



October 2, 2026

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Representative: Norio Ichikawa,
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(Securities code: 7965; Tokyo Stock Exchange Prime Market)
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Notice Concerning Partial Changes (Expansion) to Shareholder Benefits Program

Zojirushi Corporation (the “Company”) hereby announces that it has resolved, at a meeting of the Board of Directors held on October 2, 2026, partial changes to the shareholder benefits program as described below.

1. Reason for the change

The Company operates a shareholder benefits program to express gratitude for the ongoing support of shareholders and to help them gain a deeper understanding of the Company and its products.

The Company will revise the terms of the shareholder benefits program with the aim of enhancing the appeal of investing in its stock and encouraging more shareholders to hold its stock over the long term.

2. Details of the change

[Before change]

(1) Overview of the program

The Company offers its products at preferential prices and provides special shareholder discounts based on the number of shares held to shareholders who own at least one trading unit (100 shares) and are listed or recorded in the shareholder registry as of November 20 of each year.

(2) How to apply

Every February, the Company mails a brochure and an application postcard regarding the shareholder benefit sale to eligible shareholders, who will use the postcard to apply for the items of their choice from those listed in the brochure.

(3) Special shareholder discount

Number of shares held	Special shareholder discount
100 shares or more but less than 500 shares	1,000 yen off the total purchase amount
500 shares or more but less than 1,000 shares	2,000 yen off the total purchase amount
1,000 shares or more	4,000 yen off the total purchase amount

[After change] (Changes are underlined.)

(1) Overview of the program

The Company offers its products at preferential prices and provides special shareholder discounts based on the number of shares held and holding period to shareholders who own at least one trading unit (100 shares) and are listed or recorded in the shareholder registry as of November 20 of each year.

(2) How to apply

Every February, the Company mails a document outlining the shareholder benefit sale website and how to use it to eligible shareholders, who will log in to the website and apply for the items of their choice from those listed via the website.

(3) Special shareholder discount

Number of shares held	<u>Continuous holding period</u>	Special shareholder discount
100 shares or more but less than 500 shares	<u>Less than 3 years</u>	1,000 yen off the total purchase amount
	<u>3 years or more</u>	<u>1,500 yen off the total purchase amount</u>
500 shares or more but less than 1,000 shares	<u>Less than 3 years</u>	2,000 yen off the total purchase amount
	<u>3 years or more</u>	<u>3,000 yen off the total purchase amount</u>
1,000 shares or more	<u>Less than 3 years</u>	4,000 yen off the total purchase amount
	<u>3 years or more</u>	<u>6,000 yen off the total purchase amount</u>

3. Determination of continuous holding

- The continuous holding period of “3 years or more” refers to being recorded in the Company’s shareholder registry under the same shareholder number for seven or more consecutive times as of the Company’s record dates (May 20 and November 20).

If the continuity of the shareholder number is lost (for example, if a shareholder sells all the Company’s shares and then repurchased during the period, or if the registered owner changes due to inheritance), the requirement for continuous holding will not be met.

- The determination of the continuous holding period will be made by looking back three years from the record date. Shareholders who have held shares continuously for three years or more for the first time will be determined as such based on their continuous listing or recording in the shareholder registry under the same shareholder number during the period from November 20, 2023, to November 20, 2026.
- The number of shares held will be determined based on the number of shares held as of the most recent record date (November 20).

4. Effective date of the change

The Company will implement the change for those shareholders who are listed or recorded in its shareholder registry as of November 20, 2026.