



September 30, 2025

To All

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| Company | Hamee Corp. |
| Representative | President and CEO Ikuhiro Mizushima (Code: 3134, Standard Market of the Tokyo Stock Exchange) |
| For inquiries | Corporate Planning Dept. Manager Toshiki Kunii (TEL. +81-465-25-0260) |

Notice of Change in Shareholder Benefit Program

As disclosed in the "Notice Regarding Dividend in Kind of Subsidiary Shares (Share Distribution Spin-off) and Change in Specified Subsidiary" dated June 13, 2025, with the aim of further enhancing the corporate value of our EC support and SaaS business, we resolved at the Board of Directors meeting held on the same day to submit a proposal to the Annual General Meeting of shareholders on July 28, 2025 for the plan to distribute all shares of NE Inc. ("NE"), our subsidiary, to our shareholders through dividends in kind (dividends from non-monetary assets) with an effective date of November 1, 2025 (the "Spin-off"), for which approval was obtained from shareholders at the Annual General Meeting. Today, after receiving the listing approval for the NE shares from the Tokyo Stock Exchange (the "TSE"), we have determined to make changes to the Company's Shareholder Benefit Program effective as of the end of October 2025, and thus inform you as follows.

Details

(1) Reason for the change

In April 2016, we introduced the current Shareholder Benefit Program, through which many of our shareholders have been able to take advantage of services provided by our Group, and which has received the support of our shareholders. With the listing of NE shares approved by the TSE and our decision to implement the Spin-off, under which NE will establish a new dividend policy and shareholder benefits plan as an independent company, we have determined to make revisions to our own Shareholder Benefit Program, with the aim of increasing the attractiveness of investing in our shares and continuing to have our shares be held by shareholders over the medium-to-long term, as we seek to develop our business with a focus on the EC support and SaaS businesses in the future.

(2) Contents of the change

[Before change]

| Number of shares held | |
|-----------------------|--|
| 100 shares or more | You may choose one of the following coupons: 1,500 yen coupon for use at Hamee headquarters store 1,500 yen discount coupon for use on "Next Engine" 1,500 yen coupon for use on ByUR website |

[After change]

| Number of shares held | |
|-----------------------|--|
| 100 shares or more | You may choose one of the following coupons: 1,500 yen coupons for use at Hamee headquarters store 1,500 yen coupons for use on ByUR website |

(3) Period of application of the change

The new system will be applied to shareholders listed or recorded in the shareholders' register as of the end of October 2025.

End

This document is a press release intended to inform the public about planned changes to our Shareholder Benefit Program. It has not been prepared for the purposes of soliciting investment or any similar activity, whether in Japan or overseas. When making an investment in NE Inc.'s shares, please be sure to read the prospectus for the issuance of new shares and the secondary sale of shares prepared by NE Inc. and any amendments thereto (if prepared), before making an investment decision. The prospectus for the issue of new shares and the secondary sale of shares, including any amendments thereto (if prepared), may be obtained from the underwriters. In addition, this press release does not constitute or form a part of any offer or solicitation to purchase securities in the United States. No securities have been registered under the U.S. Securities Act of 1933 with respect to the shares of NE Inc., nor are they planned to be registered. 1933 Securities may not be offered or sold in the United States absent registration or an exemption from registration. No securities will be offered in the United States in connection with the aforementioned transactions.