



September 8, 2020

## FOR IMMEDIATE RELEASE

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Representative: Atsuo Umeki, President and Representative Director  
Stock Listing: Tokyo Stock Exchange, Second Section  
Stock Code: 3010  
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### **Notice of Introduction of Shareholder Benefit Program**

KACHIKAIHATSU Co., Ltd. (hereinafter, the "Company") announced today that, at a meeting held on September 8, 2020, its Board of Directors resolved to introduce a shareholder benefit program. Details are as follows.

#### 1. Aim

##### (1) Returns to Shareholders

The Company aims to demonstrate its appreciation to shareholders for their unwavering support, make investing in its shares more attractive, and strengthen shareholder returns to shareholders who hold its shares over the medium and long term, thus increasing such shareholders, whilst at the same time achieving further growth and improving its corporate value. The Company believes that a shareholder benefit program with perks according to the length of period shares are held is appropriate in terms of showing appreciation to medium and long term shareholders who are anticipating the Company's future growth.

##### (2) Digital Transformation of Shareholder Administration and Increased Communication with Shareholders

Shareholder administration has previously been conducted based on limited information such as the names and addresses of shareholders and numbers of shares held. However, the Company recognizes that shareholders are also potentially excellent customers for its services and will actively utilize its shareholder database to improve its corporate value and promote its businesses.

Through the announcement of campaigns at Group hotels and questionnaire surveys targeting registered KACHIKAIHATSU PREMIUM YUTAI CLUB members, the Company plans to increase communication with shareholders. The Company will also increase understanding of its businesses by distributing PR information, financial information, timely disclosure information and other IR information as needed.

#### 2. Details of Shareholder Benefit Program

##### (1) Shareholders Eligible under the Program

Shareholders holding 30 trading units (3,000 shares) or more registered or recorded in the Company's Register of Shareholders as of the end of September each year will be eligible for the program. The Company will send a KACHIKAIHATSU PREMIUM YUTAI CLUB Guide setting out details such as the products for which points can be exchanged under the benefit program and instructions for registering with a special website for shareholders only to all eligible shareholders at the beginning of November 2020 (plan). By registering with the special website in accordance with the instructions in the guide they are sent, shareholders will be able to exchange points for benefit products according to the number of points held as described later. Shareholders who are unable to register online can apply separately by phone but please note that the benefits available to such shareholders (products which can be chosen) will be limited.

## (2) Details of Shareholder Benefit Program and Timing of Awards

Points will be awarded to eligible shareholders according to the number of shares held. Shareholders will be asked to exchange these points for products selected from more than 2,000 products featured on the special KACHIKAIHATSU PREMIUM YUTAI CLUB website for shareholders only, including rice, branded beef and other gourmet goods, sweets and beverages, famous sake, household appliances and a selection of experience gifts. The donation of products for CSR activities is also possible.

The shareholder benefit points presented to shareholders can also be added together with the shareholder benefit points of other listed companies which have introduced a PREMIUM YUTAI CLUB through the use of "WILLsCoin" (shareholder benefit coins).

Shareholder Benefits Point Table (1 point ≡ 1 yen)

Number of shares held	First fiscal year	After first fiscal year	Timing of award
Between 3,000 shares and 3,999 shares	3,000 points	3,000 points	Beginning of November each year
Between 4,000 shares and 4,999 shares	5,000 points	5,500 points	
Between 5,000 shares and 9,999 shares	20,000 points	23,000 points	
Between 10,000 shares and 49,999 shares	60,000 points	70,000 points	
Between 50,000 shares and 99,999 shares	80,000 points	9,500 points	
More than 100,000 shares	100,000 points	120,000 points	

\* As shown in the "After first fiscal year" column, from 2020, shareholders holding 4,000 shares or more registered more than once under the same shareholder number in the Register of Shareholders at the end of September will be awarded bonus points for holding shares for a long period of time.

## (3) Timing of Introduction of Shareholder Benefit System

The Company will introduce the system for shareholders holding 30 trading units (3,000 shares) of the Company or more who are registered or recorded in the Company's Register of Shareholders as of September 30, 2020. The first round of shareholder benefit points will be awarded in November 2020.

## (4) Awarding of Points

- (i) Points can be carried forward to the next fiscal year (only once).
- (ii) Only shareholders who are listed in the Register of Shareholders under the same shareholder number as of September 30, 2020 and hold 3,000 shares or more may carry points forward. Please note that in the event of a change in shareholder number due to sale, transfer, inheritance or other cause prior to the date for determining points entitlement in September of the following year, points relating to such shareholder number will be invalidated and cannot be carried forward.

## (5) Other

The special KACHIKAIHATSU PREMIUM YUTAI CLUB website for Company shareholders only is scheduled to open at the beginning of November 2020. Further details of the shareholder benefit program including the start date for shareholder benefit applications can be found at the following URL: (<https://kachikaihatsu.premium-yutaiclub.jp/>)

Any changes to the shareholder benefit program will be disclosed and notified promptly.