



30 years of growth and development with the help of our stakeholders **Oi Ocha Brand^(*1) Recognized by Guinness World Records!**

Recognized on Thursday, May 23

ITO EN, Ltd. (President: Daisuke Honjo; headquartered in Shibuya-ku, Tokyo) has been recognized by Guinness World Records as having the world's top-selling natural and healthy ready to drink green tea beverage the *Oi Ocha* brand. Marking its 30th Anniversary this year since its launch, an official certificate of this year achievement was presented to ITO EN on May 23, 2019.

The *Oi Ocha* brand was launched in February 1989, as the world's first unsweetened green tea in PET packaging, and today offers a variety of flavors. In 2018, sales of *Oi Ocha* exceeded 90 million cases, setting a record for the company.

Since its establishment, ITO EN has been guided by its 5 guiding principles of natural, healthy, safe, well-designed and delicious. Delivering products that pay particular attention to the procurement of the raw ingredients, only tea leaves that are produced by our Tea-Producing Region Development Project. The company's aim with the raw ingredients for *Oi Ocha* Green Tea is to use only tea leaves produced by GAP (Good Agricultural Practice) certified plantations. In terms of environmental aspects, ITO EN is protecting the global environment and contributing to the creation of a sustainable society by promoting the effective use of resources and adopting 100%-recycled PET bottles (using recycled PET plastic) for a portion of its *Oi Ocha* products.

Committed to bringing quality products that make a difference in the ever-changing modern lifestyle, ITO EN aims to become a Global Tea Company and expand Japan's most popular *Oi Ocha* brand to the people of the world.

Official name of record: Largest NH RTD green tea brand (retail RSP, current)

Record-setting brand: *Oi Ocha*

Target period: January–December, 2018

Certified sales figure: \$1,966,800,000 (estimated)^(*2)

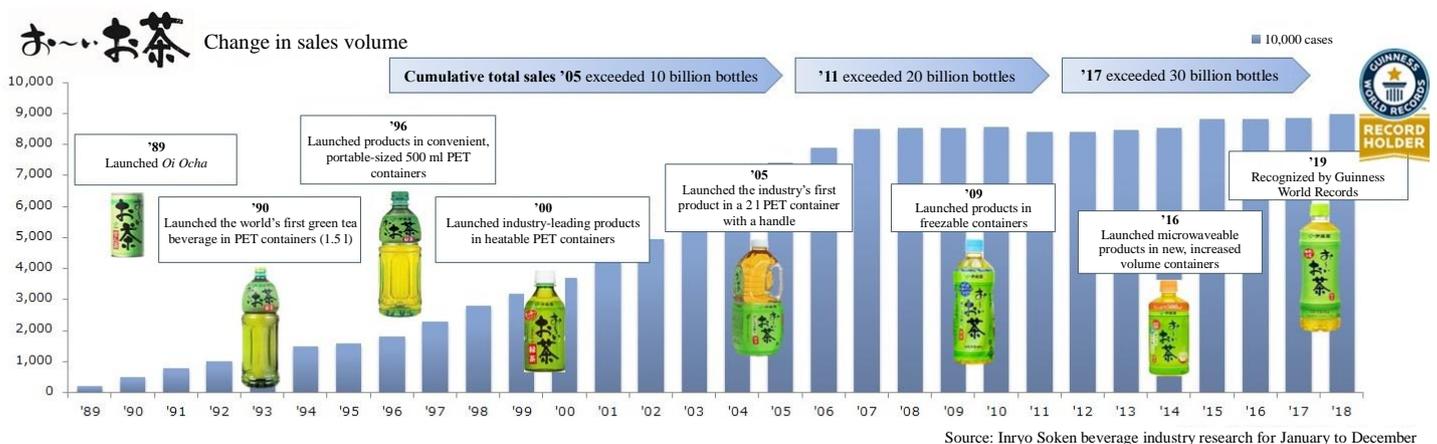
^(*1) Excluding *Oi Ocha Hojicha* products.

^(*2) Based on global third-party survey data.

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Presentation of the GUINNESS WORLD RECORDS™ certificate



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