August 7, 2026

Company name	Sapporo Breweries Limited
Representative	Hiroshi Tokimatsu President and Representative Director
Securities code	2501
Listed on	Tokyo Stock Exchange (Prime Market); Sapporo Securities Exchange
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Notice Concerning Revision (Expansion) of the Shareholder Benefit Plan

Sapporo Breweries Limited (the "Company") hereby announces that it has decided to revise (expand) the Shareholder Benefit Plan as described below.

1. Reason for Revision (Expansion) of the Shareholder Benefit Plan

As of the record date of December 31, 2025, the Company implemented a 5-for-1 stock split of its common stock held by shareholders recorded in the final register of shareholders as of that date (effectively December 30, 2025, as December 31, 2025, was a non-business day for the shareholder register administrator), with an effective date of January 1, 2026.

In line with this stock split, the Company has decided to revise and expand the Shareholder Benefit Plan starting from the fiscal year ending December 31, 2026.

Furthermore, in conjunction with the formulation of the Sapporo Group's Medium-Term Management Plan (2027–2030), and with the aim of further deepening relations with its shareholders, the Company regards appropriate shareholder returns as a key management policy. It will continue to strive for further enhancement of corporate value and expansion of shareholder returns.

Regarding the Shareholder Benefit Plan, the Company will review the eligibility categories based on the continuous holding period and the number of shares held. It will also introduce changes (expansions) to the benefit details to promote understanding of the Sapporo Group and enhance convenience for shareholders using the benefits.

2. Details of Changes (Expansion)

Due to the stock split, the number of shares held required for eligibility and the benefit details under the current and revised plans are as follows:

Pre-split: 100 shares → Post-split: 500 shares
Pre-split: 200 shares → Post-split: 1,000 shares
Pre-split: 1,000 shares → Post-split: 5,000 shares

Revised Shareholder Benefit Plan

Number of shares held (based on the post-split number of shares)	Long-term shareholders (3 years or more) Select one of the following:	Shareholders (1 to less than 3 years) Select one of the following:
100–299	Digital coupons (Note 1) (1,000 points)	Digital coupons (1,000 points)
300–999	Digital coupons (4,000 points) Canned beer set (350ml x 12 cans) (Note 2) Beverage set (3,000 yen value) (Note 3) Donation for social contribution (3,000 yen) (Note 4)	Digital coupons (2,000 points) Donation for social contribution (2,000 yen)
1,000–1,999	Digital coupons (8,000 points) Canned beer set (350ml x 24 cans) Beverage set (6,000 yen value) Donation for social contribution (6,000 yen)	Digital coupons (4,000 points) Donation for social contribution (4,000 yen)
2,000–	Digital coupons (15,000 points) Canned beer set (350ml x 48 cans) Beverage set (12,000 yen value) Donation for social contribution (12,000 yen)	Digital coupons (8,000 points) Donation for social contribution (8,000 yen)
In addition to the foregoing, shareholders holding at least 1,000 shares will receive five special complimentary coupons (20% discount) redeemable at Sapporo Lion Group and other eligible restaurants.		

Notes: 1. Digital Shareholder Coupons ("Digital Coupons") will be newly introduced with the aims of promoting understanding of the Sapporo Group, enhancing user convenience, and addressing environmental concerns.
Under this system, shareholders register as members on the dedicated website for shareholders (Note 5), and obtain and use the Digital Coupons on their mobile devices, such as smartphones. The coupons can be redeemed at a rate of 1 point = 1 yen on the Sapporo Group's e-commerce site and at domestic restaurants of the Sapporo Lion Group (excluding certain restaurants).
Furthermore, to promote the above objectives, for long-term shareholders who select Digital Coupons as their benefit option, the Company will award points at an increased rate compared to other options.

2. The beer provided as shareholder benefits will be 350ml cans of Sapporo Draft Beer Black Label or Yebisu Beer, etc.
   Example of benefits for long-term shareholders who hold shares for 3 years or more:
   - Holding 100 pre-split shares (500 post-split shares): 6 cans → 12 cans
   - Holding 200 pre-split shares (1,000 post-split shares): 12 cans → 24 cans
   - Holding 1,000 pre-split shares (5,000 post-split shares): 20 cans → 48 cans
3. The beverages provided as shareholder benefits will be the Kire-to Lemon series, etc.
4. In addition to the amounts donated by shareholders, the Company will donate an equal amount. The organizations to which donations will be made for social contribution will be announced in the Guide to Shareholder Benefits.
5. A dedicated website for shareholders will be newly established to facilitate shareholders' applications for and use of benefits (including Digital Coupons) and to deepen communication with shareholders. The site is scheduled to open within this year; further details will be announced on the Company's website as soon as they are finalized.

Reference: Current Shareholder Benefit Plan

Number of shares held (based on the pre-split number of shares)	Long-term shareholders (3 years or more) Select one of the following:	Shareholders (1 to less than 3 years) Select one of the following:
100–199	Canned beer set (350ml x 6 cans) Food and beverage set (1,500 yen value) Donation for social contribution (1,000 yen)	Canned beer set (350ml x 4 cans) Food and beverage set (1,000 yen value) Donation for social contribution (1,000 yen)
200–999	Canned beer set (350ml x 12 cans) Food and beverage set (3,000 yen value) Donation for social contribution (2,000 yen)	Canned beer set (350ml x 8 cans) Food and beverage set (2,000 yen value) Donation for social contribution (2,000 yen)
1,000–	Canned beer set (350ml x 20 cans) Food and beverage set (4,500 yen value) Donation for social contribution (3,000 yen)	Canned beer set (350ml x 12 cans) Food and beverage set (3,000 yen value) Donation for social contribution (3,000 yen)
In addition to the foregoing, shareholders holding at least 200 shares will receive five special complimentary coupons (20% discount) redeemable at Sapporo Lion Group and other eligible restaurants.		

3. Eligible Shareholders

The plan covers shareholders who hold at least 100 shares continuously for one year or more as of the record date of December 31 each year, and are listed on the Company's shareholder register. "Shareholders who hold shares continuously for one year or more" refers to those who have been listed or recorded on the Company's register of shareholders under the same shareholder number with 100 or more shares held at least three consecutive times as of the shareholder register record dates (June 30 and December 31).

In addition, "long-term shareholders" refers to those who have held at least 100 shares continuously for three years or more, defined as shareholders who have been listed or recorded on the Company's register of shareholders under the same shareholder number with 100 or more shares held at least seven consecutive times as of the shareholder register record dates (June 30 and December 31).

4. Timing of Implementation

・The revised Shareholder Benefit Plan will apply starting with shareholders recorded on the register of shareholders as of December 31, 2026, based on the number of shares held after the stock split.

・However, in the initial year of the transition to the new plan, shareholders who are listed or recorded on the register of shareholders holding 100 or more shares as of the record date of December 31, 2026, will be deemed to have held the shares continuously for one year, even if their continuous holding period is less than one year.

5. Other Information

Information on how to apply for the benefits will be sent along with the Notice of Convocation of the Ordinary General Meeting of Shareholders, scheduled for dispatch around March 2027, under the title "Guide to Shareholder Benefits." Please refer to that document for further details.

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