# **Financial Results Presentation for FY2022 2Q**

(Fiscal Year Ending April 30, 2023)

December 2022 ITO EN, LTD.



Copyright (C) All Rights Reserved. ITO EN, LTD.





# Soft Drink Market in Japan, Financial Results for FY2022 2Q<br/>and Full-Year Forecast...P.3Marketing and Business Strategy...P.10As a Health Creation Company...P.18

Appendix

...P.23

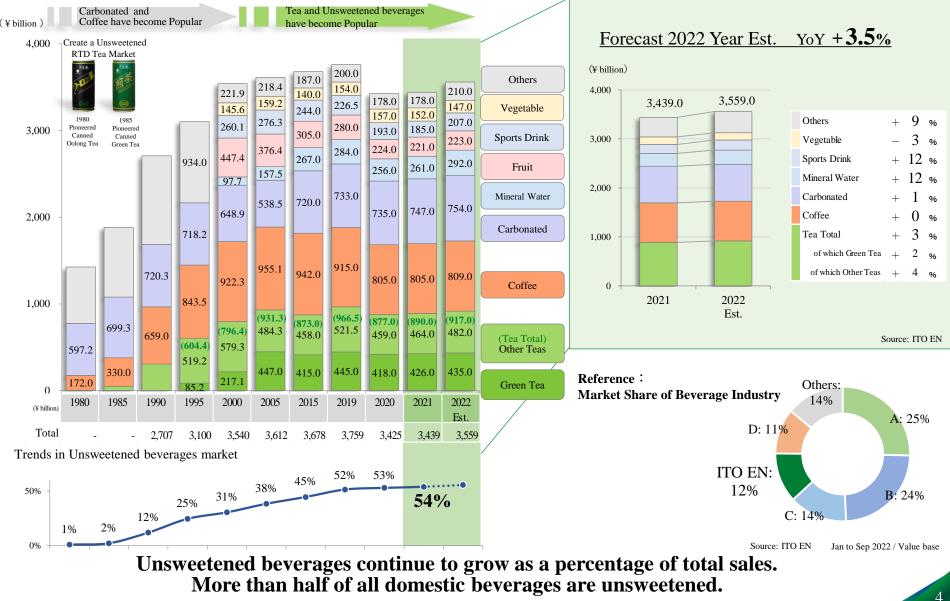


## Soft Drink Market in Japan, Financial Results for FY2022 2Q and Full-Year Forecast

# Soft Drink Market in Japan



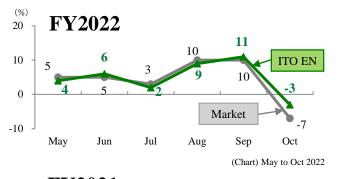
#### Soft Drink Market Trends

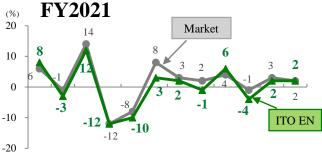


# Soft Drink Market in Japan and ITO EN



#### Monthly Sales Volume Trends





May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr

(Chart) May 2021to Apr 2022

#### News Related to Soft Drink Market

- 2022 May The market was on track to recovery due to the increased movements of people's activities during Golden Week without restrictions, and its favorable weather.
  - Jun Record-setting hot days that continued in many regions immediately after.
  - Jul Despite another wave of COVID-19 infections, the market exceeded the previous year due to its recovering economic activity and a nationwide heat wave.
  - Aug Revitalized by extreme heat and increased movements.
  - Sep Sales did well due to the recovery of the movement of people, despite limited holiday demand and the many rainy days during consecutive holidays.
  - Oct In addition to price revisions in the overall food market, consumer demand was stagnant due to the effects of unseasonable weather.

### ITO EN (non-consolidated) FY2022 2Q (May to Oct,2022)

	YoY Change
+	5 %
_	3 %
+	6 %
+	7 %

Drinks

Tea

Leaves





Sales composition Tea Lea

Tea Leaves Drinks

Others

90% (Unit : ten thousand case)

Drinks Sales Volume			FY 2022		YoY	
by Category	Results	Sales Composition	Y o Y % Change	Results	Sales Composition	Y o Y % Change
Drinks	11,845	100 %	△1%	12,418	100 %	+ 5 %
Tea Total	8,405	71 %	riangle 0 %	8,848	71 %	+ 5 %
Japanese Teas	7,658	65 %	+ 2 %	8,100	65 %	+ 6 %
Chinese Tea	489	4 %	△ 25 %	467	4 %	△4%
Other Tea	258	2 %	riangle 0 %	281	2 %	+9%
Vegetable	1,590	13 %	△ 10 %	1,449	12 %	<b>△</b> 9%
Coffee	805	7 %	+9%	892	7 %	+ 11 %
Mineral Water	359	3 %	+ 1 %	380	3 %	+ 6 %
Carbonated	232	2 %	+1%	318	3 %	+ 37 %
Fruit	228	2 %	+9%	241	2 %	+ 6 %
Others	223	2 %	△ 11 %	285	2 %	+ 28 %

\*Percentages are rounded to the first decimal place, so the total may not necessarily equal 100.

