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May 15, 2026

To Our Shareholders and Investors:

Company name: Gakken Holdings Co., Ltd.  
Name of representative: Hiroaki Miyahara, Representative Director and President  
(Securities code: 9470; Tokyo Stock Exchange Prime Market)  
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### Notice Regarding the Implementation of the 80th Anniversary Commemorative Shareholder Benefit Program “Supporting Learning”

We are pleased to announce that our company celebrated its 80th anniversary on April 1, 2026. We would like to express our sincere gratitude to our shareholders and all other stakeholders for their continued support, which has made this milestone possible.

To commemorate our 80th anniversary and to further deepen understanding of our business activities, we have decided to implement a special commemorative shareholder benefit program titled “Supporting Learning,” as outlined below.

#### ■ Overview of the 80th Anniversary Commemorative Shareholder Benefit Program “Supporting Learning”

- Record Date: September 30, 2026
- Eligible Shareholders:
  1. New shareholders (holding 100 shares or more)
  2. Shareholders who increased their holdings (increase of 100 shares or more)

*Please refer to “Eligibility” below for detailed conditions.*
- Benefit Details: One item selected from a Gakken Group product set (scheduled value: approximately ¥5,000)
- Application Procedure:

Applications will be accepted online (scheduled to begin in late November 2026), and products are scheduled to be shipped from December 2026 onward.
- This commemorative benefit program is a one-time initiative only.

#### ▼ Examples of the commemorative shareholder benefit program “Supporting Learning”

*The product images shown are for illustrative purposes only and may differ from the actual products provided.*



## 1. Background and Purpose of the Commemorative Benefit Program

Since our founding, we have supported learning for people of all generations—from infants and children to adults—through our publishing business.

As we celebrate our 80th anniversary, we have planned this commemorative shareholder benefit program, “Supporting Learning,” with the aim of further deepening understanding of the businesses and initiatives of the Gakken Group.

Through this commemorative program, we will offer curated product sets that reflect the unique characteristics of the Gakken Group and support learning and intellectual curiosity.

We hope this opportunity will further increase interest in the Gakken Group.

## 2. Details of the Commemorative Shareholder Benefit Program

### (1) Eligibility

#### ① New Shareholders

Shareholders who were not listed in the Company’s shareholder registry as of March 31, 2026, but are newly listed in the shareholder registry as of September 30, 2026, and hold 100 shares or more.

#### ② Shareholders Who Increased Their Holdings

Among shareholders listed in the Company’s shareholder registry both as of March 31, 2026, and September 30, 2026, those whose number of shares held increased by 100 shares or more compared with March 31, 2026 (the most recent record date).

In principle, eligibility will be determined based on the same shareholder number recorded in the shareholder registry. Shareholders whose “increase in shareholdings” is 100 shares or more will be eligible.

Example:

Holdings as of March 31: 200 shares → Holdings as of September 30: 350 shares

Increase in holdings: 150 shares

### (2) Benefit Details

Commemorative Shareholder Benefit “Supporting Learning”:

One product set selected from a Gakken Group product set (scheduled value: approximately ¥5,000)

*(Example product sets: two-volume illustrated encyclopedia set, etc.)*

### (3) Application Procedure

Eligible shareholders may apply online (scheduled to begin in late November 2026), and products are scheduled to be shipped from December 2026 onward.

*Please note that benefits cannot be provided without an online application.*

## 3. Other Important Information

- This commemorative shareholder benefit program is a one-time initiative for shareholders who meet the eligibility requirements described above.
- The existing regular shareholder benefit program (“Regular Shareholder Benefits”) will continue unchanged. Shareholders who qualify for both this commemorative benefit program and the Regular Shareholder Benefits may apply for both programs.(\*)

### (\* ) Regarding the Regular Shareholder Benefits Program

Eligible shareholders are those who are registered in the Company’s shareholder registry under the same shareholder account number for three consecutive record dates from September 30, 2025, through September 30, 2026, and who hold 100 shares or more on each record date.

## 4. Our Commitment to Shareholders

We would like to express our sincere appreciation to our shareholders for their continued support and ownership of our shares.

This commemorative shareholder benefit program is intended to attract new shareholders and encourage the expansion of shareholdings, which we believe will ultimately contribute to enhancing the market valuation of our shares.

We will continue to consider appropriate ways to enhance shareholder returns going forward.

## 5. Outlook

- We expect the impact of this matter on our financial results for the current fiscal year to be minimal.
- Details regarding the procedures, contents, and any changes relating to both this commemorative benefit program and the Regular Shareholder Benefits program will be announced through our IR website, shareholder benefit catalog (scheduled to be distributed in early December), IR e-mails, and other channels.
- Please note that we may not be able to respond to individual inquiries regarding eligibility determinations for this commemorative shareholder benefit program.

◆ Gakken Holdings IR Website : <https://www.gakken.co.jp/ja/ir.html>  
Shareholder Benefit Information : <https://www.gakken.co.jp/ja/ir/individual/benefit.html>

◆ Contact Information:

Gakken Holdings Shareholder Benefit Office : [GakkenHD-IR@gakken.co.jp](mailto:GakkenHD-IR@gakken.co.jp)