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MAC HOUSE CO., LTD. Bitcoin Treasury Strategy and Aims to hold 1,000 BTC through turnaround strategy.

MAC HOUSE CO., LTD. (Headquarters: Suginami Ward, Tokyo; President and CEO: Koji Ishino; hereinafter "the Company") has officially decided to aim for acquiring over 1,000 BTC as part of its Bitcoin Treasury strategy within its growth initiatives. This investment strategy marks the first step toward realizing the Company's new corporate vision. Through this, we will promote the advancement of financial strategy and maximize corporate value.

MAC HOUSE CO., LTD.'s Strategic Initiatives

The Company aims to maximize corporate value by promoting strategic management of digital assets to achieve the acquisition of 1,000 BTC. Through asset holding centered on Bitcoin and utilization of cryptocurrency-related technologies, the Company will evolve corporate management into a next-generation model while building a stable revenue base.

1. Bitcoin Treasury Strategy

The Company aims to enhance corporate value by strategically holding Bitcoin as part of its asset management. We will closely monitor market trends, acquire Bitcoin flexibly, and actively incorporate it as part of our asset portfolio.

Strategy Overview

Phased Bitcoin holding target setting: 1,000 BTC(Bitcoin) to establish our position as a Bitcoin Treasury company.

- Flexible Bitcoin acquisition
- Identify market timing and acquire as corporate assets at appropriate timing
- Flexible management according to price fluctuations
- Monitor Bitcoin market price fluctuations and implement additional purchases or sales as needed
- Thorough risk management and portfolio diversification
- Regular acquisition based on dollar-cost averaging method

2. Bitcoin Mining Strategy

The Company will enter the Bitcoin mining business and establish a system for stable Bitcoin acquisition. We will develop mining infrastructure and pursue economies of scale to achieve competitive Bitcoin holdings.

Strategy Overview

- Establish industry partnerships with mining companies
- Build proprietary mining facilities domestically and internationally
- Implement efficient operations through energy-saving technologies

3. Staking Strategy

We will efficiently increase our holdings of Bitcoin and other cryptocurrencies through cryptocurrency staking operations. Staking refers to a method of earning rewards by depositing cryptocurrencies in specific networks, pursuing stable returns.

Strategy Overview

- Staking operations for Bitcoin and other cryptocurrencies
- Reinvest staking rewards and utilize compound interest effects to increase assets
- Select platforms offering competitive reward rates with security and implement thorough risk management
- Secure stable income through staking
- Long-term asset building and increase in cryptocurrency holdings including Bitcoin

4. Bitcoin Payment System Implementation Strategy

We will implement a Bitcoin payment system to provide new value to customers who regularly use cryptocurrency. Through this strategy, we will develop new markets targeting particularly younger generations and users who actively use cryptocurrency.

Strategy Overview

- Implement Bitcoin payments in online and physical stores
- Offer benefits and discounts for payments
- Implement Bitcoin accumulation program

5. Ecosystem Expansion Strategy (NFT Strategy)

We aim to strengthen collaboration with NFT-related products and services and cryptocurrency to promote cryptocurrency usage. This will indirectly increase our Bitcoin holdings.

Strategy Overview

- Enter NFT market: NFT conversion and sales of character licensed products
- Introduction of cryptocurrency loyalty program
- Launch cryptocurrency-related online shop

Turnaround Strategy

Strengthening Apparel Business through Synergy Effects with GF Group

Through partnership with GF Group, the largest apparel logistics company, the Company aims to promote efficiency and accelerate growth in the apparel business, targeting 50 billion yen in sales and 5 billion yen in operating profit.

The Company will achieve speed improvement in product supply and cost-performance optimization by utilizing GF Group's extensive logistics network and advanced production logistics system. These synergy effects will enable more efficient business operations and significantly strengthen our competitiveness.

Strategy Overview

- Maximize logistics efficiency utilizing GF Group's network
- Achieve cost reduction and secure resources to support business growth
- Strengthen digital asset investment foundation by enhancing earnings stability through partnership

Financial Investment Business and M&A Strategy

The Company will accelerate the enhancement of corporate value through financial investment business and M&A strategy. In particular, we will actively

pursue investments in high-growth fields and pursue M&A with companies that can generate synergistic effects, aiming to diversify our business portfolio. Through these initiatives, we aim to strengthen our revenue base and further enhance our corporate competitiveness.

Strategy Overview

- Pursue strategic investments in emerging markets and technology sectors to maximize long-term profits
- Acquire growing companies and competitive businesses and brands to expand market share and achieve cost reductions
- Establish a system to generate mutual benefits through collaboration with acquired companies

Realization of Next-Generation Corporate Management Model

The Company will expand its business activities into investment and financial sectors, building upon its stable business foundation cultivated in the apparel industry. Through this integration of 'real business' and 'asset management,' we will realize a next-generation corporate management model. Moving forward, we aim to establish ourselves as one of the Bitcoin-holding companies among domestic listed companies, and we will achieve trusted corporate management through multilateral information disclosure and transparent operations for our investors.

[Inquiries regarding this matter]

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