#### Ratio of Unsweetened Beverages : Higher than 75%

## Financial Results for FY2022 2Q



#### First Half (May to October 2022)

		FY2021	FY2021				
		Results	Sales Composition	Results	Sales Composition	YoY % Change	
	Net Sales	208,716	100.0%	227,262	100.0%	8.9%	
	Gross Profit	82,469	39.5%	85,211	37.5%	3.3%	
	Advertising	5,577	2.7%	5,612	2.5%	0.6%	
d	Freight	7,190	3.4%	7,751	3.4%	7.8%	
lidate	Depreciation and Amortization	4,688	2.2%	4,017	1.8%	-14.3%	
Consolidated	Selling, General and Administrative Expenses	71,612	34.3%	73,875	32.5%	3.2%	
•	Operating Income	10,856	5.2%	11,335	5.0%	4.4%	
	Ordinary Income	11,303	5.4%	12,548	5.5%	11.0%	
	Extraordinary Losses and Income	823	-	-370	-	-	
	Net Income	7,752	3.7%	7,923	3.5%	2.2%	

		FY2021		FY2022		
		Results	Sales Composition	Results	Sales Composition	YoY % Change
Non-Consolidated	Net Sales	159,505	100.0%	00.0% 167,752		5.2%
	Gross Profit	59,787	37.5%	60,397	36.0%	1.0%
	Operating Income	9,149	5.7%	9,017	5.4%	-1.4%
~	Ordinary Income	10,149	6.4%	11,002	6.6%	8.4%

	(Unit: million yen, thousand dollars						
Upper: Net Sales Bottom: Operating Income		FY2021	FY2022	YoY %			
DOU	ioni. Operati <del>ng meone</del>	Results	Results	Change			
	Domestic	45,666	49,809	9.1%			
	Subsidiaries	1,150	2,325	102.1%			
	Tully's Coffee	14,017	16,963	21.0%			
nries	Japan Co., Ltd.	115	1,334	1055.3%			
	Chichiyasu	6,155	6,180	0.4%			
	Company	440	406	-7.5%			

	Tully's Coffee	14,017	16,963	21.0%
	Japan Co., Ltd.	115	1,334	1055.3%
- 0	Chichiyasu	6,155	6,180	0.4%
iaries	Company	440	406	-7.5%
Performances of Subsidiaries	Overseas	20,069	27,165	35.4%
of Su	Subsidiaries	885	257	-71.0%
nces	US Business	17,224	23,922	38.9%
orma		330	- 321	-
Perfi		\$ 155,894	\$ 174,008	11.6%
		\$ 2,993	\$ -2,337	-
	Other Overseas	2,844	3,243	14.0%
	Subsidiaries	555	578	4.2%
	Elimination of	- 16,524	- 17,466	-
	Internal Transactions	 - 329	 - 265	
	Exchange Rate (US\$)	110.49	137.48	

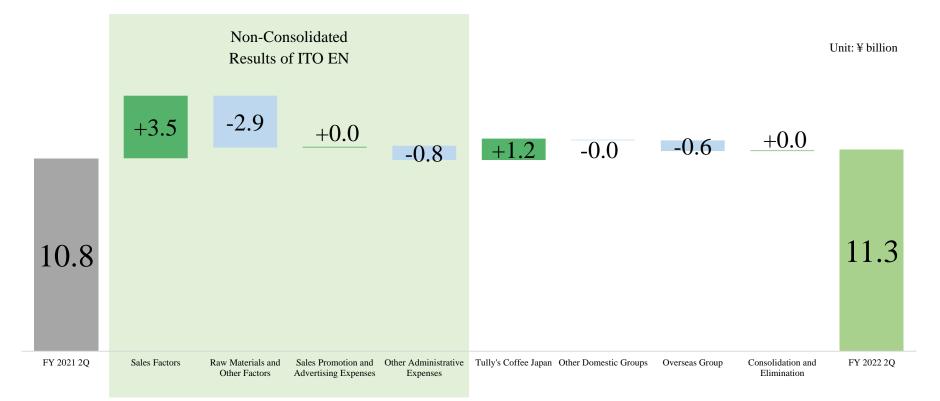
(First Half Average Rate)

## Factors Impacting Consolidated Operating Income



## Major Factors Impacting Consolidated Operating Income for the FY 2022 2Q

The effects of high material costs were dealt with by price revisions, and cost controls to ensure profit earnings.



