



Dear all,

September 01,2026

WOWOW INC.

Representative Director, President & CEO Hitoshi Yamamoto

(Prime Market Stock code number : 4839,Tokyo Stock Exchange)

Press Release

Notice Regarding Changes to the Shareholder Benefits Program

WOWOW INC. (the "Company") hereby announces that today the Company has decided to make the following changes to the shareholder benefits program.

1. Reasons for the Changes

WOWOW INC. (the "Company") has implemented a shareholder benefit program with the aim of deepening shareholders' understanding and support for its business, as well as encouraging medium- to long-term holding of its shares. As an expression of appreciation for the ongoing support, the Company has decided to present all shareholders eligible for shareholder benefits with a coupon (worth 2,000 yen) that can be used at the e-commerce service "WOWOW Department " operated by the Company. Additionally, after comprehensively considering factors such as shareholder usage patterns and changes in the usage environment, the Company also has decided to partially revise the contents of its shareholder benefit program. In connection with this, it will discontinue the handling of the "WOWOW Original QUO Card" that was offered as one of the shareholder benefit options.

	Before Change	After Change
Eligible shareholders	Shareholders listed in the shareholder register as of September 30 each year who hold 100 or more shares and have continuously held such shares for at least one year.	No change
Shareholder benefit details	●Selection options : Any one of 1 to 4 below 1.Viewing benefit: 3 months free WOWOW subscription 2. Amazon gift card code (worth 2,000 yen) 3.Donation to the Japanese Red Cross Society (worth 2,000 yen) 4.WOWOW original QUO Card (worth 2,000 yen). *Shareholders who select the viewing benefit in 1 above and have continuously held shares for 3 years or more will receive an additional 1 month free WOWOW subscription	●Selection options : Any one of 1 to 3 below 1. Viewing benefit: 3 months free WOWOW subscription 2. Amazon gift card code (worth 2,000 yen) 3.Donation to the Japanese Red Cross Society (worth 2,000 yen) *Shareholders who select the viewing benefit in 1 above and have continuously held shares for 3 years or more will receive an additional 1 month free WOWOW subscription (4 months free in total) ●(New) EC service "WOWOW Department Store" coupon (2,000 yen). *This will be sent to all shareholders eligible for shareholder benefits, in addition to the selected shareholder benefit. *Available for purchases totaling 2,000 yen (including tax) or more per transaction. (Note 1)

(Note 1) For other terms and conditions of use, please refer to the "Shareholder Benefits (in Japanese only)" posted on our corporate website.

(Note 2) To provide a smoother environment for shareholder benefit procedures, the Company will consolidate the shareholder benefit application method to the online portal.

3. Timing of Changes

The above changes will apply to shareholders holding 100 or more shares and having continuously held shares for one year or more as recorded in the shareholder registry as of September 30, 2026.

End

Note : This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

Media/IR inquiries

Corporate Management Division, Corporate Communications & Investor Relations Department TEL: +81-3-4330-8080

E-mail: corp.support@wowow.co.jp

Corporate Site: <https://corporate.wowow.co.jp/en/>

SNS(X): https://x.com/WOWOW_Inc