May 14, 2025

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 regarding Repurchase of Own Shares (Repurchase of Own Shares pursuant to Provision of Incorporation in accordance with paragraph 2 Article 165 of the Companies Act)

MEGMILK SNOW BRAND Co., Ltd. (the "Company") announced that its Board of Directors resolved to repurchase its own shares in accordance with Article 156 of the Companies Act applicable pursuant to paragraph 3 Article 165 of the Act today.

1. Reason for Repurchasing Shares

Based on the capital policy outlined in our newly announced management plan "Next Design 2030" for fiscal year 2030, the Company has decided to acquire our own shares with the aim of improving capital efficiency. This decision considers the comprehensive factors of stock price, capital structure, and funding needs for growth investments.

2. Details of the Repurchase

(1) Class of shares to be repurchased	Common stock of the Company
(2) Total number of shares to be repurchased	Up to 10,000,000 shares (Percentage to the total number of shares in issue (excluding treasury stock) 14.8 %)
(3) Total amount of repurchase	Up to JPY 20,000,000,000
(4) Repurchase period	From May 15, 2025 to March 13, 2026
(5) Repurchase method	①Market purchases through Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) ②Market purchase on the Tokyo Stock Exchange
(6) Others	The Company plans to cancel all shares repurchased under this program by resolution of the Board of Directors, pursuant to the provisions of Article 178 of the Companies Act.

(Reference)
Status of shares in issue and treasury stock as of April 30, 2025
Total number of shares in issue (excluding treasury stock) 67,679,039 shares
Number of treasury stock 3,072,816 shares
※Treasury stock does not include shares owned by the officer compensation trust account.

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