

November 5, 2021

**Bell-Park Co., Ltd.**

President & CEO: Takeru Nishikawa

Stock exchange listing: JASDAQ

Stock code: 9441

Contact: Hiroshi Ishikawa, Director, Administration Division

Telephone: +81-(0) 3-3288-5211

**Notice of Stock Split and Partial Amendments to the Articles of Incorporation**

Bell-Park Co., Ltd. hereby announces that a meeting of the Board of Directors held today passed a resolution to conduct a stock split and make partial amendments to the Articles of Incorporation. Details are as follows.

1. Reasons for stock split

By reducing the price per share of Bell-Park stock, the stock split is expected to expand the shareholder base by making this stock accessible to more investors.

2. Overview of stock split

(1) Method

Shareholders listed or recorded in the final shareholder register on the record date of Friday, December 31, 2021 (effectively Thursday, December 30, 2021 because the record date is a holiday for the transfer agent) will receive three shares of common stock for each share held on the record date.

(2) Increase in the number of shares due to the stock split

1) Number of shares outstanding before the stock split	6,732,600 shares
2) Increase in the number of shares due to the stock split	13,465,200 shares
3) Number of shares outstanding after the stock split	20,197,800 shares
4) Number of shares to be authorized after the stock split	79,110,000 shares

3. Schedule

(1) Announcement of record date	December 15, 2021 (tentative)
(2) Record date	December 31, 2021 (tentative) * Effectively December 30, 2021 (tentative) because the record date is a holiday for the transfer agent
(3) Effective date	January 1, 2022 (tentative)

4. Partial revision to the Articles of Incorporation following the stock split

(1) Reasons for amendments

In association with the stock split, Article 6 of the Bell-Park Articles of Incorporation will be revised on Saturday, January 1, 2022 to increase the number of shares authorized in accordance with Article 184, Paragraph 2 of the Companies Act.

(2) Details of the revision

(Underlined parts are amended.)

Current	After revision
(Number of shares authorized) Article 6 The authorized number of shares of the Company's stock is <u>26,370,000</u> shares. All shares are common stock.	(Number of shares authorized) Article 6 The authorized number of shares of the Company's stock is <u>79,110,000</u> shares. All shares are common stock.

(3) Schedule

Effective date: Saturday, January 1, 2022

5. Shareholder benefit program

Shareholders who own at least one trading unit (100 shares) and are in the shareholder register as of June 30 and December 31 every year will receive a gift.

This number of shares required for this shareholder benefit program will remain at least one trading unit (100 shares) following the stock split. As a result, all shareholders who own at least one trading unit after the split will be eligible for the shareholder benefit program.

Reference: Shareholder benefit program

Eligible shareholders	Number of shares held	Shareholder benefits	Distribution
As of June 30	At least one trading unit (100 shares)	- QUO card with a value of 1,000 yen - One Bellbride shareholder discount coupon*	Shareholder benefits will be sent in the middle of September with the Interim Business Report and other materials
As of December 31	At least one trading unit (100 shares)	- QUO card with a value of 1,000 yen - One Bellbride shareholder discount coupon*	Shareholder benefits will be sent in late March with the Business Report and other materials following the Annual General Meeting of Shareholders

\* With this coupon, there are no initial expenses (membership and registration fees) when registering for the Bellbride marriage consultation service operated by Bell-Park subsidiary Bellbride, Inc.

6. Others

(1) Change in the amount of capital

There will be no increase in the amount of capital due to the stock split.

(2) Dividends

The year-end dividend for shareholders on record as of Friday, December 31, 2021 will be based on the number of shares prior to the stock split because the effective date of the split is Saturday, January 1, 2022.