

October 11, 2024

CyberAgent, Inc.

TSE: 4751

Susumu Fujita

Representative Director, CEO

Notice on Shareholder Benefit Program Following the Change in ABEMA Premium Prices

CyberAgent, Inc. announced today that there will be no change in the free ABEMA Premium coupons that CyberAgent has been granting as a shareholder benefit since fiscal year 2023, according to the price revision announced today by AbemaTV, Inc., a consolidated subsidiary.

After the price revision, there will be two types of subscription to ABEMA: ABEMA Premium with Ads (580 yen/month including tax) and ABEMA Premium (1,080 yen/month including tax), but the shareholder benefit to be granted to shareholders will continue to be ABEMA Premium (1,080 yen/month including tax).

Details of the shareholder benefit program

(1) Eligibility

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) Outline

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

*The coupon to be granted to eligible shareholders is ABEMA Premium (1,080 yen/month including tax).

*The features of ABEMA Premium will not be changed.

(3) Delivery schedule

The coupon will be mailed with the Proxy Form in late November 2024 to the address registered in the shareholder list as of the end of September 2024.

(4) Terms of use

- An internet connection must be needed.
- 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 benefit coupon are posted on the Company's investor relations website at <https://www.cyberagent.co.jp/en/ir/stock/benefit/>