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July 14, 2025

Company name: MAC HOUSE CO.,LTD.
Representative: Koji Ishino,
Representative Director
and President
(Securities code : 7603;
Tokyo Stock Exchange
Standard Market)
Inquiries: Daisuke Kobayashi,
Director and General
Manager of Management
Division
(Telephone: +81-3-3316-1911)

Notice Regarding Decision on Growth Strategy Policy

MAC HOUSE CO.,LTD (hereinafter "the Company") hereby announces that at the Board of Directors meeting held on July 11, 2025, the Company has decided on its "Growth Strategy Policy" as follows.

1. Details of the Decision

The Company has formulated a "Growth Strategy Policy" aimed at enhancing corporate value over the medium to long term.

This policy outlines the Company's basic approach to growth, including future priority business areas, investment policies, and initiatives for new business development.

2. Regarding the Attached Document

The details of this matter are explained in the attached document "Growth Potential Materials." Please refer to it accordingly.

1

Vision for Growth

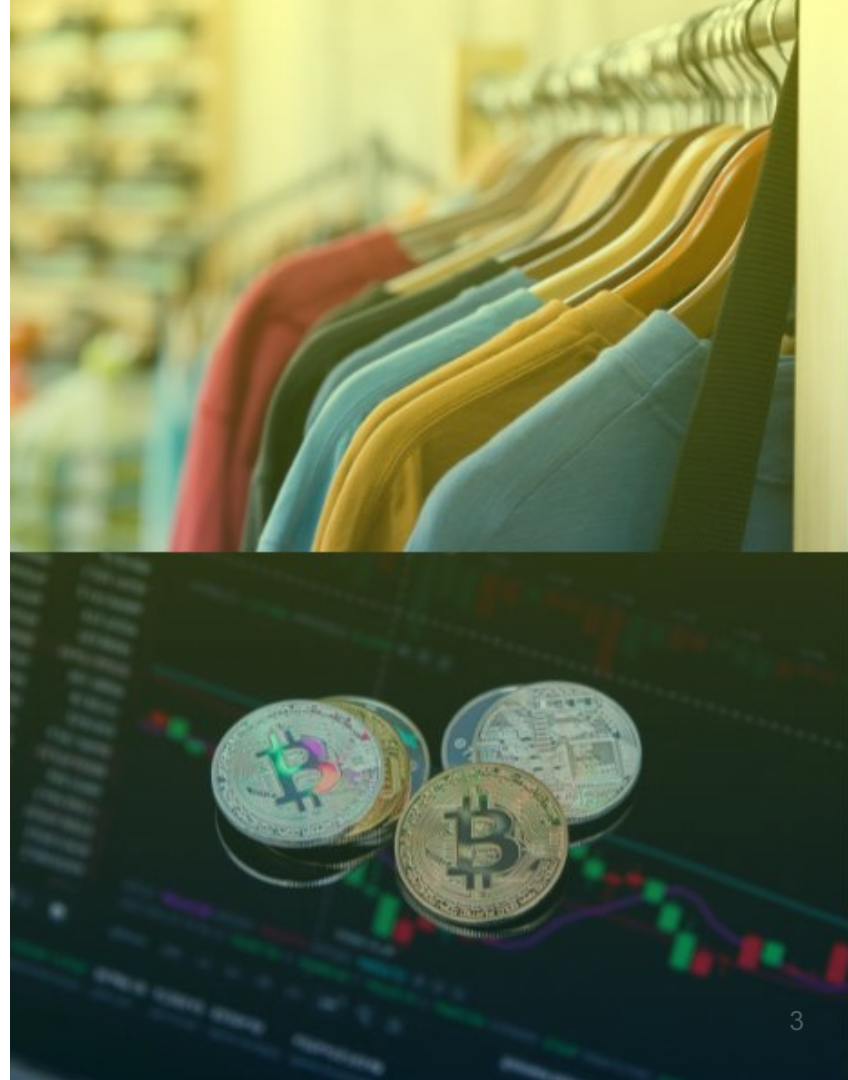


Unprecedented Growth through the Fusion of Lifestyle and Investment

Mac-House is pursuing unprecedented growth in the apparel and lifestyle sector by placing its Bitcoin strategy at the core, while maintaining a firm foundation in apparel and lifestyle.

