

May 14, 2025

Listed Company: LIFULL Co., Ltd.  
Representative: ITO Yuji  
Representative Director, President, Managing Officer  
(Stock Code: 2120 TSE Prime)  
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## Notice Regarding the Purchase of Shares by Representative Director, ITO Yuji

We would like to notify the market that ITO Yuji, Representative Director of LIFULL Co., Ltd, will be purchasing existing shares from the market.

This purchase will be executed as personal transactions by ITO and entrusted to a securities firm within a prespecified price range and conditions. The purchase is scheduled to start sequentially from May 15, 2025, continue for a predetermined period of time with a limit of ¥300 mil. (including trade fees), 1,370,000 shares and completed by July 2, 2025.

In connection with this purchase, the Company has determined that this purchase further strengthens ITO's commitment to future business growth and contributes to the enhancement of corporate value over the medium to long term. We have confirmed the reasonableness of this matter, including the implementation of appropriate asset protection measures, with external legal counsel, and after deliberation by the Board of Directors, have decided to provide a loan for the funds related to this purchase.

Regarding this acquisition, Ito commented as follows:

"It has been a year and a half since I became President and CEO of LIFULL in December 2023. During this period, I have been focused on driving further growth for the Group. I established a policy of selectively concentrating on our core domestic businesses and have been dedicated to improving profitability to achieve our operating profit target for the fiscal year ending September 2025.

In January 2025, we undertook a strategic transformation of our overseas businesses, and we are now in the process of formulating our next Mid-Term Management Plan.

As the company's leader, I have personally decided to acquire additional shares to demonstrate my strong commitment and passion for the continued growth of the LIFULL Group. By reinforcing my dedication to the company and working together with all of our stakeholders, I hope to contribute to the sustainable enhancement of our corporate value over the medium to long term."

As of May 8, 2025, ITO holds 156,518 shares<sup>1</sup> (ownership ratio of issued shares: 0.11%).

<sup>1</sup> Actual number of shares held by ITO