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August 21, 2025

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Notice Regarding PoC (Proof of Concept) Implementation and Bitcoin Purchase

MAC HOUSE CO.,LTD (hereinafter "the Company") July 28, 2025, has previously disclosed in the "Notice Regarding Increase in Bitcoin Acquisition Amount in View of Growth Potential and Value Preservation" that it would increase its short-term Bitcoin acquisition target and work to strengthen its financial foundation and develop next-generation asset strategies. The Company hereby announces that it has purchased cryptocurrency (Bitcoin) today, utilizing a portion of its surplus funds while monitoring recent market conditions.

1. Purpose and Background of Bitcoin Purchase

The Company is planning to enter the high-growth digital asset sector while reforming its existing business, and positions the holding and management of cryptocurrencies, particularly Bitcoin, as a pillar of its financial strategy to enhance corporate value.

The Company has entered into a basic agreement with NASDAQ-listed Coincheck Group's wholly-owned subsidiary, which possesses high technical capabilities and reliability in the cryptocurrency and blockchain field and serves major domestic cryptocurrency exchanges as clients, Next Finance Tech, for strategic cryptocurrency management and related business development. To verify the effectiveness toward future full-scale operations, the Company will purchase Bitcoin and conduct a Proof of Concept (PoC).

2. PoC Overview

- (1) Target Assets: Bitcoin (BTC) and other cryptocurrencies
- (2) Implementation Details: Verification of yield generation through staking, establishment of risk management framework, and confirmation of legal and regulatory compliance
- (3) Start Date: August 2025
- (4) Joint Implementer: Next Finance Tech

3. Benefits of PoC Implementation

(1) Technical Benefits

The Company will conduct safe operational verification of cryptocurrencies based on Next Finance Tech's high-level security and regulatory compliance capabilities. As a Blockchain infrastructure company with extensive experience, they will conduct safety-focused operational verification through professional support from experienced staff with financial institution backgrounds.

(2) Financial and Business Benefits

The Company will verify the suitability of the "Bitcoin Treasury Strategy" in corporate finance and demonstrate corporate value enhancement and risk diversification effects by incorporating Bitcoin into the portfolio alongside traditional financial assets. Additionally, the Company will verify the effects of strengthening competitiveness and enhancing corporate brand through an innovative image.

(3) Benefits of Capital Market Response

Through partnership with a highly reliable partner, the Company will ensure transparency for shareholders, auditors, and regulatory authorities. The Company will confirm institutional compatibility based on legal and tax expertise, and aim to enhance international competitiveness by responding to global market trends.

4. Bitcoin Purchase Details

- (1) Purchase Date: August 21, 2025
- (2) Purchase Amount: 17.5075 BTC
- (3) Average Purchase Price: 17,135,513 yen/BTC
- (4) Total Purchase Amount: 300 million yen
- (5) Source of Funds: Surplus funds (within 10% of cash and deposits)

5. Future Outlook

Based on the results of this PoC, the Company will consider the full-scale development of cryptocurrency holding and management systems and the possibility of business development. This is positioned as an important verification step for the Company's financial strategy and new business development.

The impact of this matter has not been incorporated into the earnings forecast for the fiscal year ending February 2026, but if any significant impact occurs, it will be promptly disclosed.

