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April 3, 2025

Company name: JOYFUL HONDA CO., LTD.

Representative: Ikuo Hirayama, President

(Securities code: 3191; Tokyo Stock Exchange Prime Market)

Contact: Hirohiko Kubo, Manager, Business Management  
Department, Manager, Public Affairs and IR  
Department

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### **Notice Regarding Change (Expansion) to Shareholder Benefit Program**

JOYFUL HONDA CO., LTD. (the “Company”) hereby announces that its Board of Directors, at a meeting held on April 3, 2025, resolved to change (expand) its shareholder benefit program.

#### 1. Reasons for the change (expansion)

The Company has established a shareholder benefit program to express its gratitude to shareholders for their ongoing support, to help shareholders deepen their understanding of the Company’s business, and to encourage more shareholders to hold Company shares over the medium to long term.

With the aim of having more shareholders become fans of the Company, as well as expanding the shareholder base and further increasing the number of shareholders who hold Company shares over the medium to long term, the Company decided to further enhance its shareholder benefit program and introduce a long-term shareholder benefit program.

#### 2. Details of the change (expansion)

In addition to increasing the amount of regular benefits provided, the Company will establish a new program for long-term shareholders that will provide higher-level shareholder benefits to shareholders who have continuously held shares for three years or more as of the record date of June 20 each year.

(Before change)

Depending on the number of shares held, one of the following courses may be selected:

Number of shares held	Continuous holding period	Benefits			
		Course A	Course B	Course C	Course D
		Company gift vouchers	Rice from Ibaraki Prefecture	Gift catalog of local specialty products, etc.	Social contributions (donations)
100 shares or more but less than 400 shares	—	2,000 yen worth (500 yen vouchers × 4)	2 kg	Equivalent to 2,000 yen	2,000 yen worth
400 shares or more but less than 2,000 shares	—	4,000 yen worth (500 yen vouchers × 8)	5 kg	Equivalent to 4,000 yen	4,000 yen worth
2,000 shares or more but less than 4,000 shares	—	8,000 yen worth (500 yen vouchers × 16)	10 kg	Equivalent to 8,000 yen	8,000 yen worth
4,000 shares or more	—	16,000 yen worth (500 yen vouchers × 32)	20 kg	Equivalent to 16,000 yen	16,000 yen worth

(After change: underlined parts represent changes)

Depending on the number of shares held **and the continuous holding period**, one of the following courses may be selected:

Number of shares held	<b><u>Continuous holding period</u></b>	Benefits		
		Course A	Course B*	Course C
		Company gift vouchers	Gift catalog of local specialty products, etc.	Social contributions (donations)
100 shares or more but less than 400 shares	<b><u>Less than 3 years (increased)</u></b>	<b><u>3,000 yen worth (500 yen vouchers × 6)</u></b>	<b><u>Equivalent to 3,000 yen</u></b>	<b><u>3,000 yen worth</u></b>
	<b><u>3 years or more (newly established)</u></b>	<b><u>4,000 yen worth (500 yen vouchers × 8)</u></b>	<b><u>Equivalent to 4,000 yen</u></b>	<b><u>4,000 yen worth</u></b>
400 shares or more but less than 2,000 shares	<b><u>Less than 3 years (increased)</u></b>	<b><u>5,000 yen worth (500 yen vouchers × 10)</u></b>	<b><u>Equivalent to 5,000 yen</u></b>	<b><u>5,000 yen worth</u></b>
	<b><u>3 years or more (newly established)</u></b>	<b><u>7,000 yen worth (500 yen vouchers × 14)</u></b>	<b><u>Equivalent to 7,000 yen</u></b>	<b><u>7,000 yen worth</u></b>
2,000 shares or more but less than 4,000 shares	<b><u>Less than 3 years (increased)</u></b>	<b><u>10,000 yen worth (500 yen vouchers × 20)</u></b>	<b><u>Equivalent to 10,000 yen</u></b>	<b><u>10,000 yen worth</u></b>
	<b><u>3 years or more (newly established)</u></b>	<b><u>14,000 yen worth (500 yen vouchers × 28)</u></b>	<b><u>Equivalent to 14,000 yen</u></b>	<b><u>14,000 yen worth</u></b>
4,000 shares or more	<b><u>Less than 3 years (increased)</u></b>	<b><u>20,000 yen worth (500 yen vouchers × 40)</u></b>	<b><u>Equivalent to 20,000 yen</u></b>	<b><u>20,000 yen worth</u></b>
	<b><u>3 years or more (newly established)</u></b>	<b><u>28,000 yen worth (500 yen vouchers × 56)</u></b>	<b><u>Equivalent to 28,000 yen</u></b>	<b><u>28,000 yen worth</u></b>

\*Going forward, rice from Ibaraki Prefecture will be moved to Course B alongside local specialty products.

- (Notes) 1. The determination of a holding period of three years or more will be made based on shareholders who have been listed or recorded seven or more consecutive times with the same shareholder number in the shareholder register as of June 20 and December 20.
2. The benefits will be determined in accordance with the number of shares listed or recorded on the shareholder register as of June 20.

3. Information on how to use shareholder benefits and details on the gift catalog of local specialty products, etc. will be provided in the “Notice of Shareholder Benefits” that will be sent to shareholders in late September after the Ordinary Shareholders’ Meeting.

3. Start date of the change (expansion)

The change (expansion) will begin for shareholders who are listed or recorded as holding one unit (100 shares) or more on the Company’s shareholder register as of June 20, 2025.

Regarding holdings for three years or more, shareholders who have been continuously listed or recorded with the same shareholder number from June 20, 2022 to June 20, 2025 will be eligible.

[Contacts for inquiries regarding this matter]

<p>■ Inquiries regarding verification of receipt of shareholder benefits, instruction documents, application details, delivery times for benefit items, etc.</p>	<p>■ General questions regarding the shareholder benefit program</p>
<p><b>JOYFUL HONDA CO., LTD. Shareholder Benefits Office</b>          Note: Inquiries will be accepted until Wednesday, April 30, 2025.          Phone: 0120-895-981 (toll free)          (Reception hours: Weekdays 10:00-17:00)  <b>JOYFUL HONDA Shareholder Benefits Site</b>          Please use the following URL to access the site from your PC, smartphone, etc.  <a href="https://joyfulhonda.sr-s.co.jp">https://joyfulhonda.sr-s.co.jp</a> (in Japanese only)          Note: Please contact us using the inquiry form.</p>	<p><b>JOYFUL HONDA CO., LTD. Human Resources &amp; General Administration Department</b>          Phone: 029-822-2215          (Reception hours: Weekdays 9:00-17:00)</p>