



July 25, 2025

Company name:	GEO HOLDINGS CORPORATION
Name of representative:	Yuzo Endo, Representative Director President (Securities code: 2681, Prime Market of the Tokyo Stock Exchange)
Contact:	Yoshiaki Kajita, Operating Officer, General Manager of Global Accounting and Finance Dept. (Telephone: +81-52-350-5711)

Notice Concerning Change of Trade Name and Partial Amendments to the Articles of Incorporation

GEO HOLDINGS CORPORATION (the “Company”) hereby announces that it has resolved, at the Board of Directors’ Meeting held today, to submit a proposal regarding change of trade name and partial amendments to the Articles of Incorporation, as described below, at the 38th Annual General Meeting of Shareholders scheduled to be held on June 26, 2026.

1. Change of trade name

(1) Reason for change

The Company was founded in 1986 as a video rental store. Subsequently, as the times changed, we steered the core of our operations toward the reuse business, aiming to bring joy to the everyday lives of our customers by recirculating and redistributing valuable items. In English, the term “second-hand” is used to refer to reuse items. As we aim to become the top global company in the reuse business, we have decided to change our trade name to 2nd RETAILING Co., Ltd. in 2026, which coincides with the 40th anniversary of the founding of the Company.

By changing the trade name of the Company in line with the direction and current and future outlook of our business, we aim to further increase our corporate value.

(2) New trade name

Kabushiki Kaisha 2nd RETAILING (English Trade Name: 2nd RETAILING Co., Ltd.)

(3) Scheduled date of change

Thursday, October 1st, 2026

*The above change of trade name is subject to approval of “2. Partial amendments to the Articles of Incorporation” below at the 38th Annual General Meeting of Shareholders to be held on June 26, 2026.

2. Partial amendments to the Articles of Incorporation

(1) Reason for the amendments to the Articles of Incorporation

To amend Article 1 of the current Articles of Incorporation to change the Company's trade name as detailed above in "1. Change of trade name."

(2) Details of amendments to the Articles of Incorporation

Current Articles of Incorporation	Proposed Amendments
(Trade Name) Article 1 The name of the Company shall be "Kabushiki Kaisha GEO Holdings" and it shall be indicated in English as <u>GEO HOLDINGS CORPORATION.</u>	(Trade Name) Article 1 The name of the Company shall be <u>"Kabushiki Kaisha 2nd RETAILING"</u> and it shall be indicated in English as <u>2nd RETAILING Co., Ltd.</u>
Articles 2 to 37 (Text omitted)	Articles 2 to 37 (Unchanged)
Supplementary Provisions	Supplementary Provisions
Article 1 (Text omitted)	Article 1 (Unchanged)
(Newly added)	<u>Article 2 The amendment to Article 1 of the Articles of Incorporation shall become effective on October 1, 2026 and Article 2 of the supplementary provision shall be deleted on the same date.</u>

(3) Schedule for amending the Articles of Incorporation

Date of the General Meeting of Shareholders for amendments to the Articles of Incorporation:
Friday, June 26th, 2026 (scheduled)

Effective date of amendments to the Articles of Incorporation:
Friday, June 26th, 2026 (scheduled)