As a multi-faceted enterprise powered by a new revenue engine, we are poised to navigate change with agility and resilience.

By seamlessly integrating fashion and finance, we are evolving into a next-generation hybrid leader – one that drives sustainable growth and long-term corporate transformation.



Unprecedented Growth through the Fusion of Lifestyle and Investment

Crypto Assets and Financial Investment

Apparel and Lifestyle Sector

Investment



Lifestyle

By transforming into a diversified business entity equipped with a new revenue engine, we aim to achieve sustainable innovation and growth in a rapidly changing market environment.

Positioning Bitcoin Treasury as a Core Strategy, Evolving into an Unprecedented Hybrid Revenue Model

Mac-House is building a sustainable revenue base through its apparel and lifestyle businesses while achieving nonlinear growth in the financial and investment sectors via crypto assets, venture capital, and M&A. By integrating these two domains, we are evolving into an unprecedented hybrid revenue model that drives both innovation and growth even amid a rapidly changing market environment.

Toward Exponential and Nonlinear Growth

Crypto Assets and
Financial Investments

Apparel and Lifestyle Sector

Toward Steady and Reliable Growth

2

Strategy for Crypto Assets and Financial Investments Centered on Bitcoin Treasury

Holding Targets and Bitcoin Treasury Strategy

Mac-House strategically holds Bitcoin as part of its asset management to enhance corporate value. We closely monitor market trends and proactively acquire Bitcoin, actively incorporating it into our asset portfolio.



1,000BTC

**Establishing Our Status
as a Bitcoin Treasury Firm**

Agile Bitcoin Purchasing

Assess market timing, purchase at appropriate moments, and hold as corporate assets

Flexible management in response to price fluctuations

Monitor Bitcoin market price fluctuations and execute additional purchases or sales as needed

Maintain rigorous risk management and portfolio diversification

Initiatives to Strengthen the Bitcoin Treasury Strategy

Bitcoin Mining

We enter the Bitcoin mining business to build a stable acquisition framework. By developing infrastructure and leveraging scale, we aim to secure a competitive Bitcoin position.

- ✓ **Industry partnerships with mining companies**
- ✓ **Development of in-house mining facilities in Japan and overseas**
- ✓ **Efficient operations through the adoption of energy-saving technologies**

Staking

We efficiently grow Bitcoin and other crypto holdings through staking, which involves locking assets in networks to earn rewards and pursue stable returns.

- ✓ **Reinvest staking rewards to grow assets**
- ✓ **Select secure and competitive platforms and manage risks**
- ✓ **Ensure stable income through staking**
- ✓ **Achieve long-term asset growth and increased crypto holdings**

Introduction of a Bitcoin Payment System

By introducing a Bitcoin payment system, we offer new value to everyday crypto users, targeting younger and digitally engaged customers to develop new markets.

