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July 9, 2025

Company name: MAC HOUSE CO.,LTD.
Representative: Koji Ishino, Representative Director and President
(Securities code : 7603; TSE Standard Market)
Inquiries: Daisuke Kobayashi, Director and General Manager of Management Division
(Telephone: +81-3-3316-1911)

Notice Regarding Decision on Cryptocurrency (Bitcoin) Acquisition Policy

MAC HOUSE CO., LTD.(Headquarters: Suginami Ward, Tokyo; President and CEO: Koji Ishino; hereinafter "the Company") has announced the commencement of cryptocurrency investment business following approval at an extraordinary general meeting of shareholders, and will enter the digital asset field as part of its new growth strategy.

Background and Purpose of Investment Business

With the recent development of the digital economy, cryptocurrency has been establishing its position as a new asset class, evolving from a speculative asset. In particular, Bitcoin is globally recognized as "Digital Gold" and as a long-term store of value due to its decentralized characteristics and scarcity, with many companies proceeding to incorporate it into their balance sheets.

The Company has decided to enter the cryptocurrency investment business in response to these changes, aiming to diversify its financial strategy and enhance corporate value. We will promote the diversification of future revenue sources while considering synergies with existing businesses.

Bitcoin Acquisition Policy

The Company has formulated and will steadily implement a Bitcoin acquisition policy that combines efficiency and risk hedging. The basic investment strategy primarily employs a stable and flexible dollar-cost averaging method (periodic fixed-amount

acquisition) to address price volatility risk, complemented by opportunistic lump-sum acquisitions as needed.

Specifically, during normal periods, continuous acquisition will be conducted through dollar-cost averaging, and when prices significantly decline due to global circumstances or market volatility, lump-sum acquisitions will be implemented with adjusted timing and amounts based on careful situation assessment. This will enable flexible response to market fluctuations while pursuing long-term asset formation and business stabilization.

Implementation Period and Acquisition Policy

Acquisition Start Date: September 17, 2025 (Planned)
Basic Acquisition Policy: While primarily based on periodic acquisition through dollar-cost averaging, opportunistic lump-sum acquisitions will also be utilized according to market conditions.
The monthly acquisition limit will be set appropriately, considering the balance with the total planned investment amount.

■ Benefits of Dollar-Cost Averaging

By continuing periodic fixed-amount acquisitions, we can average out acquisition prices and control price volatility risk. This enables disciplined long-term investment decisions unaffected by short-term market movements, leading to planned and stable asset formation while reducing psychological burden.

■ Benefits of Opportunistic Lump-Sum Acquisition

During periods of temporary significant market adjustments (e.g., sharp price declines), we will flexibly consider increasing acquisition amounts and reviewing acquisition frequency in addition to regular periodic acquisitions.

This will establish a flexible and effective management policy that combines stability (planned accumulation) with agility (concentrated investment during market opportunities).
The Company will steadily promote Bitcoin holdings from a medium to long-term perspective while leveraging these characteristics.

Future Outlook

The Company will strive to diversify its financial strategy and enhance medium to long-term corporate value, taking the launch of cryptocurrency investment business as an opportunity. For Bitcoin operation management, we will employ cryptocurrency

and cybersecurity experts and establish a strict risk management system centered on the planned "Digital Asset Management Group." This will promote transparent and reliable asset management.
Furthermore, we will establish accounts with multiple cryptocurrency exchanges and develop a system for distributed holding, operation, and management of Bitcoin. This will help avoid dependency risk on specific exchanges and enhance safety and stability by reducing external risks such as hacking.

The Company will continue to strive for steady business operations and sustainable growth to meet the expectations of all stakeholders, including shareholders and investors. We ask for your continued support.

【Overview of MAC HOUSE CO., LTD.】
Company Name: MAC HOUSE CO., LTD. (Tokyo Stock Exchange Standard Market, Securities Code: 7603)
Location: 1-7-7 Umezato, Suginami Ward, TokyoSKT Building 6F
Established: June 1, 1990
Representative: Koji Ishino, President and CEO
Business Description: Nationwide chain store retail business primarily dealing in casual apparel

Corporate WebsiteURL: https://biz-mac-house.jp
News ListURL: https://biz-mac-house.jp/news/?cat=cat01

【Inquiries Regarding This Matter】
MAC HOUSE CO., LTD.
PR and IR Group, Horiike　TEL: +81-3-3316-1911