

November 28, 2025

Bell-Park Co., Ltd.

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Stock exchange listing: TSE Standard

Stock code: 9441

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Notice of Partial Revision to Shareholder Benefit Program

Bell-Park Co., Ltd. hereby announces that the Board of Directors approved a resolution today to revise the shareholder benefit program effective for the shareholder benefits with a record date of December 31, 2025. Details are as follows.

1. Reason for the partial revision to the shareholder benefit program

Since 2017, Bell-Park has offered shareholder benefit coupons providing discounts on initial fees for Bellbride marriage consultation services, with the aim of raising broader awareness of these services. However, based on recent usage patterns of these shareholder benefit coupons, Bell-Park has decided to discontinue their issuance.

Note that shareholder benefit coupons already distributed may continue to be used until their stated expiration date.

Shareholders will continue to receive a 1,000 yen QUO card twice each year.

2. Partial revision to the shareholder benefit program (Underlined sections)

Record date	Shares held	Shareholder benefits	
		Prior to the revision	After the revision
June 30	100 or more shares (1 unit)	<ul style="list-style-type: none">• QUO cards with a value of 1,000 yen• <u>One Bellbride shareholder discount coupon</u>	<ul style="list-style-type: none">• QUO cards with a value of 1,000 yen
December 31	100 or more shares (1 unit)	<ul style="list-style-type: none">• QUO cards with a value of 1,000 yen• <u>One Bellbride shareholder discount coupon</u>	<ul style="list-style-type: none">• QUO cards with a value of 1,000 yen

3. Start of revised shareholder benefit program

The revision to the shareholder benefit program will begin with shareholders of record on December 31, 2025 who hold 100 or more shares (1 unit) of Bell-Park.