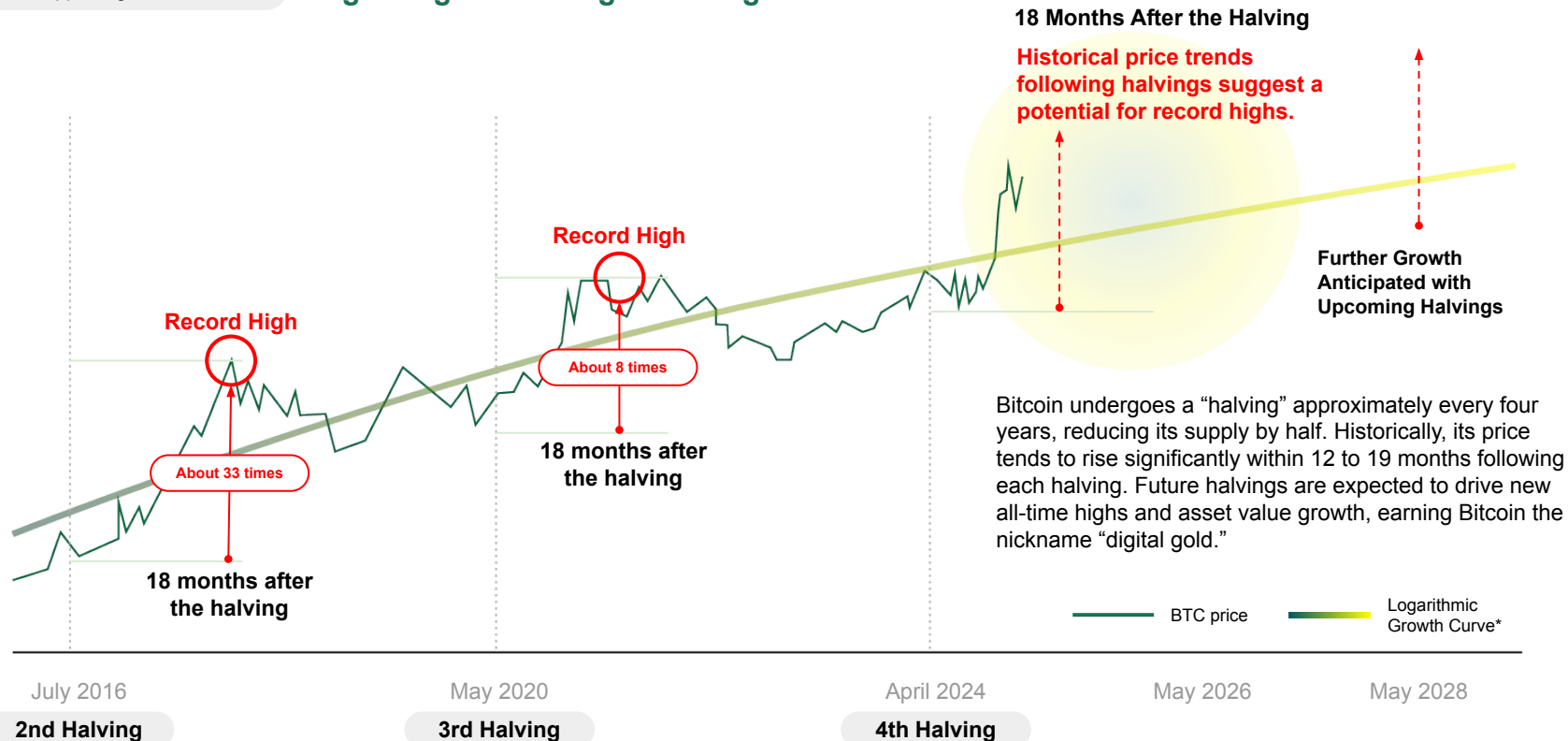
- ✓ **Introduction of Bitcoin payments in online and physical stores**
- ✓ **Offering rewards and discounts at the time of payment**
- ✓ **Implementation of a Bitcoin accumulation (savings) program**

Ecosystem Expansion Strategy (Including NFT Strategy)

We strengthen collaboration with cryptocurrency and NFT-related products and services to promote the use of digital assets. This approach will indirectly increase our Bitcoin holdings.

- ✓ **Entry into the NFT market**
- ✓ **NFT creation and sales of character license products**
- ✓ **Introduction of a cryptocurrency-based loyalty program**
- ✓ **Launch of an online shop related to cryptocurrencies**

Regarding the Strategic Holding of Bitcoin



Preparing for Asset Management Using Bitcoin

Positioning Bitcoin as “digital gold,” we aim to diversify our financial strategy and create future revenue streams, officially entering the crypto asset business in September 2025.

Acquisition Policy

Mac-House adopts a dollar-cost averaging approach for Bitcoin acquisition, systematically purchasing a fixed amount each month. Additionally, when market prices experience significant temporary declines, we execute agile lump-sum purchases. **By balancing steady accumulation with opportunistic concentrated investments**, we aim to enhance long-term asset growth and financial flexibility.

