



January 13, 2026

Company name:	Treasure Factory Co., Ltd.
Name of representative:	Eigo Nosaka, President & CEO (Securities code: 3093; Tokyo Stock Exchange, Prime Market)
Inquiries:	Eiji Kobayashi, Director in charge of Administration (Telephone: +81-3-3880-8822)

## **Notice regarding the Digital Transformation (App Integration) of the Shareholder Benefit Program**

Treasure Factory Co. Ltd. (the "Company") hereby announces that it has resolved, at a meeting of the Board of Directors held on January 13, 2026, to implement partial changes to the shareholder benefit program, as described below.

### **1 . Reason for the change**

The Company has introduced a shareholder benefit program to enhance the attractiveness of investing in its shares and to encourage a wider range of investors to understand its business.

With this update, the Company will change part of the delivery method and content of shareholder benefits to improve convenience for shareholders through DX (Digital Transformation) of the benefit program and to promote understanding of its business through integration with its official app, "Trefac App". With this change, the Company will provide a seamless user experience via its smartphone app, while also contributing to cost reduction and reducing environmental impact through paperless operations.

The revised system will be implemented based on the new criteria for shareholders listed or recorded in the shareholder register as of the end of February 2026.

### **2 . Content of the change**

Previously distributed on paper, shareholder benefits will now be granted through the Company's official app, "Trefac App". Benefits can be used without paper tickets at stores and on online stores.

The restriction requiring "purchases exceeding the face value" has been removed, allowing use in increments of 1 point (at a rate of 1 point = 1 yen), so points can be utilized efficiently even for small purchases. Additionally, integration with regular customer benefits effectively extends the expiration date.

<Before change>

	100 shares or more but less than 400 shares	Holding 400 shares or more
Benefit item 1 Shopping discount coupon	1,000 yen discount coupon (Valid until May 31 of the following year)	2,000 yen discount coupon (Valid until May 31 of the following year)
Benefit item 2 Buyback price increase coupon	Buyback price 20% increase coupon (Valid until May 31 of the following year)	Buyback price 20% increase coupon (Valid until May 31 of the following year)

<After change>

	100 shares or more but less than 400 shares	Holding 400 shares or more
Benefit item 1 Shopping discount points	1,000 yen worth of Trepo (*) (Valid for one year from the date of most recent use)	2,000 yen worth of Trepo (*) (Valid for one year from the date of most recent use)
Benefit item 2 Buyback price increase coupon	Buyback price 20% increase coupon (Valid until May 31 of the following year)	Buyback price 20% increase coupon (Valid until May 31 of the following year)

\* Trepo: Points on the Trefac App that can be used at 1 point = 1 yen for shopping at stores or online stores

### 3. Timing of the change

The change will apply to shareholder benefits for shareholders listed or recorded in the shareholder register as of the end of February 2026.

### 4. Shareholders eligible for shareholder benefits

Shareholders holding one unit (100 shares) or more recorded in our shareholder register as of the end of February each year will be eligible.

### 5. Timing of distribution

Once a year, the Company will mail a notice around late May after the Annual General Meeting of Shareholders.

Shareholder benefits can be claimed via the Trefac App following the instructions in the notice.