

September 19th, 2025

FOR IMMEDIATE RELEASE

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Polaris Commences Implementation of “KOKO HOTELS” Brand Integration

Polaris Holdings Co., Ltd. (“Polaris”) announced today that, following its July 15, 2025 press release titled “Polaris Begins Hotel Branding Integration”, it has commenced the implementation of the brand integration of its original hotel brand, KOKO HOTELS. This integration covers the “Hotel Wing International (HWI)” and “Tenza Hotel” brands operated by Minacia Co., Ltd. (“Minacia”), which completed a management integration with Polaris in December 2024. Please refer to the table below for the rebranding schedule.

1. Rebranding Schedule

Scheduled Month	Before Change	After Change
2025 Sep 19	HWI Hida Takayama	KOKO HOTEL Hida Takayama
	HWI Kyoto Shijo Karasuma	KOKO HOTEL Kyoto Shijo Karasuma
	HWI Premium Kyoto Sanjo	KOKO HOTEL Kyoto Sanjo
	HWI Shimbashi Onarimon	KOKO HOTEL Shimbashi Onarimon
	HWI Takamatsu	KOKO HOTEL Takamatsu
	HWI Premium Osaka Shinsekai	KOKO HOTEL Osaka Shinsekai
Oct 6	HWI Shizuoka	KOKO HOTEL Shizuoka
	HWI Chitose	KOKO STAY Chitose
	HWI Sapporo Susukino	KOKO HOTEL Sapporo Susukino
Oct 24	HWI Shimonoseki	KOKO STAY Shimonoseki
	HWI Miyakonojo	KOKO STAY Miyakonojo
Nov 17	HWI Kumamoto Yatsushiro	KOKO STAY Kumamoto Yatsushiro
	HWI Himeji	KOKO HOTEL Himeji Castle
	HWI Select Higashi Osaka	KOKO HOTEL Higashi Osaka
	HWI Kobe Shinnagataekimae	KOKO HOTEL Kobe Shinnagataekimae
	HWI Ikebukuro	KOKO HOTEL Ikebukuro East

Dec 15	HWI Korakuen	KOKO HOTEL Korakuen
	HWI Sagamihara	KOKO STAY Sagamihara
	HWI Sukagawa	KOKO STAY Sukagawa
	HWI Hitachi	KOKO STAY Hitachi
	HWI Izumi	KOKO STAY Izumi
2026 Jan	HWI Select Ueno Okachimachi	KOKO HOTEL Ueno Station
	HWI Select Asakusa Komagata	KOKO HOTEL Asakusa Komagata
	HWI Premium Tokyo Yotsuya	KOKO HOTEL Shinjuku Yotsuya
	HWI Select Hakata Station	KOKO HOTEL Hakata Station
	HWI Hakata Shinkanseiguchi	KOKO HOTEL Hakata Shinkanseiguchi
Feb	HWI Select Ikebukuro	KOKO HOTEL Ikebukuro
	HWI Select Nagoya Sakae	KOKO HOTEL Nagoya Sakae South
	HWI Nagoya	KOKO HOTEL Nagoya Marunouchi
	HWI Select Osaka Umeda	KOKO HOTEL Osaka Umeda
	Tenza Hotel Hakata Station	KOKO HOTEL Premier Hakata
Apr	HWI Tomakomai	KOKO HOTEL Tomakomai
	HWI Premium Kanazawa Station	KOKO HOTEL Kanazawa Station
	HWI Shonan Fujisawa	KOKO STAY Shonan Fujisawa
	HWI Tokyo Akabane	KOKO HOTEL Akabane Station
	HWI Select Kumamoto	KOKO HOTEL Kumamoto Kamitori
	HWI Asahikawa Station	KOKO HOTEL Asahikawa Station

※The above schedule is based on the current plan as of today and is subject to change.

2. Outlook

In connection with the Brand Integration, Polaris will carry out rebranding work, including signage replacement and sales promotions. However, the impact of the Brand Integration on the consolidated financial results for the current fiscal year is expected to be minor. It has already been factored into the consolidated earnings forecast. Accordingly, there will be no change to the consolidated earnings forecast for the fiscal year ending March 2026.

End

NOTE: This is an English translation summary of the Company's announcement in Japanese. No assurances or warranties are given for completeness or accuracy of this English translation summary.