Execution Structure

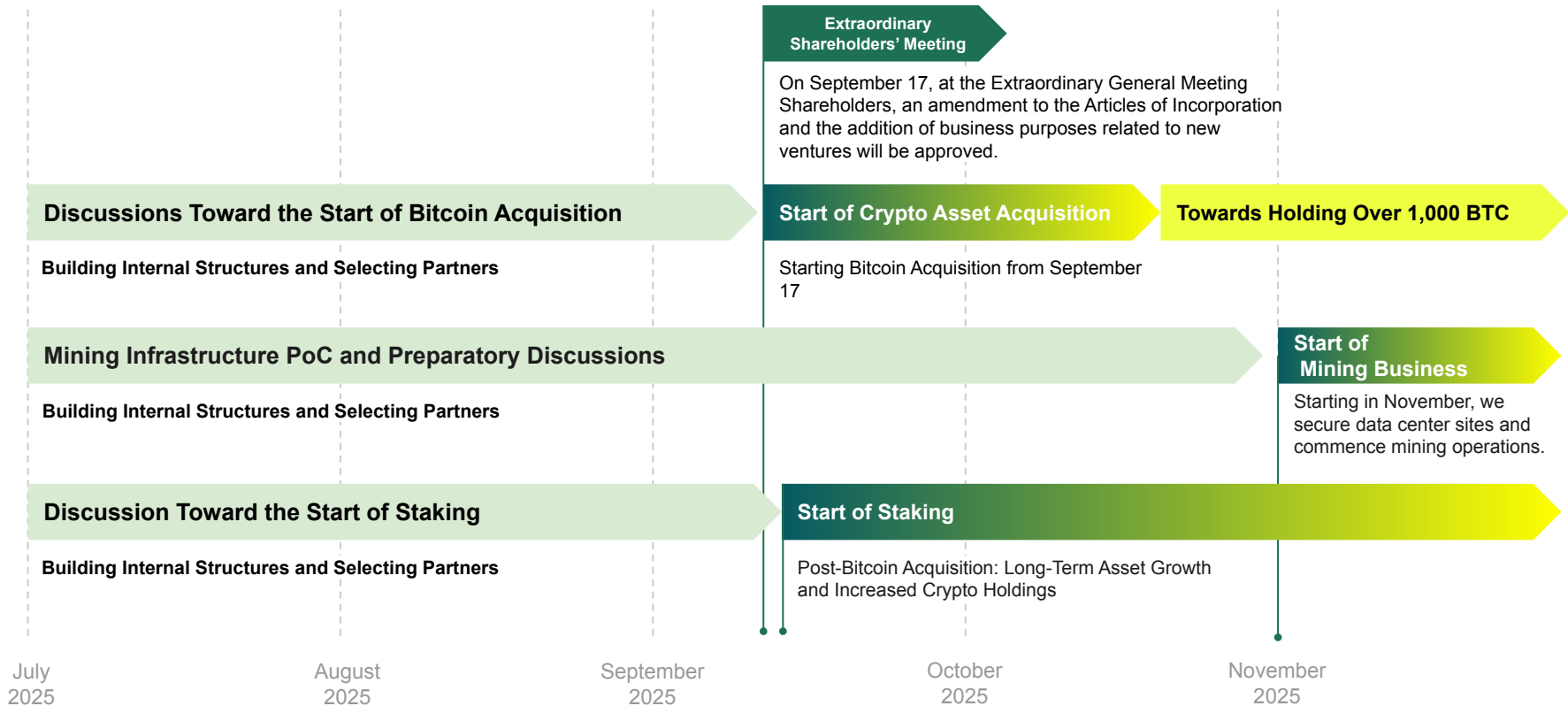
The newly formed Digital Asset Management Group handles crypto asset acquisition and operations, **supported by experts in crypto and cybersecurity**. By using multiple exchanges, we ensure and diversified management under strict risk controls and clear operational guidelines.

Future Outlook

We position crypto asset investment as a new growth driver to diversify our financial strategy and enhance long-term corporate value. While balancing revenues with our apparel and lifestyle businesses, we leverage crypto holdings as a nonlinear engine for sustainable growth and greater profitability.



