

June 9, 2023

Company Name: HEROZ, Inc.

Names of Representatives:

Takahiro Hayashi,

Co-Chief Executive Officer

Stock Code: 4382

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Chief Financial Officer

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Notice of Introduction of Shareholders Special Benefit Plan

HEROZ, Inc. (the "Company") hereby announces that its Board of Directors, at a meeting held on June 9, has passed a resolution to introducing Shareholders Special Benefit Plan.

1. Purpose of introducing shareholder special benefits

a. Returns to shareholders

The "HEROZ Premium Benefit Club" will be newly established to thank shareholders for their ongoing support and to further increase the attractiveness of investing in the Company's shares, with the aim of increasing the number of shareholders who hold shares in the Company over the medium to long term.

b. Promoting DX (Digital Transformation) in the shareholder management field

We plan to distribute IR information such as PR information, financial results, and timely disclosure information as needed, utilizing the database of shareholders obtained through the "HEROZ Premium Benefits Club". In addition, by working to computerize shareholder management, which has previously been conducted with only limited information, we hope to achieve more efficient dialogue with the market and move forward to enhance our corporate value and expand our business.

c. Business alliance with Wills, Inc (TSE Growth Code: 4482)

WILLS, Inc. and the Company have entered into a business alliance agreement as of

today for the purpose of "improving the efficiency of capital markets through enhanced IR activities" and "maximizing the corporate value of listed companies".

Specifically, the two companies plan to pursue the following initiatives

(a) The Company is currently developing a "corporate management diagnosis AI (tentative name)" and will provide this tool to Wills for its "IR-navi" marketing tool for institutional investors.

(b) The Company will develop and provide an AI tool for the expansion of the internal functions of the "Premium Benefits Club," which combines the shareholder benefits system and DX for shareholder management.

(c) Mutual customer referrals by sharing the customer networks of both companies

(d) Planning and development of new services

2. Eligible shareholders and start date

The program will begin for shareholders holding 700 or more shares who are listed or recorded in our shareholders' register as of the last day of October 2023. Thereafter, shareholders holding 700 or more shares who are listed or recorded in the Company's shareholder registry as of the end of April or October of each year will be eligible.

3. Details of Shareholder Benefit Program

Eligible shareholders will receive shareholder benefit points based on the "Shareholder Benefit Point Chart" below. Shareholder benefit points can be exchanged for more than 5,000 different products, including food, electrical appliances, and experience gifts, on the "HEROZ Premium Benefit Club," a website exclusively for shareholders, in proportion to the number of points.

Furthermore, by converting shareholder benefit points into "WILLsCoin," they can be combined with the shareholder benefit points of each company that has introduced a Premium Benefit Club.

We hope that you will exchange your Shogi AI "Kishin" for our Shogi Wars and feel the AI revolution in the world of Shogi as a familiar presence.

[Shareholder Benefit Point Chart] (1 point ≒ 1 yen)

Number of shares held	Number of Shareholder Benefit Points	
	end of April	end of October
700~799 stocks	3,500	3,500
800~899 stocks	4,000	4,000

900~999 stocks	5,000	5,000
1,000~1,499 stocks	7,500	7,500
1,500~1,999 stocks	15,000	15,000
Over 2,000 stocks	25,000	25,000

Terms and Conditions

The program will begin for shareholders holding 700 or more shares who are listed or recorded in our shareholders' register as of the last day of October 2023. Thereafter, the program will be extended to shareholders holding 700 or more shares who are listed or recorded in our shareholders' register as of the end of April or October of each year.

Please note that the points cannot be carried over.

4. Information on exchange methods.

Information on how to exchange points. We will send a "HEROZ Premium Benefits Club Guide" to shareholders who are eligible for our shareholder benefits, which includes information on the benefits products that can be exchanged and how to register on our special internet site for shareholders only. By registering on the Internet site, shareholders will be able to choose from more than 5,000 different products depending on the number of points they have earned.

We hope that you will enjoy the opportunity to exchange your points for the right to use the Shogi AI "Kishin" in our "Shogi Wars" game.

5. Others

The website "HEROZ Premium Benefits Club", a special website exclusively for our shareholders, is scheduled to be launched in December 2023. (<https://heroz.premium-yutaiclub.jp/>)

Any changes to the details of the shareholder benefit plan will be promptly disclosed and announced.