#### Aditional factors of changes in non-consolidated results of ITO EN +3.0

- Impact of increase in sales
- Changes in packaging and product mix, etc. +0.5
- Impact of soaring raw material costs and production materials -2.9 • Impact of reduction in sales promotion expenses +0.0

## Forecasts for FY 2022



#### Full Year (May 2022 to April 2023)

		FY2021		FY2022		
		Results	Sales Composition	Forecast	Sales Composition	YoY % Change
	Net Sales	400,769	100.0%	418,000	100.0%	4.3%
	Gross Profit	159,581	39.8%	162,300	38.8%	1.7%
	Advertising	9,980	2.5%	10,592	2.5%	6.1%
þ	Freight	13,751	3.4%	14,291	3.4%	3.9%
lidate	Depreciation and Amortization	9,153	2.3%	8,310	2.0%	-9.2%
Consolidated	Selling, General and Administrative Expenses	140,787	35.1%	142,300	34.0%	1.1%
Ŭ	Operating Income	18,794	4.7%	20,000	4.8%	6.4%
	Ordinary Income	19,971	5.0%	19,500	4.7%	-2.4%
	Extraordinary Losses and Income	372	-	-500	-	-
	Net Income	12,928	3.2%	12,000	2.9%	-7.2%

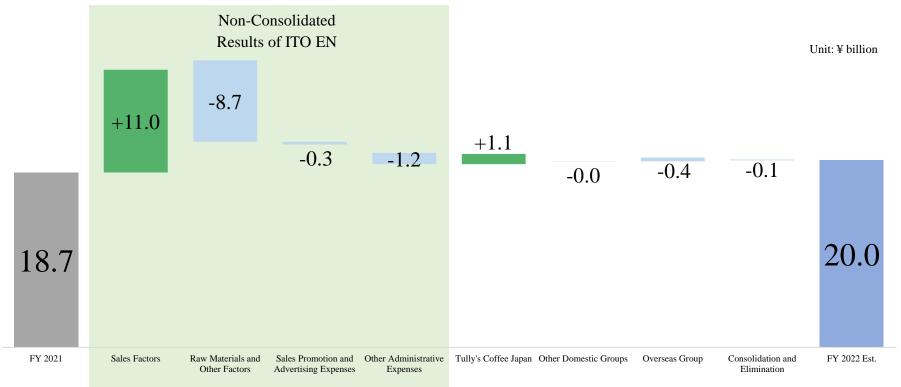
		FY2021		FY2022		
		Results	Sales Composition	Forecast	Sales Composition	YoY % Change
Non-Consolidated	Net Sales	300,319 100.0%		312,500	100.0%	4.1%
	Gross Profit	114,135	38.0%	116,500	37.3%	2.1%
	Operating Income	15,685	5.2%	16,500	5.3%	5.2%
2	Ordinary Income	17,409	5.8%	17,800	5.7%	2.2%

		(Unit: millio	on yen, thousan	d dollars)
	per: Net Sales om: Operating Income	FY2021 Results	FY2022 Forecast	YoY %
	Domestic	90,390	96,945	Change 7.3%
	Subsidiaries	2,249	3,300	46.7%
	Tully's Coffee	30,060	34,450	14.6%
	Japan Co., Ltd.	860	2,000	132.6%
	Chichiyasu	11,844	12,342	4.2%
Performances of Subsidiaries	Company	734	650	-11.4%
lbsid	Overseas	41,927	53,283	27.1%
of Sı	Subsidiaries	1,472	1,000	-32.1%
nces		36,771	47,417	29.0%
orma	US	555	0	-
Perf	Business	\$ 323,156	\$ 346,116	7.1%
		\$ 4,881	\$ 0	-
	Other Overseas	5,155	5,865	13.8%
	Subsidiaries	917	1,000	9.1%
	Elimination of Internal	- 31,867	- 44,728	-
	Transactions	- 613	- 800	-
	Exchange Rate (US\$) (Year Average)	113.79	137.00	

## Factors Impacting Consolidated Operating Income We Love Nate

## Major Factors Impacting Consolidated Operating Income Forecasts for the FY 2022 (Fiscal Year Ending April 30, 2023)

The effects of high material costs were dealt with by price revisions, and cost controls to ensure profit earnings.