Roadmap for the Bitcoin Treasury Strategy



Business Partner

Master Agreement with ZEROFIELD, Inc. Regarding Crypto Asset Business



ZEROFIELD



ZEROFIELD, Inc. is an advanced technology company specializing in blockchain, AI, and GPU server technologies, offering integrated services from crypto asset mining and data centers to AI infrastructure development.

Website: <https://zerofield.biz/>

Strengths of ZEROFIELD Inc.

Japan's top technology for corporate crypto mining machine development

Mining data center operations and GPU server support covering AI and generative AI fields

Building a secure crypto platform with blockchain and smart contract expertise

Company Information

Name	ZEROFIELD, Inc.
Establishment	April 2017
Head office	32nd Floor, Granpark Tower, 3-4-1 Shibaura, Minato-ku, Tokyo 108-0023, Japan
Business Location	Ota DC, Kumamoto DC, Hokuriku DC, Niigata DC, First Washington State DC (USA), Second Washington State DC (USA)
Executives	Yosuke Hirashima, Representative Director & CEO Hiroshi Fujio, Representative Director & CRO Daisuke Kuninaka, Representative Director & CSO
Business Overview	AI and big data system development, multi-purpose high-performance PC sales and operations, data center business, GPU server business
Group companies	TRIPLEIZE CO., LTD. Tokyo Stock Exchange Growth Market (Ticker Code: 5026)
Affiliated Organizations	Japan Blockchain Association General Incorporated Association for the Promotion of Generative AI Utilization (GUGA)

Diversification of Business Portfolio through Investment and M&A Activities

Mac-House accelerates corporate value growth through financial investments and M&A. We actively invest in high-growth areas and pursue synergistic M&A to diversify our portfolio, strengthening our revenue base and enhancing competitiveness.

»1. Investment in Listed Companies



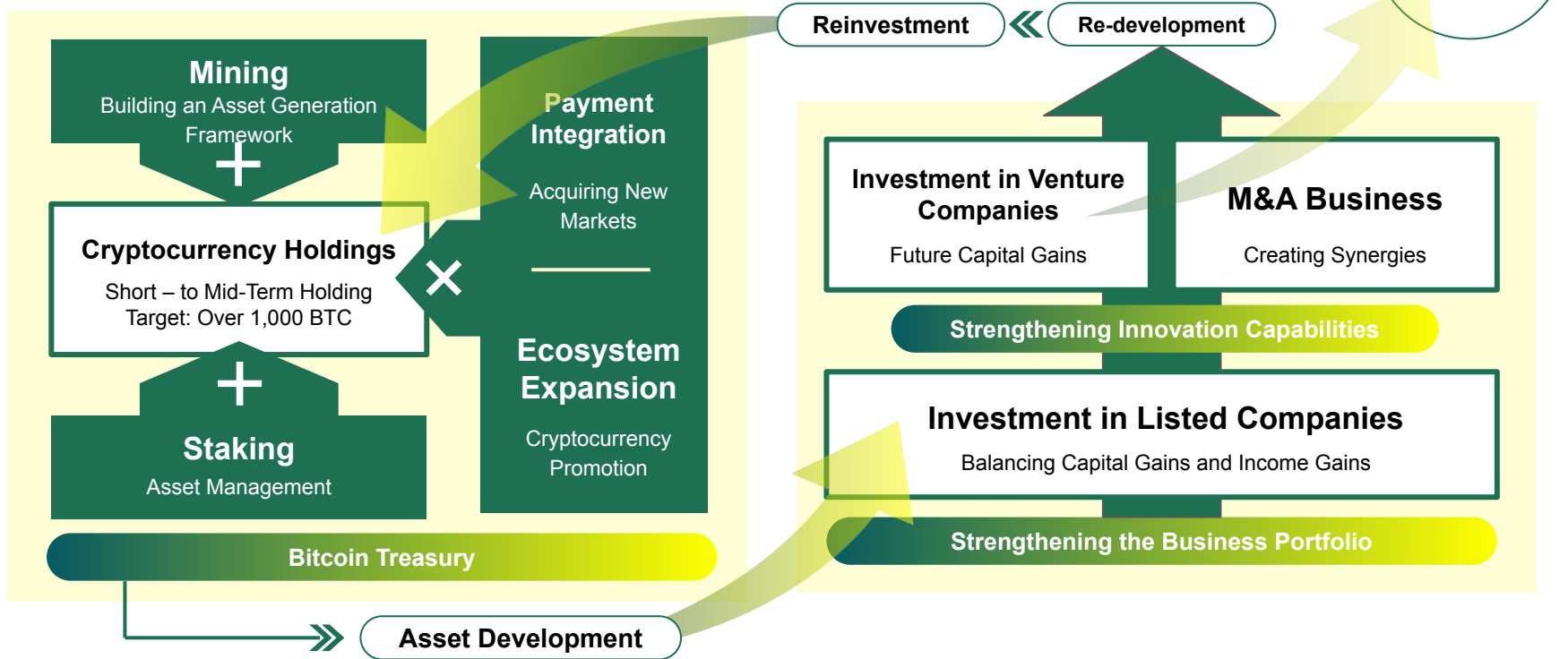
We invest in stocks and bonds of listed companies domestically and abroad **to secure stable returns from both capital gains and income**. Adapting flexibly to economic changes, we aim to strengthen our portfolio and stabilize finances long-term.

