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June 24, 2025

To whom it may concern:

Company name	AUCNET INC.
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Securities code	3964
	Prime Market, Tokyo Stock Exchange
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### **Notice Concerning Changes to Shareholder Benefit Program and Introduction of New Program**

AUCNET INC. (the “Company”) hereby announces that at the Board of Directors meeting held on June 24, 2025, a resolution was passed to make changes to the shareholder benefit program and introduce a new program, as described below.

#### 1. Purpose of the changes to the shareholder benefit program

The Company had implemented a shareholder benefit program with the aim of expressing gratitude to the shareholders for their support, enhancing the investment appeal of the Company’s shares, and encouraging more people to hold the Company’s shares over the medium to long term. As a result of reviewing the state of the shareholder benefit program thus far, at this time partial changes will be made to the shareholder benefit program, and a new program will be introduced as the “AUCNET Premium Shareholder Benefit Club” with the aim of further enhancing the investment appeal for the Company’s shareholders. Moving forward, we will strive for further growth to meet the expectations of our shareholders and sincerely request your continued understanding and support.

#### 2. Details of changes to the shareholder benefit program

##### (1) Date of changes

The changes will apply to shareholders listed or recorded in the Company’s shareholder register as of December 31 each year who hold 300 shares or more of the Company’s shares, beginning with shareholders as of December 31, 2025.

##### (2) Details of current benefits

Number of shares held	Holding period	Details of shareholder benefits	Frequency	Record date
100 shares or more	Less than 1 year	¥1,000 QUO CARD	Once a year	December 31 each year
100 shares or more	1 year or more	¥2,000 QUO CARD	Once a year	December 31 each year

(Note) Although the Company conducted a share split at a ratio of two shares for each common share with March 31, 2025 as the record date and April 1, 2025 as the effective date, the number of shares stated above is presented based on figures prior to consideration of the share split.

(3) Details of the shareholder benefit program after changes

As a new system, the “AUCNET Premium Shareholder Benefit Club” will be introduced, applicable to shareholders listed or recorded in the Company’s shareholder register as of December 31 each year who hold 300 shares or more of the Company’s shares, and shareholder benefit points will be awarded according to the number of shares held.

Depending on the number of benefit points held by shareholders, they will be able to select their preferred items from 5,000 or more types of benefit products listed in the “AUCNET Premium Shareholder Benefit Club,” such as premium gourmet items like branded beef, sweets and beverages, famous Japanese sake, household appliances, and selectable experience gifts. Donations to social contribution activities can also be chosen.

Furthermore, points can be exchanged for “WILLsCoin,” a common shareholder benefit coin that can be combined with benefit points from other companies which have introduced Premium Benefit Clubs. Exchanged “WILLsCoin” can be checked here: (<https://portal.premium-yutaiclub.jp/>).

Additionally, in conjunction with this change, the previous distribution of QUO CARDS will be canceled.

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

Number of shares held	Number of shareholder benefit points
	December 31
300 shares to 499 shares	2,000 points
500 shares to 699 shares	5,000 points
700 shares to 899 shares	17,000 points
900 shares to 1,499 shares	20,000 points
1,500 shares or more	40,000 points

Eligibility criteria: From 2025 onward, shareholders listed or recorded in the Company's shareholder register as of December 31 each year who hold three or more share units (300 shares).

Carryover conditions: Shareholder benefit points may be carried over only if the shareholder is listed under the same shareholder number in the shareholder register for two or more consecutive times as of December 31, has continuously held 300 shares or more, and may be carried over only once. Please note that if the shareholder number is changed before the record date of December 31, the points will become invalid and cannot be carried over.

(4) Method for application procedures to the “AUCNET Premium Shareholder Benefit Club”

Shareholders eligible for the “AUCNET Premium Shareholder Benefit Club” will receive a guide titled “Guide to the AUCNET Premium Shareholder Benefit Club” in early February 2026 which will include details on how to register for the shareholder-exclusive dedicated website and information on redeemable benefit items. By registering through the website as instructed in the guide, shareholders will be able to choose from 5,000 or more types of products according to the number of benefit points they have. For shareholders who are unable to register online, applications can be made by phone. However, please note that the selection of available items will be limited.

(5) Other information

The shareholder-exclusive dedicated website, “AUCNET Premium Shareholder Benefit Club,” is scheduled to go live in February 2026. (<https://aucnet.premium-yutaiclub.jp/>)

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

End