August 5, 2025

To Whom It May Concern

Company:	Metaplanet Inc.
Representative:	Representative Director Simon Gerovich (TSE Standard 3350)
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Notice Regarding the Launch of the Official Merchandise Store "PlanetGear"

Metaplanet Inc. (the "Company") hereby announces the launch of its official merchandise store, PlanetGear, as outlined below.

PlanetGear is the Company's official online store developed as part of its brand strategy, aiming to offer products that embody the philosophy and culture of Bitcoin integrated into modern lifestyle design.

The store features a curated lineup of apparel, accessories, and limited-edition items that reflect the worldview of Metaplanet and Bitcoin Magazine Japan, creating a tangible bridge between Bitcoin culture and daily life.

Looking ahead, we plan to expand into event-linked product releases and further collaborations, in line with our mission to create long-term corporate value centered around Bitcoin.

In addition, Metaplanet shareholders will be eligible for special discounts and preferred access to select products. These exclusive benefits are a token of our sincere appreciation for those who support the Company's long-term vision. We consider our shareholders valued partners in the Metaplanet journey, and are deeply grateful for their continued trust as we pursue our mission centered around Bitcoin.

As a special launch campaign, the first 21 purchasers who post about their purchase with a screenshot of their completed order on X and tag @Metaplanet_JP and @BitcoinMagJapan will receive exclusive gifts.

Store Overview

Store Name:	PlanetGear
URL:	https://store.metaplanet.jp
Launch Date:	9:00 on August 6, 2025 (JST)
Product Categories:	Apparel, accessories, books, limited-edition novelty items
Operator:	Metaplanet Inc.