»2. Venture Capital Investment and M&A



We create synergies by investing in innovative ventures and **supporting growth toward IPOs and future M&A**. We have also established an M&A Promotion Office to expand our business and offer advisory services.

Overall Picture of Initiatives in Investment and Innovation



3

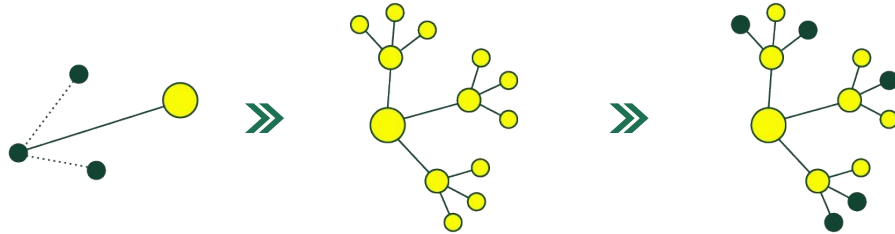
Efforts in the Fashion and Lifestyle Domain

Strengthening Apparel Business Through Synergies with GF Group



Through a partnership with GF Group, the largest apparel logistics provider, Mac-House aims to accelerate its business growth, targeting 50 billion yen in sales and 5 billion yen in profits. By utilizing GF Group's logistics network and advanced systems, the company enhances supply speed and optimize cost performance, boosting efficiency and competitiveness.

Maximizing synergy to strengthen expansion, growth, and investment foundation



Maximizing Logistics Efficiency Utilizing GF Group's Network

Reducing Costs to Secure Growth Resources

Boosting Revenue Stability and Digital Asset Investments

Transaction Track Record of the GF Group

- MASH Holdings Co.,Ltd.
- SAZABY LEAGUE, Ltd.
- STRIPE INTERNATIONAL INC.
- Belluna Co., Ltd.
- Alpen Co., Ltd.
- SHIMAMURA Co., Ltd.
- Nishimatsuya Chain Co., Ltd.
- JUN Co.,LTD.
- Adastria Co., Ltd.
- Daytona International Co., Ltd.
- TSI HOLDINGS Co., Ltd.
- Foot Locker atmos Japan LLC
- Oriental Land Co., Ltd.
- Don Quijote Co., Ltd.
- SHOPLIST Co., Ltd.
- UNITED ARROWS LTD.

