

Disclaimer:

This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

June 3, 2025

Company name: MarketEnterprise Co., Ltd.
Representative: Yasushi Kobayashi, President
Securities code: 3135, Tokyo Stock Exchange, Prime
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Notice Regarding Changes to Items for Shareholder Benefit Program
(Expansion of Usage Scope)

MarketEnterprise Co., Ltd. ("the Company") announces that it has decided to expand the scope of use for the items for its shareholder benefit program with a record date of June 30, 2025, as follows.

1. Purpose of the change to the shareholder benefit program

The Company appreciates its shareholders for their day-to-day support, and since June 2024 the Company has been offering the shareholder benefits. The shareholder benefit program was changed with the aim of increasing the attractiveness of investment in our stocks.

2. Eligible shareholders. (No change)

From June 2025 onwards, shareholders who hold five unit (500 shares) or more at the end of June or December every year.

3. Details of the shareholder benefit program (Changes are underlined)

(Before change)

One of the following digital gifts, worth 25,000 yen each, will be sent twice a year, based on the June and December record dates.

Amazon Gift Cards/ QUO Card pay/ PayPay Money Light/ dPoints/ au PAY Gift Card/ Visa e-Gift vanilla/ Bookstore card NEXT/ Uber Taxi Gift Card/ Uber Eats Gift Card/ Google Play Gift Code/ PlayStation®Store Ticket/ DMM prepaid card/ SKYLARK Discount Coupon/ JAL Mileage Bank

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(After change)

Any types of the following digital gifts, worth 25,000 yen in total, will be sent twice a year, based on the June and December record dates.

Please note that you may exchange for any type of digital gift, in any combination and number of times, until the total exchange amount reaches 25,000 yen, as described in the attached document.

Amazon Gift Cards/ QUO Card pay/ PayPay Money Light/ dPoints/ au PAY Gift Card/ Visa e-Gift vanilla/ Bookstore card NEXT/ Uber Taxi Gift Card/ Uber Eats Gift Card/ Google Play Gift Code/ PlayStation®Store Ticket/ DMM prepaid card/ SKYLARK Discount Coupon/ JAL Mileage Bank/ Delicious Meat Selection Card/ BookLive Digital Prepaid Card/ Gourmet Sweets Selection Card/ Gourmet Food Selection Card/ Hulu Ticket/ Premium Brand Meat Selection Card/ Oisix Gift Code/ Roblox Gift Card/ Diaper Gift Selection/ U-NEXT Gift Code (Points)/ U-NEXT Gift Code (30 Days)/ Bitcoin by bitFlyer/ Bitcoin by CoinTrade/ Bitcoin Cash by CoinTrade/ Ripple by CoinTrade/ Ethereum by CoinTrade/ Litecoin by CoinTrade

4. Date of presentation (No change)

The shareholder benefits with a record date of June 30 will be sent out with the notice of the Annual General Meeting of Shareholders as in the past. Details of sending the shareholder benefits with a record date of December 31 will be announced as soon as they are determined.

(The December record date benefit will apply from the December record date of 2025, as described in “2. Eligible shareholders.”)

Attachment

Available Redemption Platforms	Redeemable Amount	Remarks
Amazon Gift Cards	1 yen~100,000 yen	
Google Play Gift Code	100 yen~50,000 yen	
PayPay Money Light	1 yen~100,000 yen	A 5% redemption fee will be charged. (Example: Digital Gift® worth ¥1,000 ⇒ PayPay Money Lite worth ¥950)
QUO Card pay	50 yen~100,000 yen	
dPoints	1 yen~100,000 yen	
au PAY Gift Card	500 yen/1,000 yen/3,000 yen/5,000 yen/10,000 yen	
PlayStation®Store Ticket	1,100 yen/3,000 yen/5,000 yen/10,000 yen/15,000 yen	
Uber Taxi Gift Card	100 yen~50,000 yen	
Uber Eats Gift Card	100 yen~50,000 yen	
Visa e-Gift vanilla	500 yen~	
DMM prepaid card	1 yen~100,000 yen	
SKYLARK Discount Coupon	500 yen/1,000 yen/1,500 yen/2,000 yen/2,500 yen/3,000 yen/3,500 yen/4,000 yen/4,500 yen/5,000 yen	
JAL Mileage Bank	2 yen~100,000 yen	You can only exchange in units of 2 yen.
Bookstore card NEXT	500 yen/1,000 yen/3,000 yen/5,000 yen/10,000 yen	
Delicious Meat Selection Card	5,000 yen/10,000 yen	
BookLive Digital Prepaid Card	500 yen/2,000 yen/5,000 yen/10,000 yen	
Gourmet Sweets Selection Card	3,500 yen	
Gourmet Food Selection Card	3,675 yen/5,250 yen	
Hulu Ticket	1,026 yen/3,078 yen/6,156 yen	
Premium Brand Meat Selection Card	20,000 yen	
Oisix Gift Code	3,800 yen/5,500 yen	
Roblox Gift Card	1,000 yen~50,000 yen	
Diaper Gift Selection	5,000 yen/10,000 yen	
U-NEXT Gift Code (Points)	550 yen~50,000 yen	
U-NEXT Gift Code (30 Days)	2,189 yen	
Bitcoin by bitFlyer	1 yen~100,000 yen	The redeemed amount may vary depending on the exchange rate at the time of redemption.
Bitcoin by CoinTrade	1 yen~100,000 yen	The redeemed amount may vary depending on the exchange rate at the time of redemption.
Bitcoin Cash by CoinTrade	1 yen~100,000 yen	The redeemed amount may vary depending on the exchange rate at the time of redemption.
Ripple by CoinTrade	1 yen~100,000 yen	The redeemed amount may vary depending on the exchange rate at the time of redemption.
Ethereum by CoinTrade	1 yen~100,000 yen	The redeemed amount may vary depending on the exchange rate at the time of redemption.
Litecoin by CoinTrade	1 yen~100,000 yen	The redeemed amount may vary depending on the exchange rate at the time of redemption.