Make The World
More Sustainable

[Provisional Translation Only]
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Launch of Ichigo J.League Shareholder Program

Earlier this year, Ichigo Hotel's sponsor, Ichigo (2337), became a Top Partner of the J.League, Japan's professional soccer league, in support of the J.League's vision of enriching and enhancing local communities through the promotion of sports.

Today, Ichigo launched a Shareholder Program in which Ichigo is distributing free tickets to every J.League game to Ichigo, Ichigo Office (8975), Ichigo Hotel (3463), and Ichigo Green (9282) shareholders. The Shareholder Program offers Ichigo's shareholders the opportunity via a lottery to attend the roughly 1,000 J.League games, featuring all 55 J.League clubs across the J1, J2, and J3 Leagues.

Ichigo Hotel has decided to express appreciation to its shareholders by making it possible for them to join the Shareholder Program. Ichigo Hotel will incur no expenses from this participation.

Ichigo's Shareholder Program represents two firsts for Japanese shareholder programs:

1) Ichigo is the first Japanese company to include not just its own shareholders, but also the shareholders of the REITs and YieldCo that it manages, in its shareholder program. This reflects Ichigo's deeply-held commitment as a fiduciary to serve and grow value for all shareholders.

2) Ichigo is the first company to offer shareholders free tickets to all 55 J.League clubs and all J.League games. (There have been instances of companies distributing tickets for specific J.League clubs, but until now no company has ever inclusively provided tickets for all 55 J.League clubs and games.) Ichigo is giving away roughly 4,000 tickets, or about four tickets for every game, providing Ichigo's shareholders the opportunity to show support for every J.League club across Japan.



Shareholder Program Overview

1. Objective

Ichigo Hotel is joining the Shareholder Program to express its thanks to Ichigo Hotel shareholders and further its mission of promoting local community development.

2. Details

Eligible Shareholders

Shareholders eligible for the Shareholder Program are all Ichigo Hotel shareholders as of the final day of the most recent half-year fiscal period, namely:

July 31, 2019 (Initial Shareholder Program eligibility: through April 30, 2020)

Application Start Date

October 1, 2019

Application Process

Shareholders can simultaneously apply for tickets for one game in each of the J1, J2, and J3 Leagues even if the games are scheduled on the same day. The tickets are freely transferable to family and friends.

To apply for tickets, shareholders can create an account using their shareholder credentials at the below Shareholder Program website (Japanese only). The website was launched today and is accessible via the below URL or QR code. The website is also accessible to the general public to provide the opportunity to learn about the Shareholder Program.

Ichigo J.League Shareholder Program Website
www.ichigo-jleague.jp



3. Earnings Outlook

The Shareholder Program will have no impact on Ichigo Hotel's January 2020 and July 2020 fiscal period earnings forecasts announced in the September 12, 2019 release "July 2019 Fiscal Period Earnings." Ichigo Hotel is launching the Shareholder Program to express its thanks to Ichigo Hotel shareholders and further its mission of promoting local community development.

Shareholder Program Website Image

