



September 8, 2020

FOR IMMEDIATE RELEASE

Company Name: KACHIKAIHATSU Co., Ltd.
Representative: Atsuo Umeki, President and Representative Director
Stock Listing: Tokyo Stock Exchange, Second Section
Stock Code: 3010
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Notice of Change of Trading Name and Partial Amendment of Articles of Incorporation

KACHIKAIHATSU Co., Ltd. (hereinafter, the "Company") announced today that, at a meeting held on September 8, 2020, its Board of Directors resolved to submit a proposal concerning the change of its trading name and partial amendment of its Articles of Incorporation to the 147th Ordinary General Meeting of Shareholders due to be held in June 2021. Details are as follows.

1. Change of Trading Name

(1) Reason for Change

Since October 2008, the Company has been conducting business under the trading name KACHIKAIHATSU Co., Ltd., with the real estate business as its main business. In the future, as stated in its "Growth Strategy Plan" disclosed on August 7, 2020, the Company will contribute to the creation of a better society whilst aiming to maximize shareholder value, by focusing with high levels of expertise on the business of operating hotels where both domestic and foreign guests want to stay and the real estate business, actively disclosing information to domestic and overseas investors, and building good relations with investors to enable it to raise capital not only through borrowing from financial institutions but also from capital markets. To mark this major turning point, the Company will swap its old trading name for a new trading name which is easy to remember for guests and investors both in Japan and overseas.

(2) New Trade Name (in English)

Polaris Holdings KK

Polaris means the North Star or Pole Star. Polaris has had an important role throughout history as a non-moving star indicating true north. The Company selected a suitable name for a company which will continue to glitter eternally. The Company also chose a name including the word "holdings" because in the future it will specialize on Group headquarter functions.

(3) Scheduled Date of the Change

July 1, 2021

* The change of trading name will be subject to approval of a proposal for the partial amendment of the Company's Articles of Incorporation at the 147th Ordinary General Meeting of Shareholders due to be held in June 2021.

2. Partial Amendment of Articles of Incorporation

(1) Reason for Change

The Company will amend Article 1 (Trading Name) of its current Articles of Incorporation to change its trading name in accordance with "1. Change of Trading Name" above.

(2) Details of Amendment

The details of amendment are as shown below.

(The amended parts are underlined.)

Current Articles of Incorporation	Proposed Amendment
<p>PART I GENERAL PROVISIONS</p> <p>Article 1 The Company shall be called KACHIKAIHATSU Kabushiki Gaisha which shall be expressed in English as KACHIKAIHATSU CO.LTD.</p> <p>SUPPLEMENTARY PROVISIONS</p> <p><New></p>	<p>PART I GENERAL PROVISIONS</p> <p>Article 1 The Company shall be called Polaris Holdings Kabushiki Gaisha which shall be expressed in English as Polaris Holdings KK.</p> <p>SUPPLEMENTARY PROVISIONS</p> <p><u>(Date of Change of trading Name)</u></p> <p><u>Article 2 The amendment of Article 1 (Trading Name) in</u> <u>the PART 1 GENERAL PROVISIONS shall take</u> <u>effect on July 1, 2021 and this supplementary</u> <u>provision shall be deleted on such effective date.</u></p>

(3) Schedule

Date of Ordinary General Meeting of Shareholders to approve partial amendment of Articles of Incorporation During
June 2021 (Plan)

Effective date of partial amendments of Articles of Incorporation July 1, 2021 (Plan)