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FOR IMMEDIATE RELEASE

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## Announcement Regarding Partial Change in Shareholder Benefit Program

Avex Inc. ("the Company") hereby announces that it has decided to change its shareholder benefit program as detailed below.

### 1. Purpose of Amendments

The Company has operated the shareholder benefit program for the purposes of showing its appreciation for the ongoing support of shareholders and for obtaining understanding and continued support for the Avex Group by allowing shareholders to experience its businesses. In the course of the relaxation of activity restrictions, which have lasted nearly three years under the COVID-19 pandemic, the Company reviewed its shareholder benefit program as one that is being provided by an entertainment company, while considering requests from shareholders. Consequently, we decided to partly change the shareholder benefit program to one that is experience-based, with a focus on live events, to offer shareholders access to a wide range of the Group's intellectual property\*.

\*In the entertainment field, intellectual property refers to music, artists, talent, animation and video works, games and characters and among others.

### 2. Details of Amendments

#### (1) Priority booking for performances mainly starring Avex Group artists [New]

The Company will introduce a program that gives shareholders access to priority booking for certain live events, theatrical and other performances designated by the Company, mainly starring Avex Group artists.

As previously arranged, fan club subscribers continue to be given top priority in booking. However, shareholders are now also entitled to make bookings earlier than the public. This program is scheduled to apply to performances for which tickets will be released starting from this coming fall. We will be making a separate announcement as soon as the performances subject to this program, booking procedures and other details are determined.

#### (2) Priority booking for *a-nation* events [Unchanged]

Shareholders will remain entitled to priority bookings for *a-nation* events.

At the moment, details of this year's *a-nation* event have yet to be confirmed, including the form in which it will take place. Please note that priority booking is available when it is confirmed that the event will be held.

#### (3) Offering of coupon codes for access on dTV and on AWA [Discontinued]

The Company has decided to discontinue offering coupon codes for access on the dTV digital video distribution service and on the AWA digital music distribution service, since they are already widely used by shareholders.

### 3. Timing of the Change

The above change will apply to shareholders owning at least one unit of shares of the Company entered or recorded in the shareholders' register as of the end of March 2023 (record date).

The Company will be making a separate announcement on the details of future shareholder benefits and other matters.