#### Aditional factors of changes in non-consolidated results of ITO EN

+4.6

- Impact of increase in sales
- Changes in packaging and product mix, etc. +6.4
- Impact of soaring raw material costs and production materials -8.7
- Impact of reduction in sales promotion expenses -0.3

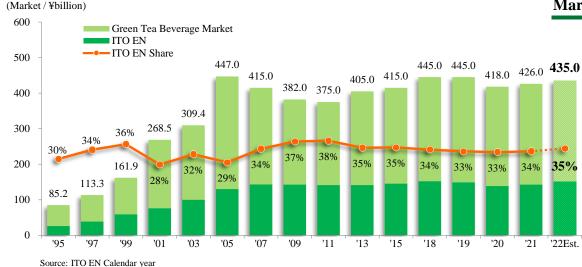


## Marketing and Business Strategy

## Oi Ocha

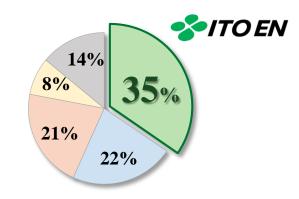


#### Green Tea Beverage Market Trends



#### Market Share of Green Tea Beverages Sold in 2022

ま.~~~



Source: ITO EN (Forecast for 2022)

#### Hot Green Tea Beverages for Fall and Winter



#### Copyright (C) All Rights Reserved. ITO EN, LTD.

Oi Ocha

Market Share Year-Round with Unrivaled Taste and Quality

# Value of Oi Ocha



#### Oi Ocha, Chosen for its Diverse Value



Lunched canned PFT plastic PET plastic bottle PET plastic 155ml

600ml

bottle 190ml

**Creating New Communities** 

Communicating and sharing tea through platfoms of social media and in-person activities

bottle 11



Copyright (C) All Rights Reserved. ITO EN. LTD.

日~いお茶くん【公式】 いよいよ明日!#日本茶の日 オンライン書 会が14:00からライブ配信されますよ 楽しみですね~暮 配信の中で、なんと僅がキーワードを持っ て登場します!このキーワードを集めて ご応募いただくと.. . 僕の非売品ぬいぐるみを限定10名様に 🎁

詳細は YouTube ライブの詳細欄✔ outu.be/ civH-UBG4M

Productization of Foods for Specific Health Uses (FOSHU) and Food with **Function Claims** 

Responding to health needs



Various Luxury Items

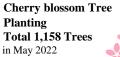
**Genuine** Taste from Tea Fields

Since 1976, we have been working with tea farmers to produce highquality tea.



#### Environmental Conservation Efforts

- Oi Ocha Making Japan Beautiful Through Tea
- The Future Cherry blossom Trees for My Town Project





Part of the sales of Oi Ocha beverages are donated to environmental activities since 2010.





Launched in October 3th 2022

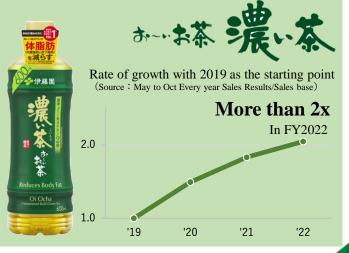
#### Sep 2019

き中コレステロールを減ら

目のの日本日子は当然がつきに

緑茶

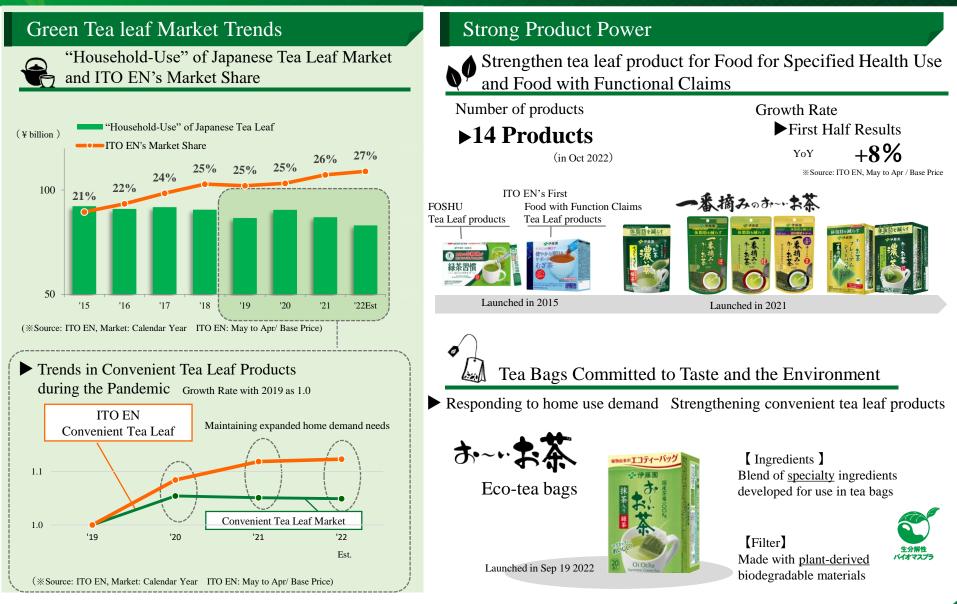
After update of being a delicious and healthy product with a Food Function Claims



Aiming for **100 Million Cases** of the Oi Ocha Brand

## Leaves





Eco-friendly, healthy and delicious tea (leaves) in responce to market changes and consumer need

Copyright (C) All Rights Reserved. ITO EN, LTD.

