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Representative Name	Sho Tagawa, President & Representative Director (Stock code: 9279, Tokyo Stock Exchange Prime Market)
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Notice Concerning Introduction of Point-Based Shareholder Benefit Program and Enhancement of Shareholder Benefits

GIFT HOLDINGS INC. (President: Sho Tagawa, headquartered in Shibuya-ku, Tokyo; listed on the Tokyo Stock Exchange Prime Market), together with its group companies (hereinafter referred to as “our group”) hereby announces that its Board of Directors has resolved to introduce a point-based shareholder benefit program and to expand its benefits as follows.

1. Purpose of Introducing the Point-Based Shareholder Benefit Program and Enhancing Shareholder Benefits

Our group sincerely appreciates the continued support of our shareholders. To enhance the investment appeal of our stock and encourage more shareholders to hold our shares over the medium to long term, we have resolved to introduce a point-based shareholder benefit program and to enhance the benefits.

2. Changes in the Shareholder Benefit Program

(1) Key Change

Under the current shareholder benefit program, we have been distributing Shareholder Benefit E-Tickets that allow shareholders to select any one menu item from a ticket machine with each ticket. Following the change, these will be replaced with points that can be used at a rate of *1 point = 1 yen*.

At our restaurants, points can be applied to the total amount based on any combination of items, including ramen, toppings, and side dishes, and may be used multiple times within the available balance.

For purchases through the online store, points can be converted into online-store-specific points via a dedicated website and used for such purchases.

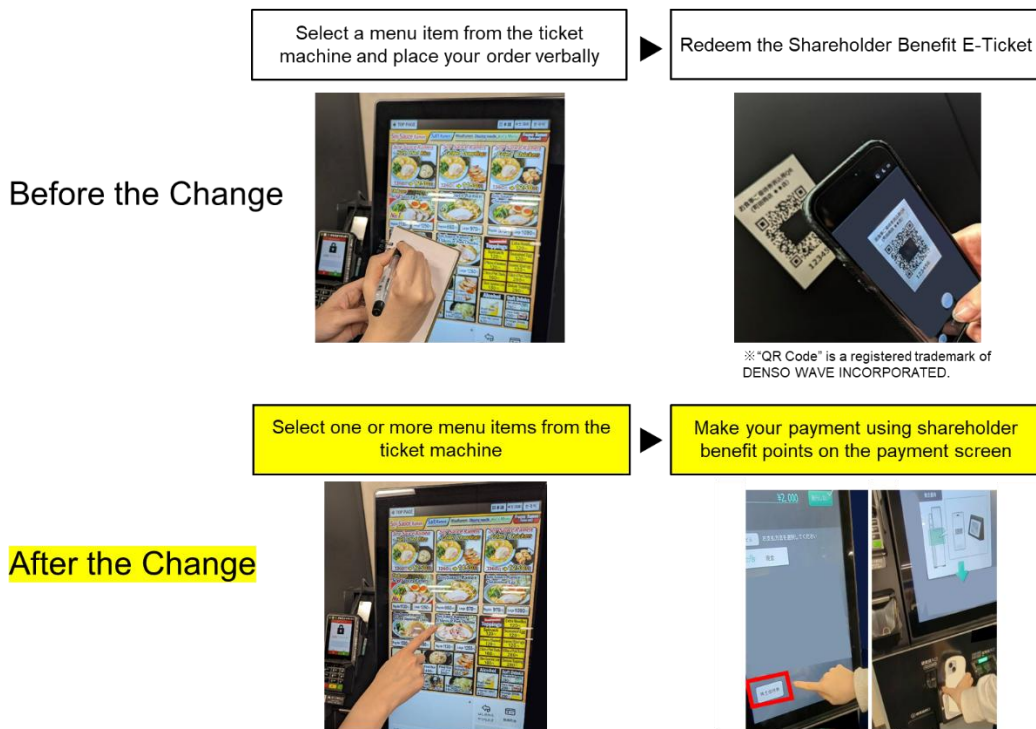
■ Overview of the Key Change to the Shareholder Benefit Program

