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May 7, 2026

To whom it may concern

Company name: KUSURI NO AOKI HOLDINGS CO., LTD.
Name of representative: Hironori Aoki,
Representative Director and President
(Code No.: 3549, TSE Prime)
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Notice Concerning Expansion of Shareholder Benefit Program (Introduction of Long-term Holding Incentives)

KUSURI NO AOKI HOLDINGS CO., LTD. (the “Company”) hereby announces that it has resolved to expand its shareholder benefit program (introduction of long-term holding incentives) as follows.

1. Purpose of the Introduction

The Company has decided to introduce long-term holding incentives, starting from the shareholder benefit program with a record date of May 20, 2027. This decision was made to further express our gratitude to our shareholders for their ongoing support, to increase the investment attractiveness of the Company’s shares, and to encourage shareholders to hold our shares over the medium to long term.

*(Please note that these incentives will not be provided for the current fiscal year ending in 2026.)

2. Details of the Long-term Holding Incentives

Shareholders who hold 300 or more shares continuously for one year or longer (*1) as of May 20 (the record date) each year, and who have applied for the shareholder benefits for the relevant fiscal year, will receive additional novelty cards (*2) as follows:

Number of Shares Held (*3)	Benefit Details (Novelty Card Face Value)
300 to less than 3,000 shares	¥2,500 worth
3,000 shares or more	¥5,000 worth

(*1) Continuous holding for one year or longer is defined as being recorded or registered in the Company’s shareholder register with the same shareholder number at least five consecutive times on each record date (May 20, August 20, November 20, and February 20).

Please note that shareholders will be disqualified from the long-term holding incentives if their shareholder number changes due to reasons such as the sale or inheritance of shares or the use of securities lending services, or if the number of shares held falls below 300 at any time during the aforementioned period.

(*2) Novelty cards are gift certificates that can be used for shopping at Kusuri no Aoki stores and other stores operated by the Company's group.

(*3) The number of shares held will be determined based on the minimum number of shares held as of each record date. The following table provides examples of the number of shares held and the corresponding long-term holding incentives that would apply for the period from May 20, 2026, to May 20, 2027.

	Record Date May 20, 2026		During the period		Record Date May 20, 2027	
						Benefit
①	3,000 shares	→	3,000 shares	→	3,000 shares	: ¥5,000 worth
②	3,000 shares	→	300 shares	→	3,000 shares	: ¥2,500 worth

Details of Shareholder Benefit Program after Enhancement

Number of Shares Held	Details of Shareholder Benefits (Select one of the following)	Long-term Holding Incentives (Continuous holding for 1 year or longer)
100 to less than 300 shares	① Shareholder Benefit Card (3% discount on purchases at KUSURI NO AOKI Group stores) ② Novelty Card (¥2,000 worth) ③ Visa Gift Card (¥1,500 worth) ④ Local specialty (¥2,000 equivalent)	None
300 to less than 3,000 shares	① Shareholder Benefit Card (5% discount on purchases at KUSURI NO AOKI Group stores) ② Novelty Card (¥5,000 worth) ③ Visa Gift Card (¥3,500 worth) ④ Local specialty (¥5,000 equivalent)	Novelty Card (¥2,500 worth)
3,000 shares or more	① Shareholder Benefit Card (7% discount on purchases at KUSURI NO AOKI Group stores) ② Novelty Card (¥10,000 worth) ③ Visa Gift Card (¥7,000 worth) ④ Local specialty (¥10,000 equivalent)	Novelty Card (¥5,000 worth)