# Barley Tea & Vegetable Juice

#### Barley Tea





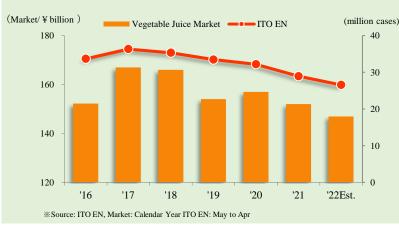
#### **RTD Barley Tea Market**



#### Long-selling Barley Tea, which continues to grow **Kenko Mineral Mugicha Barley Tea bags** (Healthy Mineral Barley Tea) First Half Results First Half Results ....... YoY YoY + 10% t-350 650ml \* Source: ITO EN May to Oct / Base Price % Source: ITO EN May to Oct /Base Volume Hydrate during dry autumn Sales share in 2021 and winter seasons with **Over 45%** intake of fluids and minerals. おいしくミネラル補給 % Source: ITO EN カフェインゼロ Roasting and processing technology brings Easy to drink

#### Vegetable Juice

#### **Vegetable Juice Market**



Since May 2022, Strengthed sales of paper containers by expanding sales strategy

kettle-brewed quality to Tea bag drinks

First half-year Share of paper container sales



To showcase the deliciousness of Aojiru (Green Juice)

(Keihin Kyuko line at Kami-Ooka sta.)

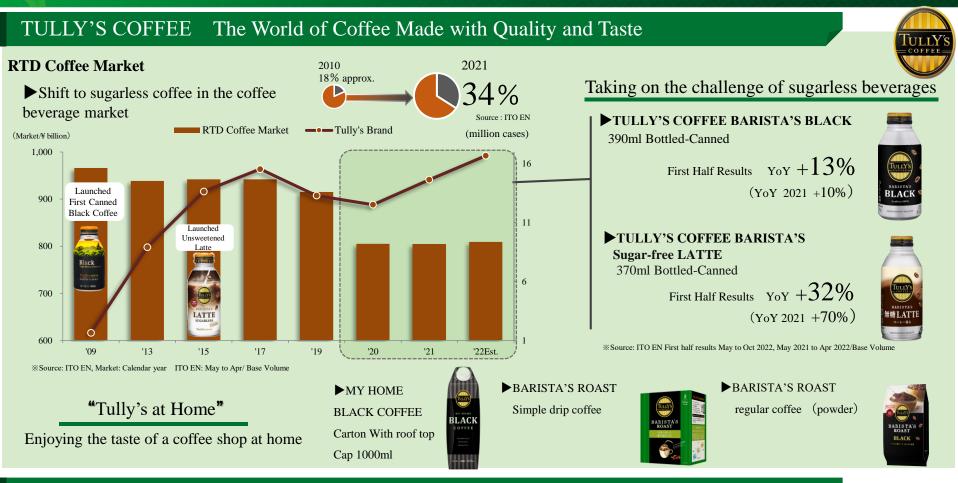




Source:ITO EN Intage SRI + Data May to Oct Each Year / Paper container sales amount in Vegetable Juice Market

# TULLY'S brand





#### TULLY'S & TEA Delivering the delicious flavor of tea



"Another kind of professional quality in a single cup of tea"



Tully's brand seeks professional quality and takes on the challenge of market change

# **TULLY'S COFFEE JAPAN**



The second edition of the Harry Potter's goods

+26 %

Sales start from

Oct 28, 2022

generated large sale.

