



To Whom It May Concern:

January 23, 2026

Company Name: BULL-DOG SAUCE CO., LTD.
 Representative: Hisatoshi Ishigaki
 Representative Director,
 President and Executive Officer
 (Securities code: 2804; TSE Prime)
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Notice Concerning Expansion of Shareholder Benefits Program

BULL-DOG SAUCE CO., LTD. (the “Company”) hereby announces that it has resolved, at a meeting of the board of directors held today, to expand its shareholder benefits program. The details are described below.

1. Purpose of the expansion of the shareholder benefits program

The Company will expand its shareholder benefits program to a selection-based system. This expansion aims to deepen shareholders’ understanding of the Group’s businesses and products while providing more substantial shareholder returns. It will be offered to shareholders holding 100 or more shares of the Company’s stock as of March 31, 2026, as listed or recorded in the shareholder registry.

2. Details of the change

Number of shares held Details of shareholder benefits	After change (Select either 1 or 2.)	Current
<div style="border: 1px solid black; padding: 5px; text-align: center;"> 100 shares or more but less than 800 shares </div> <p>Assortment of the Group products worth ¥1,000</p>	<div style="text-align: center;">  <div style="display: inline-block; vertical-align: middle; text-align: center;"> <div style="border: 2px solid red; padding: 5px;"> <p>“Enjoy Teppanyaki Menu Too” Set</p> <p>1</p>  </div> <p>Common item</p> <p>or</p> <div style="border: 2px solid blue; padding: 5px;"> <p>“Enjoy Plenty of Sauce” Set</p> <p>2</p>  </div> </div> </div>	

<div data-bbox="175 369 403 425" data-label="Text"> <p>800 shares</p> </div> <div data-bbox="156 436 443 571" data-label="Text"> <p>Assortment of the Group products worth ¥3,000</p> </div>	<div data-bbox="710 235 1125 481" data-label="Image"> </div> <div data-bbox="478 358 702 560" data-label="Image"> </div> <div data-bbox="478 571 670 604" data-label="Text"> <p>Common item</p> </div>	<div data-bbox="1141 324 1476 470" data-label="Image"> </div> <div data-bbox="1141 504 1476 649" data-label="Image"> </div>
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The combination and specifications of the products delivered may be subject to change at our discretion. Details regarding the selection method for product assortments will be announced at a later date on our website and in the notice sent to shareholders.

3. Date of change

Shareholders holding 100 or more shares of the Company’s stock, as listed or recorded in the shareholder registry as of March 31, 2026, will receive a notice in June. The items selected by the shareholders are scheduled to be shipped in late August.