GMO INTERNET GROUP

February 12, 2025

Company Name:	GMO Internet Group, Inc.
	(TSE Prime Market, Code: 9449)
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Notice of Change of Shareholder Incentive Program

This notice is to announce that GMO Internet Group, Inc. (the "Company") has made the decision to change the shareholder incentive program as detailed below. The change will be implemented starting with the shareholder incentive program with a record date of June 30, 2025. Regarding the shareholder incentive program with a record date of December 31, 2024, shareholders may use the prior and existing program.

1. Reason for the Change

The purpose of the GMO Internet Group shareholder incentive program is to help our shareholders, who support the GMO Internet Group, understand our business operations, and increase shareholders who will buy and hold GMO Internet Group shares. As announced in the "Notice Regarding the Transition to a Holding Company Structure and the Execution of an Absorption-Type Company Split Agreement Related to the Company Split (Simplified Absorption-Type Split) with GMO Ad Partners, Inc., a Consolidated Subsidiary of the Company" on June 25, 2024, the company transitioned to a holding company structure as of January 1, 2025. Furthermore, after careful consideration of the most appropriate method for ensuring fair profit returns to shareholders, the company has determined that consolidating shareholder returns through share repurchases and dividends is the most suitable approach. As a result, we have decided to revise the shareholder benefit program accordingly.

2. Details of the Shareholder Incentive Program

Before the change	After the change
1. Buying commission pertaining to the purchase of GMO Internet Group shares via GMO CLICK Securities (no cap)	1. Buying commission pertaining to the purchase of GMO Internet Group shares via GMO CLICK Securities (Maximum 10,000 yen)
2. Trading commission cashback via GMO CLICK Securities (JPY 5,000)	2. Discontinued
3. User charge of GMO Internet Group's various services (JPY 5,000)	3. Discontinued

3. Timing of Implementation

The change will be implemented starting with the shareholder incentive program with a record date of June 30, 2025.