

August 21, 2020

For Immediate Release

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Notice Regarding Revision of Shareholder Benefit Plan

At the Board of Directors meeting on August 21, 2020, First Brothers Co., Ltd. passed a resolution to revise its shareholder benefit plan as follows.

1. Purpose of revising the shareholder benefit plan

Our shareholder benefit plan is aimed at showing our appreciation for the ongoing support of our shareholders as well as to make our stock a more attractive investment for longer-term shareholders.

To make our stock even more attractive to our long-standing major shareholders and attract a greater number of long-term shareholders, we have decided to revise our existing shareholder benefit plan (the “former shareholder benefit plan”) and adopt a new shareholder benefit plan (the “new shareholder benefit plan”).

We plan to make the new shareholder benefit plan available to shareholders registered in our shareholder ledger who retain the prescribed number of shares as of November 30, 2021. For shareholders registered in our shareholder ledger who retain the prescribed number of shares as of November 30, 2020, will we implement the former shareholder benefit plan.

2. Details of the new shareholder benefit plan

(1) Details of shareholder benefits

The plan extends shareholder benefit points to shareholders commensurate with the quantity and duration of their holdings.

By logging on to our shareholder-exclusive website (“First Brothers Premium Benefits Club”), shareholders may exchange their points for groceries, electronic goods, gifts, or travel and recreation.

We plan to add additional premiums to the First Brothers Premium Benefits Club, including Amazon gift certificates and local specialties from regions with connections to the First Brothers Group.

To apply for shareholder benefits, shareholders will need to apply and register on the First Brothers Premium Benefits Club site.

(2) Applicable shareholders

The plan will apply to shareholders registered in our shareholder ledger retaining the prescribed number of shares as of November 30 of each year (beginning November 30, 2021).

The plan extends shareholder benefit points to shareholders commensurate with the quantity and duration of their holdings as follows.

Shareholder Benefit Points Table

1) Shareholders with shares held continuously for at least one year*

No. of shares held	Benefits
At least 500 shares	5,000 points
At least 600 shares	6,000 points
At least 700 shares	7,000 points
At least 800 shares	8,000 points
At least 900 shares	9,000 points
At least 1,000 shares	10,000 points
At least 1,100 shares	11,000 points
At least 1,200 shares	12,000 points
~	1,000 points awarded for each additional 100 shares
At least 5,000 shares	50,000 points

* "Held continuously for at least one year" is defined as at least three consecutive registrations under the same shareholder number in our shareholder ledger each year on May 31 and November 30.

2) Shareholders with shares held for less than one year

No. of shares held	Benefits
At least 3,000 shares	5,000 points
At least 3,100 shares	6,000 points
At least 3,200 shares	7,000 points
At least 3,300 shares	8,000 points
At least 3,400 shares	9,000 points
At least 3,500 shares	10,000 points
At least 3,600 shares	11,000 points
At least 3,700 shares	12,000 points
~	1,000 points awarded for each additional 100 shares
At least 5,000 shares	25,000 points

(3) When the points will be awarded

Information on when the shareholder points will be awarded and when they can be exchanged will be provided in the near future.

(4) Other information

- 1) Shareholder benefit points may be rolled over to the following year (points are valid for up to two years).
- 2) Rollover of points shall be conditional on listing in our shareholder ledger under the same shareholder number as of November 30. Points will be voided and ineligible for rollover in the event that the registered shareholder number should change by the November 30 record date of the following year as a result of the shares being sold off, if there is a change of ownership title, if the shares are inherited, or for other reasons.

- 3) Information regarding details such as when the shareholder-exclusive First Brothers Premium Benefits Club website will be launched, the specific premiums available for points exchange, and when applications for the shareholder benefits will begin being accepted, as soon as such those details are determined.

3. Details of the former shareholder benefit plan

In accordance with the former shareholder benefit plan, original QUO Cards will be awarded to shareholders registered in our shareholder ledger retaining the prescribed number of shares as of November 30, 2020.

Reference: details of shareholder benefits

No. of shares held	Benefits	
	Less than one year	At least one year continuously*
At least 100 shares	1,000 yen QUO Card	2,000 yen QUO Card
At least 200 shares	1,000 yen QUO Card	4,000 yen QUO Card

* "At least one year continuously" is defined as at least three consecutive registrations under the same shareholder number in our shareholder ledger each year on May 31 and November 30.