**Coffee Bean Sales** 

YoY 2019

YoY 2019

Ily Police Tully's coffee

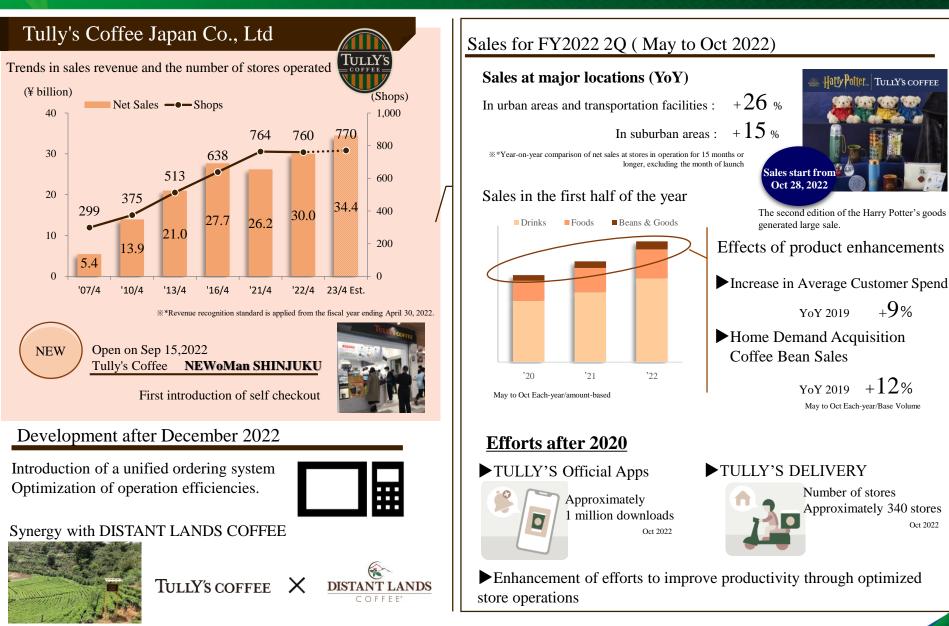
+9%

 $\pm 12\%$ 

May to Oct Each-year/Base Volume

Number of stores

Approximately 340 stores



Copyright (C) All Rights Reserved. ITO EN, LTD.

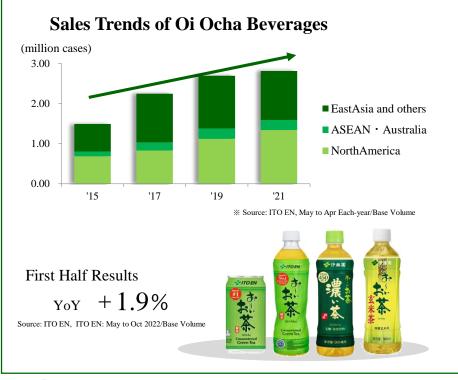
Entering the recovery stage by continuing new initiatives and gaining new fans

Oct 2022

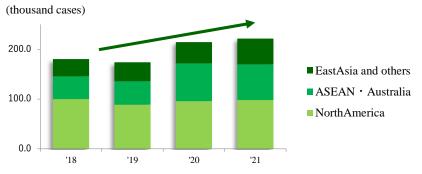
## **Overseas Business**



#### **Overseas Sales Trends**



#### Sales Trends of Global Tea Leaf Brand



※ Source: ITO EN, May to Apr Each-year/Base Volume

#### Strong Oi Ocha's teabags sales.







The need for delicious and healthy products are universal





**TOEN** From ready to drink, tea leaves, tea bags, and matcha, We offer high-quality, delicious Japanese teas to the world





Aiming to expand awareness of Japanese green tea and increase number of fans



## As a Health Creation Company

# Sustainable Domestic Agriculture



Sustainable

agriculture

in Japan

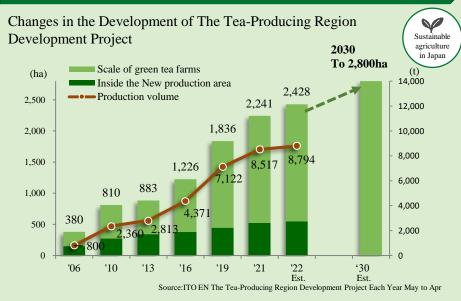
Enable the active

participation

of diverse

people

#### **Our Agricultural Model: The Tea-Producing Region Development Project**



Initiatives to reduce agricultural chemicals and introduce organic cultivation

Increasing use of steam pest control machines >Pest control and weeding using



Fly pests and kill weeds ↓ Reduction of chemical pesticides ⇒Less herbicides Development of fertilizers from used tea leaves. >Produce compost with high content of used tea leaves. Matching beverage

factories and contract plantations

Reduce both fertilizer costs and environmental impact

Organic Production FY2021 Results 236 tons Targets for FY2030 **500 tons**  The Start of Agriculture and Welfare Cooperation<sup>\*1</sup>, Aiming for a Sustainable and Inclusive Society

An ITO EN initiative to solve social problems through its tea farming and community support.



MAFF \*2100% Certified Tea Leaves

#### Subtle Aromatic Shizuoka Green Tea Started direct sales at ITO EN-managed stores

Launched Nov 14,2022

Since Nov 2020, supporting this initiative as a supporting member of the Agriculture and Welfare Cooperation Support Consortium

Contributing to a society that accepts diversity through agriculture

- \*1 An initiative to achieve social engagement with confidence and purpose for people with disabilities and more through working in agriculture, forestry, fishing, and other fields.
- \*2 The system and authentication of Japanese Agricultural Standards (JAS) began in 2019. It establishes standards for production methods and labels for agricultural, forestry, and fishery products and processed food products made with ingredients from these industries engaged in mainly by people with disabilities.