Aiming for 50 billion yen in sales and 5 billion yen in profit

Cryptographic Assets and
Financial Investments

Apparel and Lifestyle Sectors

New Revenue Sources

+

Roll-Ups and M&A

+

Launching a New Brand

+

Turning Existing
Brands Profitable

Target Sales

50 Billion yen

Target Profit

5 Billion yen

Through these initiatives, we aim for 50 billion yen in sales and 5 billion yen in profit in the apparel and lifestyle sectors. By optimizing our revenue structure and expanding via new brands and M&A, we build a revenue base that ensures both stability and growth.

Key Themes in the Fashion and Lifestyle Domains

1

Early Profitability



Through MD restructuring, we are **simultaneously improving profitability and reducing costs**. Efforts include fostering private brands, optimizing the store network with reorganization and scrap-and-build strategies, and **expanding non-store sales like 'Kuru Fuku'** to achieve early profitability.

2

Brand Enhancement



Entering the women's fashion market (20-40) through **new brands and partnerships**. Additionally, through **strategies like roll-ups via M&A**, we aim to strengthen our brand portfolio, **expand our customer base, and increase market share**.

3

Entering the Lifestyle Sector



Expanding business through **collaborations in wellness with AddElm, inbound IP products, everyday goods, and sports**. Starting from apparel, we aim to propose a holistic lifestyle while **strengthening sales channels and customer touchpoints**.

Key Theme 1: Early Profitability



Revenue Growth and Cost Reduction

Strengthening profitability through MD restructuring, closing unprofitable stores, and reducing inventory and selling expenses to achieve both efficiency and growth.

Developing and growing Private Brands and Core Items

Enhancing PB and core items to boost functionality and standardization, making them key to MD while improving adaptability to demand and seasonal shifts.

Restructuring stores and expanding non-store sales networks

Optimizing store openings and closures through scrap-and-build, while expanding non-store channels like 'Kurufuku' to strengthen customer engagement (Full-scale operations planned to begin in July 2025).

Key Theme 2: Brand Enhancement



Development of an Original Women's Brand

Launching an original women's brand for ages 20-40, boosting daily-use product lines and maximizing engagement through stores and e-commerce (The new brand is scheduled to launch in July 2025).

Brand Development through Collaborations

Jointly developing brands with apparel firms like Classical Elf, blending planning and e-commerce expertise with our store network to boost competitiveness and customer connections in the working women's market.

Roll-Up Through M&A

Actively incorporating promising brands and business models through M&A to expand the brand portfolio, complement resources, scale up, and accelerate diversified revenue streams.

Key Theme 3: Entering the Lifestyle Sector



Expanding lifestyle collaborations

Partnering with lifestyle companies to create everyday products, including interiors and household goods, while strengthening engagement through integrated e-commerce and stores.

Expansion into the Wellness Sector

Co-developing apparel with AddElm's advanced '2G FABRIC TECH' to support recovery and active lifestyles, marking a full entry into the functional wear market (Announcement regarding the comprehensive agreement scheduled for June 2025.)

Sports and inbound IP product expansion

Introducing sports-lifestyle fusion fashion through MLB and J-League products. Expanding inbound-oriented IP items via stores and e-commerce to broaden customer base and channels.

Additional Initiatives

4

Strengthening E-Commerce



Strengthening sales on ZOZOTOWN while advancing OMO strategies. **Enhancing UX and digital marketing on the official online store** to boost ecommerce conversion rates, improving sales efficiency and reducing costs simultaneously.

5

Generating New Revenue Streams



Creating new revenue sources through 'NAVY' licensing and purchasing agency ventures with the GF Group. **Enhancing synergies with existing businesses to drive diversified revenue growth.**

4

Social Contribution & ESG



Social Contribution and Co-Creation with Local Communities

Contributions to Local Communities

Mac-House has launched 'Kuru Fuku,' a mobile sales service for welfare facilities. It provides seniors and people with disabilities a safe shopping experience within their facilities, **contributing to independence through shopping**. Full-scale deployment is planned for July 2025, evolving into a sustainable, community-connected service.

