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March 31, 2025

To whom it may concern:

Company name	TESS Holdings Co., Ltd.
Representative	Kazuki Yamamoto, Representative Director and President (Code: 5074, Prime Market, Tokyo Stock Exchange)
Inquiries	Masaaki Hirakura, Executive Officer, General Manager of the Administration Department (Tel: +81-6-6308-2794)

Notice Regarding the Introduction of Shareholder Benefit Program

TESS Holdings Co., Ltd. (the “Company”) hereby announces that we have decided to introduce a shareholder benefit program for shareholders listed or recorded in the Company’s shareholder register as of June 30, 2025, as described below.

1. Purpose

(1) Shareholder returns

As an expression of our gratitude for the continued support of our shareholders, and with the aim of further enhancing the attractiveness of investment in the Company’s shares and increasing the number of shareholders who hold our shares over the medium to long term, we have decided to introduce a shareholder benefit program.

(2) Initiatives to strengthen dialogue with shareholders

The Company will actively utilize the shareholder database obtained through membership registration in the “TESS Holdings Premium Benefit Club,” striving to strengthen dialogue with shareholders. In order to deepen shareholders’ understanding of the Company, we plan to provide IR information such as PR information, financial information, and timely disclosure information on an ongoing basis.

2. Details of the shareholder benefit program

(1) Shareholders eligible for this program

Shareholders listed or recorded in the Company’s shareholder register as of June 30 each year and who hold 10 share units (1,000 shares) or more will be eligible.

Eligible shareholders will be sent a “Guide to the TESS Holdings Premium Benefit Club,” which will include products that can be exchanged through this benefit program, instructions on how to register for the special website exclusive to shareholders, etc., in early August 2025 (scheduled). By registering on the special website in accordance with the instructions provided in the Guide to be sent out, shareholders will be able to receive benefits corresponding to the number of points described below.

Please note that shareholders who have difficulty registering via the internet may apply separately by phone; however, the available benefit options (products that can be selected) will be limited.

(2) Details and award period of the shareholder benefit program

Points will be awarded based on the number of shares held by eligible shareholders. These points can be used on the special website exclusive to shareholders, “TESS Holdings Premium Benefit Club” to select preferred products from 5,000 or more varieties of products, including carefully selected gourmet items such as rice and branded beef, sweets and beverages, renowned Japanese sake, home appliances, experience-based gifts, etc. The points can also be exchanged for “WILLsCoin,” a common shareholder benefit coin that can be combined with benefit points from other companies that have introduced a Premium Benefit Club. The combined “WILLsCoin” can be checked via the “Premium Benefit Club PORTAL” (<https://portal.premium-yutaiclub.jp/>) (available in Japanese only).

[Shareholder benefit point table] (1 point is approximately 1 yen)

Number of shares held	Number of benefit points	Award period
1,000 shares to 1,999 shares	3,000 points	Around mid-August
2,000 shares to 2,999 shares	7,000 points	
3,000 shares to 3,999 shares	15,000 points	
4,000 or more shares	40,000 points	

[Award conditions]

From 2025 onward, shareholders listed or recorded in the shareholder register as of June 30 each year holding 10 share units (1,000 shares) or more.

[Carryover conditions]

Points may be carried over (a maximum of once) only if the shareholder is listed or recorded under the same shareholder number in the shareholder register for two or more consecutive times as of June 30 in the following year and has continuously held 1,000 or more shares.

Please take note that if the shareholder number changes due to a sale, transfer of name to another person, inheritance, etc., prior to the record date of June 30, the points will become invalid and cannot be carried over.

(3) Others

The special website exclusive to the Company’s shareholders, “TESS Holdings Premium Benefit Club,” is scheduled to be launched in mid-August 2025 (<https://tess-hd.premium-yutaiclub.jp/>) (available in Japanese only).

In the event of any changes to the details of the shareholder benefit program, such changes will be promptly disclosed and announced.

End