# Participation in JA ZEN-NOH's Nippon Yell Project



New on Nov 7, 2022

Contribute to the promotion of sustainable agriculture.

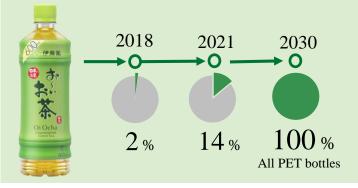
in Japa

# Efforts with Containers and Packages

#### **Container Packaging Promotion of 3Rs**

#### **Recycle**

ITO EN is striving to increase the ratio of recycled materials (including bio-derived materials) for plastic bottles to 100% by 2030



#### **Reduce**

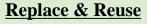
Weight reduction of packaging and reduced usage

We've reduced the amount of plastic used in Oi Ocha 500 ml plastic bottled by about **40%** since 2002

Reducing the weight of 2 L plastic bottles used for the Oi Ocha brand



compared to the past Approximately 26% weight reduction



Switch to plant-derived biodegradable materials

Used in tea bag filters and straws of paper carton products

ITO EN

We Love Nature



Environment



#### Since May 2022, TULLY'S COFFEE Shops Paper cups served for both HOT and COLD



Since Sep 2022, CHICHI YASU LECT Shop Switch to paper container for soft-serve ice cream cups

> Expected reduction ofplastic use is approximately100 tons annually

Lids not requiring a straw are also used for some cold drinks



>Expected reduction of plastic use is approximately 63% annually

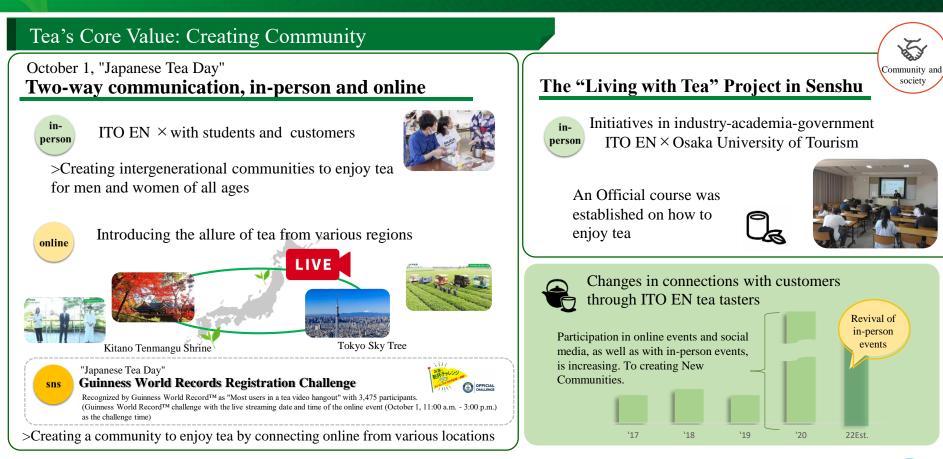
Included spoon was changed from plastic to wood



#### The ITO EN Group works to solve environmental problems

# As a Leading Tea Company





#### Contributing to Diet and Health

#### Enhancing research on the functionality of green tea components

Verifying two effects of continued matcha intake. Improved sleep quality and social cognitive function



#### ITO EN Health Forum" held regularly

Providing information about the health benefits of tea with researchers. Continuing to think about the role tea can play to allow people to spend each day in good health and with smiles.



Diet and health

Held in Sep 9,2022 (The 7th)

#### Creating connections through tea and supporting the mental and physical health of customers

Copyright (C) All Rights Reserved. ITO EN, LTD.

# Health Creation Company



## Our company's overall direction is to be a unique and sustainable company.

## **Global Tea Company Strategy**

Connect the tea culture of the world as global tea specialists by sharing the value and taste of tea

## Global

Enable tea, which is enjoyed all

support the mental and physical

health of people around the world.

over the world, to evolve to

## Value Creation

Use the knowledge cultivated in tea to create value that aids health and a sustainable society.

## Unique

Be a unique company that integrates tradition and cuttingedge technologies in domains ranging from agriculture to resource circulation.

#### Medium-to-Long-Term Management Plan (FY4/2023-FY4/2027)

► Five Key Strategies

Solidify the existing businesses in Japan

Strengthen the management base

Develop Oi Ocha into a global standard brand

Promote sustainability management

Create new businesses



X

The ITO EN Group aim to become a unique and sustainable company.