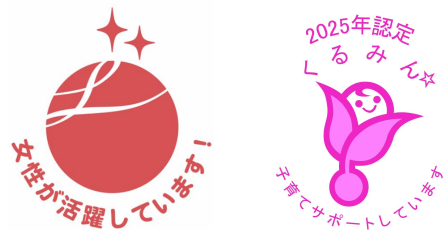
Supporting welfare and disaster relief efforts

Mac-House is actively involved in welfare and disaster relief efforts, including donating clothing to child welfare facilities and swiftly providing winter gear and boots after the 2024 Noto Peninsula Earthquake. The company fulfills its responsibility as a corporate citizen, supporting community well-being and fostering trust with society.



Strengthening Diversity Management and Promoting Women's Empowerment

Women advancing, certifications achieved



In 2024, Mac-House earned the two-star 'Eruboshi' certification for achievements in recruitment, retention, and promoting women to managerial positions. In 2025, the company also gained 'Kurumin' certification, continuing efforts **to support work-life balance, promote paternity leave, and encourage paid leave usage, fostering a workplace where everyone can thrive.**

Boosting women and managers



By March 2025, we aim to increase the ratio of female employees to over 20% and female managers to over 15%, **supported by appropriate appointments and work-life balance policies.** Efforts are also underway to shift internal mindsets, foster female leadership, and strengthen empowerment initiatives. Voices from the field actively recognize these steps.

Developing women's brands



Idnès



Developing an original women's brand targeting working women aged 20-40. Collaborating with companies like Classical Elf to integrate planning, pricing, and store networks, offering high-quality yet affordable products to expand market share and enhance brand value.

5

Message

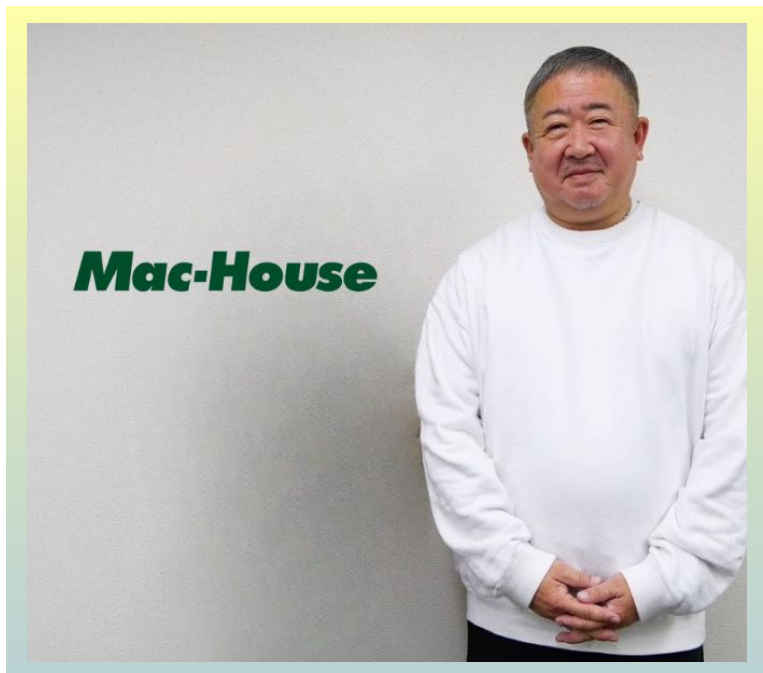


Realizing a Next-Generation Business Management Model

Building on a stable apparel foundation, Mac-House expands into investment and finance. By merging operations with asset management, it aims to establish a next-gen business model, aspiring to be a trusted Bitcoin-holding company through transparency and detailed disclosures.



A Message to Shareholders on Embracing New Challenges



Thank you for your continued support of Mac-House.

We are currently working steadily to achieve profitability in our apparel and lifestyle business while also pursuing unprecedented growth in the finance and investment sectors. By combining these efforts, we aim to evolve into a new hybrid business model.

Our connections with communities and society hold great significance, driving initiatives that promote women's empowerment and strengthen governance to ensure sustainable corporate value enhancement.

Please continue to look forward to Mac-House as we embrace change and persist in taking on new challenges. We sincerely appreciate your ongoing support.

Kazuhiro Kodama
Chairman & Representative Director
MAC HOUSE CO.,LTD.

