

February 13, 2023

To all parties concerned:

TSUBURAYA FIELDS HOLDINGS INC.
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Notice of Implementation of Shareholder Benefits (Commemorating the Establishment of TSUBURAYA FIELDS HOLDINGS Structure)

Our group, which started with “The Greatest Leisure for All People” as our corporate philosophy, took a new step forward under a new structure in October 2022 by integrating its group companies under the holding company, TSUBURAYA FIELDS HOLDINGS INC., to realize this philosophy.

Today, in commemoration of the establishment of TSUBURAYA FIELDS HOLDINGS structure, we have decided to present a commemorative gift with “Ultraman,” the representative IP of our group. The gift is given to our shareholders in appreciation of their continued support and kindness.



1. Details of commemorative gift

Ultraman is a world-class hero that continues to be loved by people of all generations. It has given people courage and excitement through a variety of media, including television, movies, and distribution.

This commemorative gift is a set of pins featuring: *Ultraman*, which was broadcast on TV in 1966; anime *ULTRAMAN*, which was distributed in 2019; and the movie *SHIN ULTRAMAN*, which was released in 2022. This is an extraordinary collaboration that transcends the boundaries of different works of “Ultraman”.

We ask all of our shareholders to accept this gift and to provide their understanding and support for the Group’s business activities and services.

2. Eligibility

We plan to present a single set of “TSUBURAYA FIELDS HOLDINGS INC. memorial framed pins set” to shareholders holding more than one unit of our shares, who are listed or recorded in our shareholder register as of March 31, 2023.

3. Shipping

Commemorative gifts are scheduled to be shipped from late July 2023 onward.

4. Other

This gift is to commemorate the establishment of TSUBURAYA FIELDS HOLDINGS structure, and we will continue to consider future shareholder-return measures from various perspectives, with a focus on dividends.

(Reference) For more information on “TSUBURAYA FIELDS HOLDINGS INC. memorial framed pins set”

We plan to deliver the gift with pins which uses symbolic characters and marks from each work, and the special logo plate on the frame, and put it in a special high-class decorative box (W330mm×H240mm×D50mm).



Introduction to each work:

Ultraman

A leading Japanese hero appearing in the TV series *Ultraman* created by Tsuburaya Productions, founded by Eiji Tsuburaya, who is known as the “father of special effects.” It was broadcast on TV in July 1966, with a maximum viewer ratio of 42.8%, and *Ultraman*, which became the golden character of the Japanese special effects TV series. The company celebrated its 55th anniversary in 2021 and continues to evolve with much support.

ULTRAMAN

A comic work depicting the continuation of *Ultraman* which was broadcasted in 1966. In November 2011, the comic was launched as a series in the first issue of *HERO'S Monthly*. In 2019, it was converted to an anime with a full 3DCG and distributed worldwide in Netflix. Season 2 was distributed in 2022, and the FINAL season will be released in spring 2023.

SHIN ULTRAMAN

A special effects fantasy feature film created anew by the pairing of Hideaki Anno & Shinji Higuchi. Since it was released nationwide on May 13, 2022, it has recorded a huge hit with box office revenues of over ¥4.4 billion, and it is now successively released worldwide and is highly regarded.

<Notes>

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