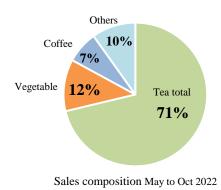
## Appendix

## Appendix : ITO EN (non-consolidated) Results

#### Drink sales volume by Category

\*May to Oct 2022 Unit: Ten thousand cases

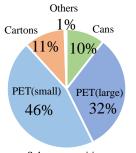
First Half (May to October 2022)	1Q (May to Jul)	Sales Composition	YoY % Change	2Q (Aug to Oct)	Sales Composition	YoY % Change
Drinks	6,285	100%	+4%	6,133	100%	+ 6 %
Tea total	4,501	72%	+4%	4,347	71%	+ 6 %
Japanese Tea	4,148	66%	+ 6 %	3,951	64%	+ 6 %
Chinese Tea	228	4%	- 12 %	238	4%	+4%
Other Tea	124	2%	-4%	157	3%	+ 22 %
Vegetable	731	12%	-9%	717	12%	- 9 %
Coffee	439	7%	+ 10 %	453	7%	+ 12 %
Mineral Water	196	3%	+9%	184	3%	+ 3 %
Carbonated	156	2%	+ 47 %	161	3%	+ 30 %
Fruit	126	2%	+ 5 %	115	2%	+ 6 %
Others	131	2%	+ 18 %	153	2%	+ 38 %



#### Drink sales volume by Packaging

\*May to Oct 2022 Unit: Ten thousand cases

	Way to bet 2022 blitt. Ten mousand cases					
			Composition ratio YOY	YOY % Change		
Ι	Drink Total	12,418	-	+ 5 %		
	Cans	1,350	- 0 pt	+ 5 %		
	PET(large)	3,947	- 2 pt	- 0 %		
	PET(small)	5,654	+ 2 pt	+ 10 %		
	Cartons	1,401	- 0 pt	+1%		
	Others	65	- 0 pt	- 13 %		



Sales composition

#### Drink sales volume by Channel

\*May to Oct 2022 / Base Volume

	FY 2022				
	Composition ratio YoY	YOY % Change			
Supermarket	- 1 pt	+ 2 %			
Convenience Store	- 1 pt	+ 2 %			
Vending Machine	- 0 pt	+ 3 %			
Others	+ 2 pt	+ 17 %			

#### Others 19% Vending Machine 8% Supermarket 51%

ITOEN

We Love Nature

Sales composition

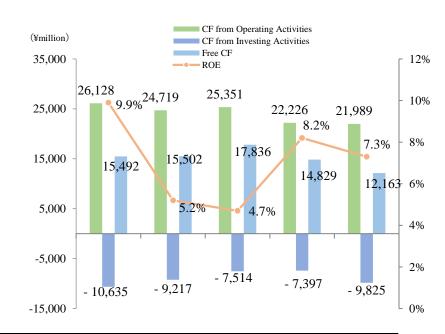
# Appendix : Related materials

We Love Nature

#### Consolidated Balance Sheet

			(¥million)
	2021	2022	Change
Current assets	227,466	232,934	5,468
Cash and deposits	111,952	100,525	-11,427
Accounts receivable-trade and inventories	103,118	119,741	16,623
Property, plant and equipment	76,753	74,757	-1,996
Land	22,284	23,344	1,060
Leased assets	10,898	7,146	-3,752
Other	43,571	44,266	695
Intangible fixed assets	8,114	8,484	370
Goodwill	4,104	3,078	-1,026
Investments and other assets	23,127	22,175	-952
Total assets	335,462	338,351	2,889
Current liabilities	90,529	76,813	-13,716
Accounts payable	25,249	30,439	5,190
Short-term loans payable	24,604	2,532	-22,072
Lease obligations	2,618	2,370	-248
Income taxes payable	4,914	4,520	-394
Non-current liabilities	86,324	90,783	4,459
Corporate bonds	10,000	10,000	-
Long-term loans payable	55,603	60,441	4,838
Lease obligations	4,745	4,542	-203
Total liabilities	176,853	167,597	-9,256
Net assets	158,609	170,754	12,145

#### Consolidated Cash Flows



(	¥ million)	'19/4	'20/4	'21/4	'22/4	'23/4 Est
Cap	ital Investments	10,006	9,990	7,199	7,511	9,648
Depre	eciationAmortization	6,735	7,022	7,255	7,246	7,482
Leas	sed Assets Depr.	6,675	6,081	5,171	4,035	3,085
Lease obli	bligations(Repayment)	-6,514	-4,679	-3,691	-2,732	-2,271

Rating	A+	Equity ratio	10/2021	46.9%
Bond shelf registration(straight bonds)	¥ 40billion		10/2022	50.1%





The purpose of the materials you have received is to provide the means for a more thorough understanding of ITO EN and should not necessarily be regarded as a recommendation to invest. Furthermore, the data in these materials is based on what we believe is the most accurate information. However, please understand that even without advance notice, both past data and future forecasts may be revised.

Copyright (C) All Rights Reserved. ITO EN, LTD.