



November 14, 2024

Company name: MEGMILK SNOW BRAND Co., Ltd.
Representative: Masatoshi Sato, Representative Director
and President
(Stock code: 2270, TSE Prime Market/SSE)
Contact: Masanori Sagara, General Manager
Public Relations & Investor Relations
Department
(Phone: +81-3-3226-2124)

Notice Concerning Determination of Matters Related to Acquisition of Shares
under the Performance-Linked Stock Compensation Plan

MEGMILK SNOW BRAND Co., Ltd. (the "Company") resolved to continue the stock compensation plan (hereinafter referred to as the "Plan" and the trust already established for the introduction of the Plan referred to as the "Trust") for our directors and executive officers (excluding directors who are members of the Audit and Supervisory Committee and outside directors, hereinafter collectively referred to as the "Directors, etc.") at the Board of Directors meeting held on May 15, 2023, and some changes, and such changes and continuation of the Plan for the Directors, etc. were approved at the 14th Ordinary General Meeting of Shareholders held on June 28, 2023. The Company have decided, at the Board of Directors meeting held today, to entrust additional money to the trustee of the Trust to enable it to additionally acquire the Company's shares, the details of which are set out below.

As to the outline of the Plan, please refer to the "Notice Concerning Revision of Amounts of Compensation for Directors and Continuation and Partial Revision of Performance-Linked Stock Compensation Plan" dated May 15, 2023.

1. Outline of the Trust

(1) Name	Stock Issuance Trust for Directors
(2) Trustor	The Company
(3) Trustee	Sumitomo Mitsui Trust Bank, Limited (Re-trust trustee: Custody Bank of Japan, Ltd.)
(4) Beneficiaries	Directors, etc. fulfilling beneficiary requirements
(5) Trust administrator	A third party independent of the Company and its officers
(6) Exercise of voting rights	Voting rights pertaining to the Company's shares in the Trust will not be exercised during the Trust period.
(7) Type of trust	Money in trust other than money trusts (third-party benefit trusts)
(8) Trust agreement date	August 20, 2020
(9) Date of additional trust of money	November 22, 2024 (planned)
(10) Trust termination date (after extension)	August 31, 2026 (planned)

2. Matters concerning the acquisition of the Company's shares by the trustee of the Trust

(1) Type of shares to be acquired	Common stock
(2) Total acquisition cost of shares	285,000,000 yen (maximum)
(3) Total number of shares to be acquired	137,500 shares (maximum)
(4) Method of shares acquisition	Acquisition through transactions on the exchange market (including off-floor transactions)
(5) Period of share acquisition	November 22, 2024, to December 20, 2024 (planned)

Disclaimer: This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail. The Company assumes no responsibility for this translation or for direct, indirect or any other forms of damages arising from the translation.