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For Immediate Release

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Regarding Our Furusato Nozei (Hometown Tax Donation) Business

Today, it was announced that Amazon would officially launch the Furusato Nozei (hometown tax donation) business. Many shareholders and investors are interested in how this would impact on our Group, therefore we hereby provide the following information about our Group's Furusato Nozei Business and our strategy.

1. Positioning of our Furusato Nozei Business

"Furusato Choice" service, which is operated by TRUSTBANK, Inc., our Group company, was established in September 2012 as the first comprehensive Furusato Nozei platform site in Japan. This site, as one of the largest hometown tax donation platforms, has been stably operated, having over 1,700 accounts of local governments (as of October 2024) which accounts for approximately 95% of the total in Japan, and posting over 760,000 return items (as of October 2024).

Based on this operating base, it plays a core role in the field of regional revitalization in our four business domains. Our Group provides value to both local governments and donors by promoting services and improving the convenience of donors, respecting and abiding by the purpose of the Furusato Nozei System.

2. Addressing the Competitive Environment

Furusato Nozei is a national system for regional revitalization through tax donation to local governments. It must be properly managed in line with this system. It has been decided that any points usually given by platform sites should not be used in relation to Furusato Nozei since October 2025, and in this way, the system will be stricter.

Our Group (hereinafter simply, "we") has been consistently operating and contributing to regional revitalization in line with the purpose of the system. Specifically, we have launched a cloud-funding Furusato Nozei service (Government Cloud Funding or GCF) and disaster-support-specific Furusato Nozei service for the first time in Japan. In addition, we are promoting not only tax donations but also efforts by supporting local businesses and producers and co-developing returns with them. In addition to the relationships with local governments and local business operators that we have built since the beginning of the Furusato Nozei period, we have been working to contribute to an even greater number of local communities. As a result, we have received the highest number of returns in the industry.

These activities are advantageous because these lead to the attractiveness of services when related rules of the system become stricter in the future. In addition, they create synergy with our Group-wide businesses, including those in the public DX area, and contribute to the development of local communities and the improvement of sustainability.

In the Furusato Nozei market, major companies having large customer bases from various industries have entered the market. However, the actual major players are only a few, including Furusato Choice, which is characterized by a

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competitive environment with high first-comer benefits. We anticipate that this trend will become increasingly strong, as tax donations should not be solicited through the provision of economic benefits, such as the prohibition of points in the next fiscal year. We will continue to adhere to the purpose of the system and continue to develop services that will provide value to both local governments and donors. We will also continue to work to create synergy within our Group in order to realize regional revitalization.

3. Our Group Strategy

In anticipation of stronger competition in the future, we will promote not only enhancing existing strategies ((1)-(3) below) but also promoting community strategy ((4) below):

(1) Strategic Alliance (OEM)

Alliance is an important strategy because it is the core strategy of our Group. While many companies (e.g., railways, airlines, telecommunications carriers, credit card companies, etc.) are interested in regional revitalization and have abundant customer bases, they face challenges in entering into contracts with approximately 2,000 municipalities nationwide and handling several hundred thousand returns. In this way, balancing profitability with sales and management costs is a barrier to entry into the Furusato Nozei business for late-comers. In light of these circumstances, we are actively promoting OEM collaboration with companies with a client base of 10 million who aspire to revitalize regional economies. In addition to companies such as NTT DOCOMO, KDDI, and Credit Saison, which have already collaborated, we are advancing collaborations with MUJI, East Japan Railway Company (JR East), Kabu & Peace, and others in the last three months. Based on OEM collaboration with these companies, we have built a unique "Enterprise Alliance Ecosystem" that transcends industries. This ecosystem differentiates itself from the competitors' self-leading ecosystem, and leads to the acquisition of new donors.

(2) Product Strategy

Regarding return items of which number is the largest in the industry, we have expanded attractive and scarce return items through our merchandising know-how and corporate alliances which we have developed to date. We have also strengthened the development of exclusive return items for high-end users and unique return items of accommodation and experience types. Recently, we have been offering limited-edition products for Arflex, the top-of-the-line furniture brand in Japan, and offering high-value-added choices in the areas of tourism where demand is growing through the renewal of “Choice Travel,” a specialized website that introduces hands-on items, and the establishment of a high-class accommodation, which introduces selective accommodations nationwide.

(3) Real-channel Strategy

We are further strengthening proposals for wealthy individuals through collaboration with the private banking departments of banks and securities companies that leverage synergy of our Group. Businesses that operate nationwide also use real channels to solicit donations, such as providing explanations and suggestions to donors in person. In addition to collaborating with existing telecom carriers, we will also pursue alliances with major companies in other industries with large customer bases.

(4) Community Strategy

We are enhancing measures to improve royalties with a robust community that shares the same values, hobbies, and lifestyles. Through donations through Furusato Choice, we are developing programs that can support sports teams and idols. By strengthening this area, we will grow our business by establishing continuous, highly attributable donation schemes and applying successful models to GCF.

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4. Future Prospect

In line with the purpose of the Furusato Nozei system, we will continue to develop our business by taking advantage of our uniqueness. These strategies cannot be easily imitated by other companies, and we will win competition by providing greater added value services to the region and donors, thereby achieving stable growth in Furusato Nozei business.

End

<Reference: Major Alliance-Related News Announced by TRUSTBANK since October 2024>

Furusato Choice begins accepting donations in return of the furniture of "Arflex,", the top brand in Japan, for the first time.
https://www.trustbank.co.jp/newsroom/newsrelease/press831/

Furusato Choice begins linking JRE MALL Furusato Nozei and OEM services.
https://www.trustbank.co.jp/newsroom/newsrelease/press835/

Furusato Choice launches OEM linkage with “Kabu & Furusato Nozei,” launched by Kabu & Peace Inc., represented by Mr. Yusaku Maezawa.
https://www.trustbank.co.jp/newsroom/newsrelease/press846/

Furusato Choice launched an idol support project to support such idols who are doing activities in certain local areas utilizing Furusato Nozei, beginning on November 21.
https://www.trustbank.co.jp/newsroom/newsrelease/press847/

Furusato Choice and DAZN started collaboration with the Soccer Club Support Project using Furusato Nozei to support activities with a "donation" to the Soccer Club chosen by donors
https://www.trustbank.co.jp/newsroom/newsrelease/press848/

Furusato choice started B.LEAGUE Club Support Project using Furusato Nozei with a "donation" to B.LEAGUE Club chosen by donors.
https://www.trustbank.co.jp/newsroom/newsrelease/press849/