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For Immediate Release

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Notice Regarding the Implementation of Shareholder Perks

CERES INC. (the Company), hereby announces that at the Board of Directors meeting held on September 20, 2024, the implementation of a shareholder perks program for shareholders from the end of the fiscal year ending December 2024 was resolved as follows.

1. Objective of implementing shareholder perks

We recognize the continuous enhancement of our corporate value and the return of profits to our shareholders as key management issues. The Company has been listed on the Tokyo Stock Exchange since October 2014, and we have just celebrated our 10th anniversary. In light of this, we have decided to implement a shareholder perks program. This is to express our gratitude to our shareholders for their continued support and to provide them with an opportunity to gain a deeper understanding of our company by experiencing our group's services firsthand.

The Company is pursuing the objectives set out in its medium-term management plan, which will conclude in the fiscal year ending December 31, 2026, with the aim of enhancing its corporate value. The mobile services business, including the mainstay "MOPPY", a point site, is the primary driver of sales and profit growth. The financial services business, including the crypto asset exchange "CoinTrade" operated by consolidated subsidiary Mercury Inc., is spearheading innovation and is positioned as the next growth area. By diversifying our business portfolio with different growth models, the Company aims to achieve stable and discontinuous high growth over the medium to long term while reducing overall business risk.

However, due to the nature of our business, our stock price is significantly impacted by fluctuations in the cryptocurrency market in addition to the stock market. We recognize that this is a critical management issue and that our stock price may fluctuate at certain times. We hope that this new shareholder perk program will increase the attractiveness of the Company's stock as an investment and encourage new shareholders to consider long-term ownership of the Company's stock.

2. Details of shareholder perks program

(1) Eligible shareholders

This program is open to all shareholders who hold at least one unit (100 shares) of the Company's stock as of the end of December each year.

(2) Details of shareholder perks

Crypto assets (virtual currency) with a value of 10,000 yen^{*1} will be presented to the aforementioned eligible shareholders.

Number of shares held	Reference date	Details of shareholder perks
100 shares or more	End of December every year	Crypto assets (virtual currency) 10,000 yen equivalent ^{*1}

^{*1} We will deposit crypto assets (virtual currency) equivalent to 10,000 yen into your account at "CoinTrade", a crypto asset exchange operated by Mercury. Please note that shareholders who do not have a "CoinTrade" account will need to open a new one.

3. Procedures for shareholder perks

Further details regarding the cryptocurrency (virtual currency) that will be presented as a shareholder perk, along with the specifics of the process for receiving this perk, will be forthcoming.

4. Shareholder returns

	Year ending December 31, 2022	Year ending December 31, 2023	Year ending December 31, 2024 (Forecast)
Dividend per share	20.00 yen	20.00 yen	20.00 yen
Dividend per unit	2,000 yen	2,000 yen	2,000 yen
Shareholder perks	-	-	Crypto assets equivalent to 10,000 yen for one unit or more
Total amount of shareholder returns for holding one unit (dividend + shareholder perks)	2,000 yen	2,000 yen	12,000 yen equivalent

The combined shareholder yield, which is the sum of the dividend of 20 yen per share scheduled for the end of December 2024 and the shareholder perks, is 9.2% at the Company's share price of 1,306 yen as of September 19, 2024.

5. Overview of Mercury

Mercury operates the cryptocurrency exchange "CoinTrade". In order to differentiate itself from other companies, "CoinTrade" focuses on cryptocurrency investment services such as staking^{*2} and lending^{*3}. These services are not limited to making profits by buying and selling of crypto assets. They also aim to generate stable stock returns. "CoinTrade" proposes ways to manage crypto assets as a new asset class. New services such as accumulated purchase will be added in order to achieve a total crypto asset management platform.

The introduction of this shareholder perk is designed to facilitate a deeper understanding of the "CoinTrade" service among our shareholders. By engaging directly with the service, we anticipate that shareholders will recognize the inherent value of the Company.

*2 Staking is a service that enables users to receive rewards by depositing cryptocurrency on a blockchain network and contributing to the maintenance of the network. At present, staking is available for 11 different currencies at “CoinTrade”.

Cryptocurrency available at “CoinTrade” for staking

Cryptocurrency	Maximum annual rate	Lock period
ATOM (Cosmos)	12.0%	90 days
NEAR (NEAR Protocol)	6.0%	90 days
AVAX (Avalanche)	5.0%	90 days
ETH (Ethereum)	2.8%	90 days
HBAR (Hedera)	1.0%	90 days
SOL (Solana)	5.5%	90 days
PLT (Palette Token)	8.5%	90 days
DOT (Polkadot)	13.0%	90 days
XTZ (Tezos)	4.5%	90 days
IOST (IOST)	10.0%	90 days
ADA (ADA Coin)	3.0%	90 days

Please note that the maximum annual rate may vary depending on network conditions. The stated annual rate is as of September 2024 and does not guarantee the stated annual rate.

*3 Lending is a service that enables users to receive rewards based on the type and quantity of assets they hold by lending their cryptocurrency to Mercury for a specified period of time.

Cryptocurrency available at “CoinTrade” for lending

Cryptocurrency	Annualized rental rate	Features
ZPG (Zipang Coin Cold)	0.1%	Linked to the price of gold
ZPGAG (Zipang Coin Silver)	0.05%	Linked to the price of silver
ZPGPT (Zipang Coin Platinum)	0.1%	Linked to the price of platinum

6. Future Outlook

We are committed to maintaining a policy of actively returning profits to our shareholders, including those who hold shares for the long term. This will be done by taking into account our shareholder return policy as a whole.

Furthermore, we anticipate that the introduction of shareholder perks will enhance the appeal of the Company's shares as an investment opportunity. By leveraging the services of “CoinTrade”, operated by a subsidiary of our group, we anticipate fostering greater awareness of our cryptocurrency services and asset formation capabilities, which will ultimately enhance the Company's corporate value in the medium to long term.

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