

Policy for Increasing Dialogues with Shareholders and Investors

1. Framework for increasing dialogues

We are aware that it is important to increase constructive dialogues with shareholders and investors in order to attain continuous corporate growth and to improve corporate value over the medium to long terms.

Our executive officer serving as head of the Public Relations Office is in charge of investor relations activities.

Responsible for investor relations, the Public Relations Office is working with the Corporate Planning Department and the Treasury & Accounting Department to facilitate investor relations activities and to organize dialogues between our management team and shareholders. As for meetings with shareholders, the Public Relations Office and the General Affairs Department act as contacts. In view of the purposes and other backgrounds of the interviews, our directors including outside directors, executive officers and Audit & Supervisory Board members will in principle respond as appropriate within a reasonable extent.

2. A commitment to constructive dialogues with shareholders and investors

<Expanding the number of individual meetings with shareholders and investors>

To enrich dialogues with shareholders and investors both in Japan and internationally, we will hold individual meetings for an exchange of information. We will seek more opportunities for our representatives and CFO to hold direct dialogues with major shareholders and investors in Japan and overseas, to facilitate a positive exchange of views. As of the end of March 2023, overseas shareholders held around 30% of our outstanding shares. Our investor relations activities for investors based outside Japan include meetings in conferences joined by investors in Japan and overseas and other positive and continuous efforts to build relationships with them. We took part in a global investment conference that was held in Tokyo in March 2023.

<Initiatives for dialogues other than individual meetings>

We actively organize events separately tailored to shareholders and investors, to securities and bonds analysts and to personal investors. They include financial results briefings, conference calls, business strategy briefings and participation in IR events for personal investors. For the purpose of fair disclosure, we are continuously improving our information disclosure. For instance, we publish on our website integrated reports we have been issuing since March 2020 for stressing our medium- and long-term value creation in addition to financial results briefing materials with and without transcripts, supplementary financial results materials, audio distribution, main questions and answers in briefings and other investor relations materials.

3. Reporting of dialogues with shareholders and investors

The Public Relations Office, responsible for investor relations, plays a central role in properly reporting to our management executives the feedback heard from shareholders and investors in dialogues and analyst reports and other materials issued as appropriate. It also delivers reports on the dialogues to the Board of Directors, the Management Conference and other meeting bodies so that they can be used in discussions for improving corporate value.

4. Management of insider information in dialogues

As an information disclosure policy including the management of insider information, we have separately adopted our Disclosure Policy. In accordance with this policy, we strictly practice fair disclosure and ensure that our activities are appropriate.

<Disclosure policy>

https://corporate.saisoncard.co.jp/en/disclosure_policy/

5. IR activities

We hold two briefings for shareholders, investors and securities and bonds analysts each year, one after the second half and the other after the fourth quarter. On these occasions, our representatives and CFO outline financial results for relevant periods and provide explanations about our management strategies and operational achievements. We also organize briefings on business strategies, which draw considerable attention from shareholders and investors. (The latest event was a briefing on our global strategy and the CSDX Strategy in December 2022.) In addition, we are resuming face-to-face meetings as appropriate after they were suspended because of the COVID-19 pandemic. We are increasing the number of opportunities to meet shareholders and investors in an effort to continuously foster constructive dialogues.

<Principal investor relations activities (part of the sustainability data)>

<https://corporate.saisoncard.co.jp/en/sustainability/data/>

6. Awards from outsiders

On the basis of enhancing information disclosure behind constructive dialogues, we are also focusing on creating a number of different tools. Our website and integrated reports are so highly regarded that they consistently win awards from outside institutions.

<Investor relations website>

We were awarded an AA-rating in the All Markets category of the All Japanese Listed Companies' Website Ranking 2022 by Nikko Investor Relations Co., Ltd.



(<https://www.nikkoir.co.jp/>)

<Integrated Report>

We were awarded in two categories of the International ARC Awards 2022, which is the world's largest annual report competition.



<Other External recognition>

Other external recognition are posted on our website.

<Initiatives and external recognition > <https://corporate.saisoncard.co.jp/en/sustainability/initiative/>