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May 13, 2026

Company name:	MatsukiyoCocokara & Co.
Listing:	Prime Market, Tokyo Stock Exchange
Stock code:	3088
Representative:	Kiyoo Matsumoto, President and Representative Director
Contact:	Akio Ishibashi, Managing Director, Head of Group Management Planning
TEL:	+81-3-6672-7808

Notice Concerning Partial Revision (Expansion) of Shareholder Benefit Program

MatsukiyoCocokara & Co. (the "Company") hereby announces that at the Board of Directors meeting held on May 13, 2026, the Company decided to make the following partial change (expansion) to its shareholder benefit program.

1. Purpose of the Change

We offer a shareholder benefit program that can be used at our stores and on our e-commerce sites to enhance shareholder returns, increase the appeal of our stock, and encourage long-term, stable ownership. We are introducing a new long-term shareholder incentive program to further engage our "fan shareholders," who understand and support us on a deeper level. Through these initiatives, we aim to increase corporate value sustainably in partnership with our shareholders and build an even stronger relationship of trust.

2. Details of the Change

Our shareholder benefit program provides a choice, twice a year, between MatsukiyoCocokara Points, which can be used at our group stores, and a donation of an equivalent amount directed to Solaputi Kids' Camp (https://www.solaputi.jp/en/).

We are further enhancing our shareholder benefit program for those who have continuously held 1,000 shares or more of our stock for three years or more, as outlined below.

Number of shares held	Shareholding period	Benefits (each time)
1,000 shares or more	3 years or more (newly added)	10,000 yen (increased by 5,000 yen)
	Less than 3 years	5,000 yen (same as current)
500 to 999 shares	No restrictions	3,000 yen (same as current)
100 to 499 shares	No restrictions	2,000 yen (same as current)

※ "Continued shareholding period of three years or more" refers to those who have been listed or recorded under the same shareholder number in the shareholders' register on the last day of March and the last day of September every year for at least seven consecutive times.

3. Effective Date of the Change

The changes will apply to shareholders listed or recorded in the shareholders' register as of September 30, 2026.

※ For the implementation of this program, the shareholding period will be determined retroactively, using September 30, 2026, as the record date. Specifically, shareholders who have been continuously listed or recorded in the shareholders' register as holding 1,000 or more shares on every record date before September 30, 2023, are eligible for the long-term holding incentive from the first time.