July 14, 2026

Company name: MAEZAWA Holdings CO., LTD.
Name of representative: Kazumasa Miyagawa, Representative Director and President Executive Officer
(Securities code: 575A; TSE Prime Market)
Inquiries: Hiroshi Nakatani, Chief of Corporate Management Headquarters
(Telephone: +81-3-5005-1781)

Notice Regarding the Introduction of Shareholder Benefit Program

MAEZAWA Holdings CO., LTD. (the "Company") hereby announces that it resolved to introduce a shareholder benefit program at the meeting of its Board of Directors held today as follows.

1. Purpose of introducing a shareholder benefit program

The Company is introducing a shareholder benefit program to respond to the continued support of its shareholders, further enhance the attractiveness of investing in the Company's shares, broaden its investor base, and increase the number of shareholders who hold its shares over the medium to long term.

2. Overview of the shareholder benefit program

(1) Eligible shareholders

The program will apply to shareholders who are listed in the Company's shareholder registry as those who hold five or more units (500 shares) of the Company's shares as of the last day of June and the last day of December each year.

The Company was established on June 1, 2026 through a business integration by way of a joint share transfer. As the fiscal year of the business integration, the current fiscal year covers a non-standard 10-month accounting period ending on March 31, 2027. Accordingly, limited to the current fiscal year, the program will be implemented only once for shareholders who are listed in the Company's shareholder registry as of the last day of November 2026 that falls in the second quarter.

(2) Program content

Yukigura Koshihikari rice from Niigata prefecture will be presented according to the number of shares held.

Number of shares held	Benefit item
500 shares or more	4 kg of Yukigura Koshihikari rice from Niigata prefecture
800 shares or more	6 kg of Yukigura Koshihikari rice from Niigata prefecture
1,000 shares or more	10 kg of Yukigura Koshihikari rice from Niigata prefecture
1,500 shares or more	20 kg of Yukigura Koshihikari rice from Niigata prefecture
10,000 shares or more	25 kg of Yukigura Koshihikari rice from Niigata prefecture

(3) Implementation timing and program details

The program will commence with shareholders who are listed in the Company's shareholder registry as of the last day of November 2026, as follows.

■Current fiscal year (Fiscal year ending March 31, 2027)

Number of shares held	The last day of November 2026	Annual
500 shares or more	4 kg	4 kg
800 shares or more	6 kg	6 kg
1,000 shares or more	10 kg	10 kg
1,500 shares or more	20 kg	20 kg
10,000 shares or more	25 kg	25 kg

*Rice harvested in October 2026 is scheduled to be delivered by mail around mid-January 2027.

■Next fiscal year (Fiscal year ending March 31, 2028)

Number of shares held	The last day of June 2027	The last day of December 2027	Annual
500 shares or more	4 kg	4 kg	8 kg
800 shares or more	6 kg	6 kg	12 kg
1,000 shares or more	10 kg	10 kg	20 kg
1,500 shares or more	20 kg	20 kg	40 kg
10,000 shares or more	25 kg	25 kg	50 kg

*The program is expected to continue each year under the same framework from the next fiscal year onward.

3. Reason for selecting the benefit item

The Company was established on June 1, 2026, as the wholly owning parent company of Maezawa Industries, Inc. and MAEZAWA KASEI INDUSTRIES CO., LTD. through a joint share transfer. Niigata Prefecture is the hometown of Keiji Maezawa, the founder of both companies, and is therefore a place of special significance to the Company. As this marks the first step under our new structure following the business integration, we have selected rice, a specialty product of Niigata Prefecture, a region closely associated with the Company.

4. The rice offered as the benefit item

The rice we are pleased to present as our shareholder benefit is Yukigura Koshihikari rice from Niigata prefecture, produced by Echigo Farm Co., Ltd., a rice grower located in the rich natural mountain region of Okuaga, where there is little flat land. The product is grown under wide temperature fluctuation typical of mountainous regions and nourished by mineral-rich spring water (snowmelt)flowing from the mountains. As a result, it offers exceptional sweetness, rich flavor, and an appealing aroma, while retaining its delicious flavor even after it has cooled. Furthermore, after harvest, the rice cultivated with great care by growers is stored in the form of brown rice in a Yukigura (snow storehouse) adjacent to warehouses containing approximately 600 tons of natural snow. It is kept in an environment maintained at the optimal temperature (14°C) and humidity (70%) for rice storage, where strict quality control is carried out until shipment. We are delighted to present our shareholders with Yukigura Koshihikari rice from Niigata prefecture, a product that reflects the producer's passion and commitment from cultivation through storage.

The Rice-growing environment in Okuaga



5. Other

When the time to implement the benefit program approaches, related information including the item delivery schedule will be announced on the Company's website.