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April 14, 2025

MEDIA DO Co., Ltd.

Representative: Yasushi Fujita, President and CEO

(Securities code: 3678, TSE Prime)

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Notice Regarding the Issuance of Paid Stock Acquisition Rights
(Performance-Linked Paid Stock Options)

MEDIA DO Co., Ltd. (“the Company”) announces that, at the meeting of the Board of Directors held on April 14, 2025, it resolved to issue the 19th Stock Acquisition Rights of MEDIA DO Co., Ltd. (the “Stock Acquisition Rights”) to directors, executive officers, and other employees of the Company in accordance with Articles 236, 238, and 240 of the Companies Act, as outlined below.

Please note that the Stock Acquisition Rights will be issued to the eligible recipients for consideration at fair value and are therefore not issued under particularly favorable conditions. Accordingly, shareholder approval is not required.

1. Purpose and Reason for the Issuance of Stock Acquisition Rights

The Company will issue the Stock Acquisition Rights on a paid basis to its directors, executive officers, and other employees with the aim of further enhancing their motivation and morale, and reinforcing their commitment to business growth, thereby contributing to the medium- to long-term increase in corporate value.

If all of the Stock Acquisition Rights are exercised, the number of shares of common stock to be issued would account for approximately 5% of the total number of issued shares (15,172,972 shares) as of the record date (February 28, 2025). The exercise of the Stock Acquisition Rights is conditioned upon achieving predetermined performance targets. The Company believes that meeting these targets will contribute to enhancing its corporate and shareholder value. Therefore, the issuance of these Stock Acquisition Rights is considered beneficial to existing shareholders from a medium- to long-term perspective, and the resulting dilution is deemed reasonable.

2. Terms and Conditions of the Stock Acquisition Rights

(1) Number of Stock Acquisition Rights

7,580 rights

(2) Issue Price per Stock Acquisition Right

2,322 yen per right

- (3) Amount to be Contributed upon Exercise
1,642 yen per share (equal to the closing price of the Company's common stock on the TSE Prime Market on the business day prior to the resolution date, excluding non-trading days)
- (4) Exercise Period
From June 1, 2028 to May 31, 2029
- (5) Conditions for Exercise
The Stock Acquisition Rights may be exercised only if the cumulative ordinary profit for the fiscal years ending February 2026 through February 2028 is 8.8 billion yen or more.
- (6) Allotment Date of the Stock Acquisition Rights
April 30, 2025
- (7) Application Deadline for the Stock Acquisition Rights
April 25, 2025
- (8) Payment Due Date for the Stock Acquisition Rights
April 30, 2025
- (9) Allottees and Number of Stock Acquisition Rights
Directors of the Company: 4 persons / 7,100 rights
Executive officers and other employees: 6 persons / 480 rights