

February 12, 2026

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## Notice Regarding the Introduction of a Shareholder Benefit Program

LIFULL Co., Ltd. (the "Company") hereby announces that at a meeting of our Board of Directors held on February 12, 2026, we resolved to introduce a new shareholder benefit program as follows.

### Notes

## 1. Purpose of Introducing the Shareholder Benefit Program

In our three-year Mid-Term Management Plan (FY 2026/9 – FY 2028/9), we have positioned the continuous enhancement of shareholder returns, alongside improving profitability through strategic investment, as critical management policies.

In order to express our gratitude to our shareholders for their ongoing support, we have decided to introduce this shareholder benefit program as well as increase the attractiveness of our stock. Through this program, we aim to encourage a broader range of investors to hold our shares over the medium to long term. Furthermore, we hope to provide shareholders and other investors with a deeper understanding of our businesses and services, fostering a community of long-term supporters.

## 2. Overview of the Shareholder Benefit Program

### (1) Eligible Shareholders

Reference Date	Shares	Holding Period
<b>Semiannually:</b> <ul style="list-style-type: none"> <li>September 30</li> <li>March 31</li> </ul>	<b>40+ Units</b> (4,000+ shares)	<b>Min.: 1 year</b> <i>However, this will be reduced to the six months between March 31 and September 30, 2026, for the first year of the program</i>

### Determination of Continuous Ownership

The program is available to shareholders who are recorded in the shareholder register under the same shareholder number for at least three consecutive record dates (March 31 and September 30) with a holding of at least 40 units (4,000 shares).

However, for the first cycle of the program, shareholders must be recorded in the register for the two consecutive record dates of March 31, 2026, and September 30, 2026, as specified below.

### Requirements for the First Record Date (September 30, 2026)

Shareholders must be recorded in the shareholder register with the same shareholder number and hold 40 units (4,000 shares) or more on both March 31, 2026, and September 30, 2026.

To be recorded in the shareholder register as of March 31, 2026, the purchase of shares must be completed by the end of trading on the final day with rights (March 27, 2026).

## (2) Details of the Benefits (Shareholders will receive both i. and ii.)

### i. **E-Money** (Payments made semiannually for an annual total of ¥30,000)

Reference Date	Shareholder Benefits
September 30 (annual)	¥15,000
March 31 (annual)	¥15,000

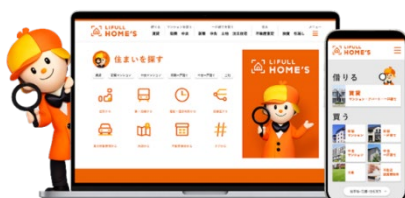
### ii. **LIFULL Service Benefits** (Valid for one year, on transactions completed by the shareholder) (Further details on usage will be announced once finalized)

Services and Providers	Shareholder Benefits
<b>LIFULL HOME'S</b> (LIFULL Co., Ltd.)	<b>Cashback for completed real estate transactions via the platform:</b>  Rental Properties: ¥15,000 <i>Limited to properties with listed monthly rent of over ¥150,000</i>  Properties for Sale: ¥50,000 <i>Limited to condominiums, houses or land with listed sale prices of over ¥50 mil.</i>  <i>Benefits for LIFULL HOME'S may only be used once during the period of validity.</i>
<b>LIFULL STAY</b> (LIFULL Social Asset Co., Ltd.)  <i>Company name changed from LIFULL Financial as of Feb. 2026</i>	Purchase of Properties Listed on LIFULL STAY ( <a href="https://stay-owner.lifull.jp/">https://stay-owner.lifull.jp/</a> ):  ¥500,000 discount on purchase price
<b>Instant Products</b> (LIFULL ArchiTech Co., Ltd.)	Instant House: 20% discount on purchase price Instant Sauna: 20% discount on purchase price

Real Estate Information Site

**LIFULL HOME'S**

(<https://www.homes.co.jp/>)



Repurposing Abandoned Homes

**LIFULL STAY** (Investment Properties)

(<https://stay-owner.lifull.jp/>)



Structures with Simple Construction

**Instant House, Instant Sauna**

(<https://instantproducts.lifull.net/house/>)



### 3. Commencement of the Program

The first record date for the program will be September 30, 2026. Detailed instructions regarding the benefits are scheduled to be sent to eligible shareholders in December 2026.

### 4. Other Details

The details of the shareholder benefit program provided above are based on current plans and are subject to change. Should any changes occur, the Company will announce them promptly.

The impact of the introduction of this program on the consolidated financial results for the current fiscal year (ending September 30, 2026) is expected to be negligible. However, if any matters arise that require public disclosure, the Company will do so immediately.

#### (Reference)

Today, we have also announced the “Notice Regarding the Introduction of a Shareholder Benefit Program.” Based on the full-year dividend forecast of ¥5.21 per share and the closing price of ¥171 on February 6, 2026, the estimated yield (rounded at the second decimal) for shareholders holding 40 units (the threshold for the program) is as follows:

- Estimated Annual Yield (Dividend + Shareholder Benefit): 7.4%
  - Dividend yield: 3.0%
  - Shareholder benefit yield: 4.4%

Please note that our basic policy is to maintain a dividend payout ratio of 30% of profit attributable to owners of the parent, taking into account the impact of significant fluctuations in profit caused by non-recurring extraordinary factors. Actual dividends may vary depending on the final profit for the period. The yields above are calculated based on the closing price as of February 6, 2026, and do not guarantee future investment performance.

#### More Details Provided in Our Mid-Term Management Presentation

Please refer to the “FY 2025/9 Full-Year Results and Mid-Term Management Plan (FY 2026/9 – FY 2028/9)” available on our Investor Site ([Earnings Presentations and Other Materials](#).)

#### Regarding the English Translation

Due to the regional nature of the Shareholder Benefit Program, which is primarily intended for shareholders with residence in Japan, certain supplementary materials, including the Q&A section, have been excluded from this translation. We invite you to refer to the Japanese version of this announcement for the full text and additional details.