Item	Before the Change	After the Change
Benefit Details	One menu item per Shareholder Benefit E-Ticket	1 Point = ¥1
Unit of usage	1 ticket	10 points
Number of Uses at the store	Number of uses based on the number of tickets held (one ticket per use)	Usable multiple times within the available point balance
How to Use at the store	Select a menu item from the ticket machine, place your order verbally with staff, and redeem the Shareholder Benefit E-Ticket	Select one or more menu items from the ticket machine and make your payment using Shareholder Benefit Points on the payment screen. *1, 2
How to Use the Online Store	(Use of multiple tickets) Apply through the issuance request form and enter the coupon code, which is later sent by email, at the time of payment	(Use) Convert to online-store-specific points through a dedicated website and use them for purchases

*1: At certain stores, orders will continue to be placed verbally, as before the change.

*2: If the points are insufficient to cover the price of the selected menu item at the ticket machine, the difference may be paid in cash.

■ In-Store Usage Example



(2) Other

Shareholders can continue to gift points to family members, friends, or others by sharing the URL. In addition, by bookmarking the URL, Shareholder Benefit E-Tickets can be accessed easily without the shareholder benefit postcard.

Furthermore, Shareholder Benefit E-Tickets can also be used in stores by presenting the linear barcode (1D barcode) printed on the shareholder benefit postcard.

3. Enhancement of Shareholder Benefits

Currently, each Shareholder Benefit E-Ticket is equivalent to one menu item (with an assumed value of ¥1,000). After the change, the number of points awarded will be increased. Please refer to the table below for details based on the number of shares held.

Number of Issued Shares	Before the Change		After the Change	
	Shareholder Benefit E-Tickets (1 ticket ≒ ¥1,000)		Shareholder Benefit Points (1 point = ¥1)	
	Less than 1 year	1 year or more *1	Less than 1 year	1 year or more *1
100 ~ 199 shares	1 ticket ≒ ¥1,000 (2 tickets / year ≒ ¥2,000)	2 tickets ≒ ¥2,000 (4 tickets / year ≒ ¥4,000)	1,500 points (3,000 points / year)	2,500 points (5,000 points / year)
200 ~ 399 shares	2 tickets ≒ ¥2,000 (4 tickets / year ≒ ¥4,000)	3 tickets ≒ ¥3,000 (6 tickets / year ≒ ¥6,000)	2,500 points (5,000 points / year)	3,500 points (7,000 points / year)
400 ~ 599 shares	3 tickets ≒ ¥3,000 (6 tickets / year ≒ ¥6,000)	4 tickets ≒ ¥4,000 (8 tickets / year ≒ ¥8,000)	3,500 points (7,000 points / year)	4,500 points (9,000 points / year)
600 ~ 999 shares	4 tickets ≒ ¥4,000 (8 tickets / year ≒ ¥8,000)	5 tickets ≒ ¥5,000 (10 tickets / year ≒ ¥10,000)	4,500 points (9,000 points / year)	5,500 points (11,000 points / year)
1,000 shares or more	5 tickets ≒ ¥5,000 (10 tickets / year ≒ ¥10,000)	6 tickets ≒ ¥6,000 (12 tickets / year ≒ ¥12,000)	5,500 points (11,000 points / year)	6,500 points (13,000 points / year)

*1: “Held continuously for one year or more” refers to shareholders who are listed in the shareholder registry as of the record date (the end of April and the end of October each year) and have held 100 shares or more continuously for at least one year. Eligible shareholders are those who, under the same shareholder number, have been continuously recorded in our Group’s shareholder registry on the three most recent record dates (the end of April and the end of October), including the relevant record date.

4. Effective Date of Change and Enhancement

The new program will apply to the benefits granted to shareholders listed or recorded in the shareholder registry as of April 30, 2026 (scheduled to be granted in July 2026).

Shareholder benefit Program with an expiration date of January 31, 2027, which was dispatched in late January 2026, may be used under the terms and conditions prior to the revision.

End