

Translation

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April 14, 2026

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Stock Exchange: TSE Prime)
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Notice Regarding the Introduction of a Shareholder Benefit Program

Money Forward, Inc. (the "Company") hereby announces that its Board of Directors, at a meeting held on April 14, 2026, resolved to introduce a new shareholder benefit program as detailed below.

1. Purpose of Introducing the Shareholder Benefit Program

The Company has decided to introduce this program to express its gratitude to shareholders for their ongoing support, to promote a deeper understanding of its services, to encourage medium-to-long-term shareholding, and to expand its shareholder base. The Company will continue to strive to enhance corporate value while building favorable relationships with its shareholders.

2. Overview of the Shareholder Benefit Program

(1) Eligible Shareholders

The program is applicable to shareholders who are listed or recorded in the Company's shareholder register as of May 31 and November 30 of each year, holding at least one unit (100 shares) of the Company's stock and having held those shares continuously for six months or more*.

Note: "Held continuously for six months or more" means being listed or recorded in the shareholder register under the same shareholder number at least twice consecutively, with May 31 and November 30 as the record dates. Please note that shareholders may become ineligible for continuous holding if they utilize stock lending services provided by securities companies or if their shareholder number changes due to buying and selling during the period.

(2) Details of the Benefits

Coupons for the Company's services and other benefits will be provided according to the number of shares held.

Additionally, the Company plans to provide a "Special Badge" exclusive to shareholders within the *Money Forward ME* service during 2026*.

Note: The "Special Badge" is applicable to shareholders holding 100 shares or more. It will be provided exclusively on the app version of Money Forward ME. Specific details regarding functionality and other aspects will be announced within the service at the time of its release.

Number of Shares Held	Benefits
100 to 199 shares	<As of May 31 & Nov 30> 6-month coupon for "Standard Course" of <i>Money Forward ME</i> Premium Service
200 to 299 shares	<As of May 31 & Nov 30> 6-month coupon for "Asset Formation Advance Course" of <i>Money Forward ME</i> Premium Service
300 to 499 shares	<As of May 31 & Nov 30> 1. 6-month coupon for "Asset Formation Advance Course" of <i>Money Forward ME</i> Premium Service 2. 6-month coupon for "Personal Plan" of <i>Money Forward Cloud Tax Return</i>
500 shares or more	<As of May 31 & Nov 30> 1. 6-month coupon for "Asset Formation Advance Course" of <i>Money Forward ME</i> Premium Service 2. 6-month coupon for "Personal Plan" of <i>Money Forward Cloud Tax Return</i>

	<As of May 31 only> 3. "Money Expo"benefits, one of Japan's largest real-world financial events • Priority Registration for Popular Lectures: Priority booking is available for popular lectures that reach full capacity every year (up to two seats per lecture, prior to public release). In the event of a large number of applications, a lottery will be held. • Priority Venue Entry: Shareholders may enjoy seamless entry via a dedicated "Special Lane." This benefit extends to one accompanying guest. • Exclusive Gifts for Shareholders: Commemorative gifts will be provided to shareholders attending the event.
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Note:For details on each benefit, expiration dates, and how to use them, please refer to the information sent along with the benefits.

(3) Timing of Implementation and Delivery

1. Standard Implementation and Delivery Timing

Benefits (coupon codes, etc.) will be delivered as follows:

- Shareholders as of May 31 :Scheduled to be mailed around July.
- Shareholders as of November 30 :Scheduled to be enclosed with the "Notice of Convocation of the Ordinary General Meeting of Shareholders" to be sent in the beginning of February of the following year.

2. Special Measures for the Initial Year (Record Date: May 31, 2026)

For the first year of the program, benefits for shareholders as of May 31, 2026, will be implemented as initial-year special measures as follows:

- Eligible Shareholders :Shareholders holding 500 shares or more listed or recorded in the shareholder register as of May 31, 2026 (*Only for the initial year, the six-month continuous holding requirement is waived*).
- Benefits :Only the "Money Expo" benefit mentioned in (2)-3 above will be provided.

Shareholders listed or recorded in the shareholder register as of November 30, 2026, who have been continuously listed or recorded under the same shareholder number in both the May 31, 2026, and November 30, 2026, registers will be eligible for all benefits (coupon codes, etc., mentioned in (2) above).

3. Others

The impact of the costs associated with the introduction of this program on the Company's consolidated financial results and financial position is expected to be minor. Should any matters arise that require disclosure in the future, the Company will promptly announce them.