Make The World
More Sustainable

[Provisional Translation Only]
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Ichigo J.League Shareholder Program Special Gift
Ichigo Potager x Tegevajaro Miyazaki Christmas Set

As an extension of its Ichigo J.League Shareholder Program, Ichigo Hotel's sponsor, Ichigo, is offering 50 shareholders the chance via lottery to win an Ichigo Potager x Tegevajaro Miyazaki Christmas Set featuring baked goods and strawberry confiture recommended by Tegevajaro Miyazaki, the J.League J3 club owned by Ichigo subsidiary Miyako City.

Ichigo Hotel will bear no expenses related to this special gift.







1. Special Gift Details

The baked goods and strawberry confiture in the special gift sets have been selected by Saori Taguchi, Ichigo Potager President and buyer for Miyako City's Miyazaki Thanks Market, and Minoru Ishihara, Tegevajaro Miyazaki Chairman. The baked goods are gifted by Tegevajaro Miyazaki to their opponents at away games, and the strawberry confitures use the Himekoichi brand of strawberries grown by an Ichigo Potager strawberry farmer.

Ichigo Potager

Ichigo Potager grows strawberries, lychees, bananas, mangoes, peppers, and cacao in Miyazaki City, and engages in agriculture and food-related initiatives including café operations, D2C sales, product development, kids cafeteria operations, food education, development of new distribution services, and tie-ups with Ichigo's sports business.

Tegevajaro Miyazaki (J.League J3 Club)

The club's name was formed by combining the words tege (meaning great in the Miyazaki dialect), vaca (cow in Spanish), and pajaro (bird in Spanish), in the hope that the team competes with the fighting spirit of a bull and soars to new heights like a bird. The team aims to energize Miyazaki via soccer and become familiar and indispensable to the people of Miyazaki Prefecture. Ichigo became a uniform sponsor and supplier for the club in March 2019, and Ichigo's subsidiary Miyako City became the club's owner in December 2023.

Miyako City

Miyako City is a shopping mall enriching the daily lives of local residents in Miyazaki. The mall is also a transportation hub home to the Miyazaki City Bus Terminal used by c. 8 million people annually, and is a hub for other public facilities including the headquarters of Ichigo Potager and Tegevajaro Miyazaki, and the Tegevajaro Miyazaki club house.

Eligible Shareholders

All Ichigo Hotel shareholders on record as of July 31, 2024 are eligible for the Shareholder Program.

Lottery Entry Process

To enter the lottery, shareholders can login to or create an account using their shareholder credentials at the below Shareholder Program website (Japanese only). Application for the lottery begins today and lasts until the end (midnight) of Sunday, December 15, 2024. The lottery is scheduled to be drawn on Monday, December 16, 2024.

The website is accessible to the public so that anybody can learn more about the Shareholder Program.

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

2. Earnings Impact

There is no impact on Ichigo Hotel's January 2025 fiscal period earnings announced in the October 31, 2024 release "Upward Earnings Forecast Revision for the January 2025 Fiscal Period" and July 2025 fiscal period earnings announced in the November 14, 2024 release "Upward Earnings Forecast Revision for the July 2025 Fiscal Period." Through the Shareholder Program, Ichigo is expressing its gratitude to Ichigo Hotel shareholders.