines, or to make donations through the hometown tax donation system (Furusato Nozei) （https://premium-yutaiclub.satori.site/furusato） (in Japanese)

*1 Amazon does not accept inquiries regarding Amazon Gift Cards. Please contact the AZ-COM MARUWA Holdings Premium Yuutai Club Help Desk at 【+81-120-980-965】

*2 Amazon, Amazon.co.jp, and their logos are trademarks of Amazon.com, Inc. or its affiliates.

【Commencement Date】

The shareholder benefit program will commence targeting shareholders who hold 4 hundred (400) shares (i.e., 4 share units) or more, and who are listed or recorded in the Company's shareholder registry as of September 30, 2026. Thereafter, the program will target shareholders who hold 4 hundred (400) shares (i.e., 4 share units) or more and are listed or recorded in the Company's shareholder registry as of September 30 of each year.

【Conditions for Carrying Over Points】

Shareholders who are continuously listed or recorded in the Company's shareholder registry under the same shareholder number as of September 30 of each year from September 30, 2026, onward, and who continuously hold 4 hundred (400) shares (i.e., 4 share units) or more, may carry over their points up to a maximum of one time (allowing the points for two periods to be used together). Please note that if your shareholder number changes due to sale of shares, transfer of title to a person other than yourself, inheritance, or other reasons prior to the record date of September 30, or if your holding falls below 4 hundred (400) shares as of September 30, the points in question will expire and cannot be carried over.

(2) Application Method and Information

Eligible shareholders will receive the "AZ-COM MARUWA Holdings Premium Shareholder Benefit Club Notice," which contains information on the products available for exchange under the shareholder benefit program and instructions on how to register on the exclusive website for shareholders. By registering on the exclusive website in accordance with the instructions provided in the notice, you can receive benefits based on your points. For shareholders who have difficulty registering via the website, application can also be made by telephone.

(3) Other Information

The launch of the exclusive website for our shareholders, "AZ-COM MARUWA Holdings Premium Shareholder Benefit Club," is scheduled for around November 2026.

In the event of any changes to the details of the shareholder benefit program, we will promptly disclose and announce such updates.

４. Impact on Financial Results

We estimate that the impact of the introduction of this shareholder benefit program on our consolidated financial results will be minimal. In the future, if any matters arise regarding the impact on financial results that require disclosure, we will announce them promptly.

Inquiries regarding the "AZ-COM MARUWA Holdings Premium Shareholder Benefit Club" Premium Shareholder Benefit Club Help Desk (Operated by WILLs CO., LTD.) TEL: 0120-980-965 (Toll-free within Japan) Hours: 9:00 a.m. to 5:00 p.m. JST (Excluding Saturdays, Sundays, and public holidays)

End