November 13, 2024

Company name: Sun* Inc.
Representative: Taihei Kobayashi
Representative Director, Executive Director, and CEO
(Code:4053, TSE Prime Market)
Contact: Yuya Fukutomi
Executive Officer and CFO
Mail: ir@sun-asterisk.com

Notice of Establishment of Shareholder Benefit Program

We would like to announce that we have decided to establish a new shareholder benefit program as follows.

1. Purpose of the New Shareholder Benefit Program

We recognize that returning profits to shareholders is an important management issue, and our basic policy is to provide stable and continuous dividends while securing the necessary internal reserves for future business expansion and strengthening our financial structure.

Currently, we are in the stage of business expansion, and with regard to internal reserves, we are prioritizing growth investments for M&A and business expansion, and strengthening our financial position, so we are not paying dividends. However, as we have made some progress in strengthening our financial position, so we have decided to establish a new shareholder benefit program, the "Sun Asterisk Premium Benefit Club," to show our appreciation for our shareholders' continued support.

By introducing this shareholder benefit program, we will further increase the appeal of our shares and expand our investor base.

2. Details of the Shareholder Benefit Program

(1) Eligible Shareholders

Shareholders who hold six units (600 shares or more) and are listed on the Company's shareholder register at the end of December each year are eligible. Eligible shareholders will receive “Sun Asterisk Premium Benefit Club” guide along with the notice of the general meeting of shareholders. This guide describes the products that can be exchanged under the benefit program and how to register on the special website for shareholders. If you register on the special website following the instructions in the guide, you will be able to receive benefits according to the number of points described below.
Shareholders who cannot register online can apply by phone, but please note that there are limitations on the benefits (products that can be selected).

(2) Details and Timing of the Shareholder Benefit Program

Eligible shareholders will receive points according to the number of shares they hold. They can use those points to choose from over 5,000 products, including gourmet foods such as rice and branded beef, sweets, beverages, fine sake, home appliances, and selectable experience gifts, on the special website for shareholders only, "Sun Asterisk Premium Benefit Club."

They can also be exchanged for the common shareholder benefit coin "WILLsCoin," which can be combined with benefit points from other companies that have introduced the Premium Benefit Club. The combined "WILLsCoin" can be viewed on the "Premium Benefit Club PORTAL" (https://portal.premium-yutaiclub.jp/).

【Shareholder Benefit Points Table】(1 point≒ 1 yen)

Numbers of shares held	Benefit Points	Presentation Time
600 to 899 shares	5,000 points	Early March
900 to 999 shares	10,000 points	
1,000 to 1,999 shares	15,000 points	
2,000 to 2,999 shares	40,000 points	
Over 3,000 shares	80,000 points	

【Conditions for receiving the points】You must be listed or recorded as a shareholder who holds 600 or more shares on the shareholder register as of the end of December each year.

【Conditions for carrying over】Shareholder benefit points can only be carried over if you are listed on the shareholder register with the same shareholder number twice or more consecutively as of the end of December and continue to hold 600 or more shares, and you can exchange up to two points at a time. Please note that if your shareholder number is changed due to sale, transfer of ownership to someone other than you, inheritance, etc. before the rights determination date on the end of December, the points will expire and cannot be carried over.

(3) Others

"Sun Asterisk Premium Benefit Club", a special website exclusively for our shareholders, is scheduled to open in early March 2025. Please refer to the following page for details on shareholder benefits and the start date for accepting applications for shareholder benefits.

(https://sun-asterisk.premium-yutaiclub.jp/)

If there are any changes to the content of the shareholder benefit program, we will promptly disclose and notify you.