

January 25, 2023

CyberAgent, Inc.
TSE: 4751
Susumu Fujita
Representative Director, CEO

Notice on introduction of shareholder benefit program

CyberAgent, Inc (the Company) today announced that its Board of Directors resolved to introduce a shareholder benefit program at the meeting held on January 25, 2023, as stated below.

1. Purpose of the shareholder benefit program

As a way to express our gratitude to shareholders for their continuous support, we decided to adopt a shareholder benefit program to deepen understanding of our service through the program and encourage more people to own our shares over the medium to long term.

2. Details of the shareholder benefit program

- (1) Shareholders who hold 100 shares or more of the Company's stock as of the end of September of each year are eligible for the program.
- (2) A free coupon for the premium service of ABEMA, provided by our consolidated subsidiary AbemaTV, Inc, will be sent to the eligible shareholders.

Number of shares owned	Coupon details
100 (1 unit) - 499 shares	3 months free coupon for ABEMA Premium service
500 (5 units) or more	12 months free coupon for ABEMA Premium service

3. Commencement of the shareholder benefit program

The coupon will be sent in December to Shareholders who hold 100 shares or more of the Company's stock as of the end of September 2023.

4. Terms of use

- The internet connection must be needed.
- The fees associated with internet access are to be covered by the shareholder.
- Free registration to ABEMA will be required.
- Further information on how to use the shareholder benefits will be posted on the Company's investor relations website and enclosed when the shareholder benefits are sent out.