



March 21, 2025

Company name Morozoff Limited
Representative Representative Director and President
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Notice on Changes to Shareholder Benefit System

Morozoff Limited (the Company) hereby announces that it has resolved, at a meeting of the Board of Directors held on March 21, 2025, to change our shareholder benefits system with abolishment of discount benefits offered at the Morozoff Online Shop as follows.

Please note that the shareholder benefits system, which allows shareholders to select from company products or shareholder benefit coupons, will remain available.

1. Out of the ongoing current shareholder benefit system, the following benefit system will be abolished.

Eligible for making a purchase with a 20% discount Shareholder Benefits at Morozoff Online Shop.

(Notes) Overview of the system

- Eligible for making a purchase with a 20% discount four times a year at Morozoff Online Shop.
- The maximum amount per purchase is 10,000 yen before discount.
- Effective period is from November 1 to October 31 of the following year.

2. Timing of changes

The changes will be effective for shareholders listed or recorded in the shareholder registry as of July 31, 2025.

(Notes) Shareholders listed or recorded in the shareholder registry as of July 31, 2024, will remain eligible for using shareholder benefits at Morozoff Online Shop until October 31, 2025.

3. Reason for changes

We will abolish shareholder benefits on Morozoff Online Shop due to low shareholder usage.

(Reference)

Shareholder benefit system after change

- Eligible shareholders: Shareholders who hold 100 shares or more for six months or more as of the end of July of each year
- Benefit items: Our products or shareholder benefit coupons

		Number of shares held		
		100 to 299	300 to 2,999	3,000 or more
Continuous holding period	Six months or more but less than three years	Our products worth 1,000 yen	Select one from below. <div>Five packets of benefit coupons (A packet contains 20 coupons)</div> <div>Our products worth 2,000 yen</div>	Select one from below. <div>Ten packets of benefit coupons (A packet contains 20 coupons)</div> <div>Our products worth 3,000 yen</div>
	Three years or more	Our products worth 2,000 yen	Select two from below. <div>Five packets of benefit coupons (A packet contains 20 coupons)</div> <div>Our products worth 2,000 yen A</div> <div>Our products worth 2,000 yen B</div>	Select two from below. <div>Ten packets of benefit coupons (A packet contains 20 coupons)</div> <div>Our products worth 3,000 yen A</div> <div>Our products worth 3,000 yen B</div>

- Coupons or products will be sent out toward the end of November.
- Shareholder benefit coupons expire on May 31 of the year after next.
- Shareholder benefit coupons allow the holder to make a purchase in cash worth a maximum of 1,000 yen before discount per coupon at stores or mail order designated by the Company. In the case of eating and drinking, a 20% discount is offered.

- Shareholders who hold shares for six months or more shall be ones listed or recorded in the shareholder registry (issued twice a year: one as of July 31 and the other as of January 31) for two or more consecutive times under the same shareholder number.
- Shareholders who hold shares for three years or more shall be ones listed or recorded in the shareholder registry for at least seven consecutive times.