



August 8, 2025

Company name: BUFFALO INC.
 Name of representative: Hiroyuki Maki, President & C.E.O.
 (Securities code: 6676)
 Inquiries: Hideto Fukaya, General Manager,
 CEO's Office
 (Telephone: +81-3-4213-1122)

Notice Concerning Introduction of Shareholder Benefit Program

BUFFALO INC. (the “Company”) hereby announces that it has resolved, at a meeting of the Board of Directors held on August 8, 2025, to introduce a shareholder benefit program. The details are described below.

1. Purpose of introducing a shareholder benefit program

To express our gratitude for the unwavering support and patronage of our shareholders, and in an effort to enhance the attractiveness of the Company’s stock as an investment, improve its liquidity, promote medium- to long-term holding of the Company’s stock, and to remove the Company from the category of a foreign investor under the Foreign Exchange and Foreign Trade Act, we have decided to introduce a shareholder benefit program.

Shareholder benefits will include a digital gift that can be used when purchasing the Company’s products. We hope that shareholders will take this opportunity to purchase the Company’s products and deepen their understanding of our products and business.

Note: The ratio of foreign investors among the Company’s shareholders exceeds 50% in real terms, and the Company is therefore classified as a foreign investor under the Foreign Exchange and Foreign Trade Act and subject to certain restrictions on its investment and other activities.

2. Summary of shareholder benefit program

(1) Eligible shareholders

Eligible shareholders are those who are listed or recorded in the Company’s shareholder registry as of the initial record date of September 30, 2025, and subsequently on March 31 and September 30 of each year, holding at least one unit (100 shares) of the Company’s stock.

(2) Details of shareholder benefits

Digital gifts will be presented to eligible shareholders on each record date as follows.

Number of shares held	Continuous holding period	Details of shareholder benefits	
		March 31 of each year	September 30 of each year
100 shares (1 unit) or more	Less than 3 years	Digital gift worth ¥3,000	Digital gift worth ¥3,000
	3 years or more	Digital gift worth ¥5,000	Digital gift worth ¥5,000

* A continuous holding period of three years or more refers to being listed or recorded with the same shareholder number in the shareholder registry for seven or more consecutive times on the record dates, which are March 31 and September 30 of each year.

- * For the record date of September 30, 2025, a continuous holding period of three years or more requires being listed with the same shareholder number seven consecutive times, starting with the shareholder registry of September 30, 2022 as the first instance.
- * The planned services for redeeming the digital gifts are as follows. Please note that the final list of services is subject to change in the future.

PayPay Money Lite / d POINT / au Pay Gift Card / Rakuten Point Gift / Edy Gift ID / Apple Gift Card /Google Play Gift Code

(3) Choosing a service to redeem the digital gift

We will send the “Shareholder Benefit Information*” to eligible shareholders enclosed with the “Interim Financial Statements” or the “Notice of the Annual General Meeting of Shareholders.” Please follow the instructions in the “Shareholder Benefit Information” to select your preferred redemption service online and proceed with the redemption process.

Please note that after the selection period has passed, you will no longer be able to complete the redemption process. Please complete the redemption process within the designated selection period.

- * A notice containing an individual number for eligible shareholders to obtain and redeem a digital gift

(4) Timing of digital gift

Based on the record dates of March 31 and September 30, we plan to send Shareholder Benefit Information to the addresses listed in the shareholder registry within approximately three months from the entitlement date.

3. Start date of shareholder benefit program

The program will commence for shareholders who are listed or recorded in the Company’s shareholder registry as holding the Company’s stock as of September 30, 2025.

4. Future outlook

The impact of this matter on the Company’s financial performance is currently under review. Necessary disclosures will be made in the future as the need arises.

#