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FOR IMMEDIATE RELEASE

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Stock Listing: Tokyo Stock Exchange Standard Market
Stock Code: 3010
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Polaris Launches Master Brand “Polaris Hotels & Resorts” and Renews Membership Program

Polaris is pursuing a brand portfolio strategy under the Medium-Term Management Plan 2030, centered on diversifying hotel types and developing a multi-layered brand structure to address a wide range of customer needs. As part of this strategy, Polaris will launch “Polaris Hotels & Resorts” on October 1, 2026, as a master brand that brings together Polaris’s proprietary hotel brands, including its flagship KOKO HOTELS brand.

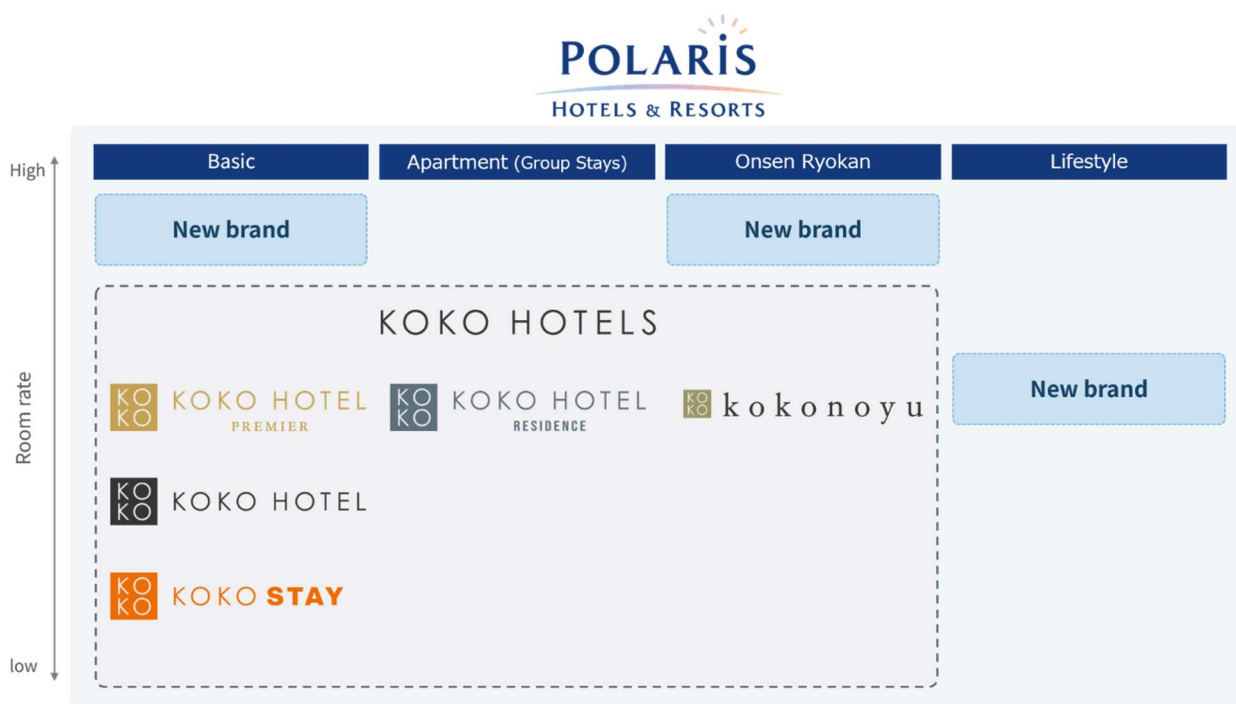


1. Launch of the Master Brand

Polaris operates multiple hotel brands centered on its flagship KOKO HOTELS brand, which encompasses several sub-brands. Through these brands, Polaris offers a diverse range of accommodation experiences and services. Under the Medium-Term Management Plan 2030 announced in May 2026, Polaris has identified the development of a brand portfolio that addresses diverse customer needs and a focus on operating hotels with the potential to achieve higher ADR (Average Daily Rate) as key growth strategies, while continuing to secure agreements for new hotel openings.

Looking ahead to the expansion of its brand portfolio, Polaris has decided to launch “Polaris Hotels & Resorts” as a master brand that brings its proprietary hotel brands together under a single umbrella, with the aim of enhancing recognition of Polaris’s proprietary hotel brands.

2. Overview of the Brand Portfolio



Official Website:

- URL: <https://www.polaris-hotels.com>
- Launch: October 1, 2026, at 10:00 a.m. (JST) (planned)

3. Renewal of the Membership Program

Launched in October 2025 as the membership program for KOKO HOTELS, KOKO FAMILY will be relaunched as “irodori pass” in conjunction with the launch of the master brand “Polaris Hotels & Resorts.” The name “irodori” is derived from Polaris’s mission, “Bringing color to your journey and smiles to life.” In addition to KOKO HOTELS, irodori pass will be available at all hotels operated under Polaris’s proprietary hotel brands. By enabling guests to enjoy a diverse range of stays across brands, Polaris aims to build deeper, longer-term relationships with customers and enhance the value of the Group as a whole.



Name Change:

- Previous name: KOKO FAMILY
- New name: irodori pass

Official Website:

- URL: https://www.polaris-hotels.com/irodori_pass/
- Launch: October 1, 2026, at 10:00 a.m. (JST) (planned)

4. Outlook

Based on the latest information disclosed by Polaris, as of August 31, 2026, six of the 33 hotels planned for operation in Japan are scheduled to open under new brands that Polaris plans to launch. Details of these new brands and future business developments will be announced promptly once determined.