July 31, 2026

Company name: H.I.S. Co., Ltd.

Name of representative: Sawada Hidetaka, President and CEO
(Securities code: 9603; Prime Market)

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Notice Concerning Expansion of Shareholder Benefit Program

We hereby announce that the Board of Directors of the Company, at its meeting held today, has resolved to expand its shareholder benefit program, as detailed below.

1. Purpose of Expansion of the Shareholder Benefit Program

The Company has already introduced a shareholder benefit program as part of its policy to return profits to shareholders. In addition to expressing our gratitude to shareholders for their continuous support, the Company decided to expand the program to increase the investment attractiveness of the Company's stock and to encourage more shareholders to hold the Company's stock over the medium to long term.

2. Details of Expansion of the Shareholder Benefit Program

(1) Revision of Benefit Tiers and Issuance of JPY 3,000 Special Benefit Vouchers
By expanding the current 3 shareholding tiers to 5 tiers according to the number of shares held, the total distribution amount will be increased. The maximum annual benefit limit will be raised from JPY 12,000 to JPY 100,000 (issued twice a year). In addition, upon this program enhancement, a Special Benefit Voucher worth JPY 3,000 will be issued.

(2) Extension of Validity Period for Shareholder Benefit Vouchers
The validity period of the benefit vouchers will be extended from "1 year to 3 years" from the date of issuance.

[Current Shareholder Benefit Program]

Shares Held	Benefit Amount per issue (JPY)	Frequency (per year)	Annual Total Benefits (JPY)	Validity Period
100 to 499 shares	2,000	2	4,000	1 year
500 to 999 shares	4,000	2	8,000	
1,000 shares or more	6,000	2	12,000	

[Revised Shareholder Benefit Program]

Shares Held	Benefit Amount per issue (JPY)	Frequency (per year)	Annual Total Benefits (JPY)	Special Benefit	Total Benefit (JPY)	Validity Period
100 to 499 shares	1,000	2	2,000	3,000	5,000	3 years
500 to 999 shares	5,000	2	10,000	3,000	13,000	
1,000 to 2,999 shares	10,000	2	20,000	3,000	23,000	
3,000 to 4,999 shares	30,000	2	60,000	3,000	63,000	
5,000 shares or more	50,000	2	100,000	3,000	103,000	

(3) Addition of Price Tiers for Eligible Travel Products and Expansion of Discount Rates

[Current Details]

Travel Price per person (JPY)	Usable Coupon Amount (JPY)	Discount Rate
12,000 or more	1,000	Up to 8.3%
24,000 or more	2,000	Up to 8.3%

[Revised Program]

Travel Price per person (JPY)	Usable Coupon Amount (JPY)	Discount Rate
10,000 or more	1,000	Up to 10%
50,000 or more	5,000	Up to 10%
100,000 or more	10,000	Up to 10%
300,000 or more	30,000	Up to 10%
500,000 or more	50,000	Up to 10%
1,000,000 or more	120,000	Up to 12%
1,300,000 or more	170,000	Up to 12%
1,500,000 or more	180,000	Up to 12%
2,000,000 or more	240,000	Up to 12%

(4) Establishment of Long-term Shareholder Benefit Program (Starting Date: October 31, 2026)
Shareholders who continuously hold the Company's stock for 3 years or more (across 7 consecutive record dates), starting from the record date of October 31, 2026, will be awarded an additional Long-Term Shareholder Benefit worth JPY 3,000 once a year (valid for 3 years). The first vesting date is scheduled for October 31, 2029.

Item	1st (Start)	2nd	3rd (1 Year)	4th	5th (2 Years)	6th	7th (3 Years)
Record Date	Oct 31, 2026	Apr 30, 2027	Oct 31, 2027	Apr 30, 2028	Oct 31, 2028	Apr 30, 2029	Oct 31, 2029
Status	Registered	Registered	Registered	Registered	Registered	Registered	**Qualified**

(5) Expansion of Group Companies and Services Where Vouchers Can Be Used

The group companies and services eligible for voucher usage will be expanded to include the following facilities and services:

• Additional Companies/Services for Benefit Voucher Usage:
H.I.S. Hotel Holdings Co., Ltd.
-Mantenno Tsujinoya
-Watermark Hotel Okinawa Miyakojima
-Watermark Hotel Okinawa Kume Island

South Wing Co., Ltd.
(Usable at 6 "KID HOUSE" souvenir shops in Kokusai-dori, Okinawa)

• Additional Company for Shareholder reward:
- H.I.S. Mobile Co., Ltd.

(6) Special Events for Shareholders Holding 1,000 Shares or More

Shareholders holding 1,000 shares or more will have the opportunity to participate in special events and experiential programs via lottery. (announced and held on an irregular basis).

Examples of Programs:
- Dialogue sessions with executive management
  (lottery for applicants holding 3,000 shares or more)
- Special local site visits
  (lottery for applicants holding 1,000 shares or more)
- Complimentary trial stays at newly opened hotels
  (lottery for applicants holding 1,000 shares or more)
- Food tasting events at our restaurant businesses
  (lottery for applicants holding 1,000 shares or more)

3. Record Dates and Distribution Timing

(1) Record Dates: October 31 and April 30 of each year
(2) Distribution Timing: Late January and late June of every year

4. Commencement of Expansion

The expanded program will apply to shareholders registered or recorded in the Company’s shareholder registry as of October 31, 2026.