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April 23, 2026

Company Name Macbee Planet, Inc.
Representative Tomohiro Chiba
 Representative Director and President
 (Code No.:7095 Tokyo Stock Exchange Prime)

Notice Regarding Repurchase of Treasury Shares
(Repurchase of Treasury Shares Under the Provisions of the Articles of Incorporation Pursuant to the Provisions of Article 165, Paragraph 2 of the Companies Act)

Macbee Planet, Inc. (“the Company”) hereby announces that, at the Board of Directors’ meeting held on April 23, 2026, it resolved matters related to the repurchase of treasury shares, pursuant to the provisions of Article 156 of the Companies Act as applied by replacing the relevant terms pursuant to the provisions of Article 165, Paragraph 3 of the same Act, as follows.

1. Reason for the repurchase of treasury shares

The evolution of generative AI is remarkable, expanding business possibilities not only in the internet advertising market but across various industries. The Company has been focusing on the performance-based marketing domain based on its "LTV Marketing" principle. The market size for performance-based marketing is expected to continue growing. In light of recent advancements in generative AI, we intend to expand growth areas by utilizing our accumulated expertise while achieving steady growth in existing areas in FY04/2027, the final year of the current Medium-Term Business Plan (*1). In particular, we will continue to actively pursue "stepping up M&A" as before. Details of growth strategies are scheduled to be explained along with the full-year financial results for FY04/2026 (scheduled for June 11, 2026). Furthermore, the Company recognizes that its current stock price does not accurately reflect its actual business condition or future growth potential and acknowledges the need to shift to a framework that accelerates agile business operations and initiatives to enhance corporate value.

Under these circumstances, the Company inquired with Mr. Matsumoto, the Director and Chairman of the Company, regarding whether the sale of his holdings could be considered as a potential option. As a result, we confirmed that he is open to considering a sale of shares held by him and his asset management company, MG LLC, which is the Company’s largest shareholder. The Company has concluded that repurchasing treasury shares through an Off-Auction Own Share Repurchase Trading

System (ToSTNeT-3) is beneficial for both the Company and its shareholders, as it allows the Company to provide an opportunity for shareholders to sell in the market, while mitigating the impact on market liquidity and stock price to a certain extent. The repurchased treasury shares are intended to be utilized for M&A activities, strategic capital alliances, and as incentives for officers and employees from the next fiscal year onwards. This transaction serves to lay the groundwork within the current fiscal year to implement these measures starting in the upcoming fiscal year.

Based on the above, following a series of discussions and careful consideration, the Company reached an agreement with Mr. Matsumoto. Under the agreement, if the stock price exceeds a certain level, Mr. Matsumoto will submit a sell order for 2.0 billion yen and will continue to hold his remaining shares (and will not further conduct any disposals through secondary offerings or the Company's repurchase of treasury shares, except for transactions related to business and capital alliances with partners that contribute to enhancing the Company's corporate value, or incentive-related transactions for the Company's officers and employees). Consequently, at the Board of Directors' meeting held today, with the approval of all directors except Mr. Matsumoto (who, as a party with a special interest, did not participate in the deliberations or resolution), the Company resolved to establish a new share repurchase authorization with a total limit of 2.1 billion yen.

2. Prerequisites for the repurchase of treasury shares

Regarding the financial outlook for FY04/2026, revenue is expected to be approximately 50.0 billion yen, a slight decrease from the revised financial results forecast (*2), while operating profit is expected to be generally in line with the forecast. For FY04/2027, the Company currently anticipates revenue and operating profit to be at the same level as the current fiscal year. An accurate forecast will be disclosed in the full-year financial results for FY04/2026 after careful review.

For FY04/2027, the Company intends to maintain a dividend of 55 yen per share (dividend payout ratio is expected to be 31% based on the FY04/2026 forecast), consistent with the dividends forecast for the current fiscal year, and aims to continue stable dividend payments thereafter. Furthermore, the Company does not intend to conduct any further repurchase of treasury shares from internal stakeholders and will consider repurchase of treasury shares in accordance with the current shareholder return policy.

The Company plans to utilize borrowings to cover the full amount required for the repurchase of treasury shares. Even after considering the aforementioned dividends payments, the Company expects to maintain the soundness and stability of its business operations and financial position moving forward.

3. Details of the repurchase of treasury shares

- 1) Type of shares to be repurchased: Common shares of the Company
- 2) Total number of shares to be repurchased: 1,750,000 shares (maximum)
- 3) Total amount of shares to be repurchased: 2,100,000,000 yen (maximum)
- 4) Repurchase period: April 24, 2026 to April 30, 2026
- 5) Repurchase method: Planned to be conducted through Off-Auction Own Share Repurchase Trading System (ToSTNeT-3)

(Note 1) The total number and the total amount of shares to be repurchased will not be changed.

(Note 2) Depending on market conditions and other factors, some or all of the orders may not be executed.

(Reference) Status of treasury shares as of April 23, 2026

Total number of shares outstanding (excluding treasury shares): 13,927,201 shares

Number of treasury shares: 727,071 shares

*1 Overview of the Medium-Term Business Plan

1. Plan for the period from FY04/2025 to FY04/2027, disclosed on September 12, 2024.
2. Numerical targets for FY04/2027: net sales of 70.0 billion yen, operating profit of 7.5 billion yen.
3. Business strategies:
 - 1) Shift to next-gen internet ad model (Transition to performance-based model).
 - 2) Integration of PR and acquisition (Transition/expansion to performance-based models).
 - 3) Disruptive growth through stepping up M&A.
4. Shareholder return policy:
 - 1) Dividend payout ratio: Target of 20%.
 - 2) Repurchase of treasury shares: Planned if the stock price is judged to be mispriced persistently.

*2 Revised financial results forecasts

1. "Notice Regarding Revision of Consolidated Financial Results Forecasts for FY04/2026" disclosed on December 11, 2025.
2. Revenue: 51.0 billion yen, Operating profit: 3.7 billion yen.