Financial Results Presentation for FY2025 1Q

(Fiscal Year Ending April 30, 2026)

September 2025 ITO EN, LTD.

ITO EN
We Love Nature

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Financial Results for FY2025 1Q

1Q（May to July 2025）

		FY2024 Results	Sales Composition	FY2025 Results	Sales Composition	YoY % Change
Consolidated	Net Sales	125,039	100.0%	130,875	100.0%	4.7%
	Gross Profit	47,389	37.9%	48,547	37.1%	2.4%
	Advertising	3,445	2.8%	2,656	2.0%	-22.9%
	Freight	3,829	3.1%	3,993	3.1%	4.3%
	Depreciation and Amortization	1,536	1.2%	1,619	1.2%	5.4%
	Selling, General and Administrative Expenses	40,260	32.2%	40,186	30.7%	-0.2%
	Operating Income	7,128	5.7%	8,360	6.4%	17.3%
	Ordinary Income	7,219	5.8%	8,924	6.8%	23.6%
	Extraordinary Losses and Income	-50	-	-82	-	-
	Net Income	4,440	3.6%	5,712	4.4%	28.6%

		FY2024 Results	Sales Composition	FY2025 Results	Sales Composition	YoY % Change
Non-Consolidated	Net Sales	90,063	100.0%	93,320	100.0%	3.6%
	Gross Profit	31,339	34.8%	31,180	33.4%	-0.5%
	Operating Income	4,802	5.3%	5,751	6.2%	19.8%
	Ordinary Income	6,072	6.7%	7,580	8.1%	24.8%

(Unit: million yen, thousand dollars)

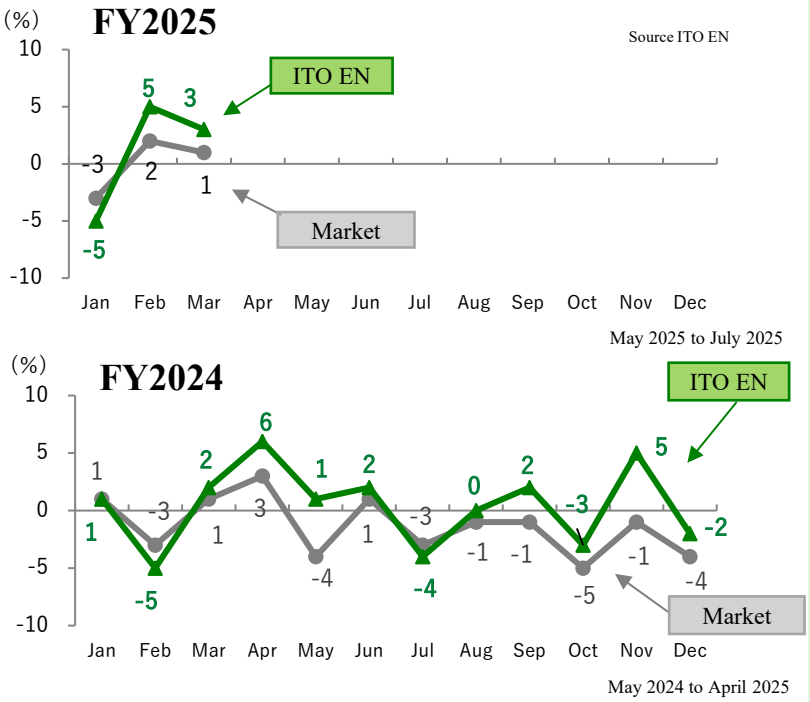
Upper: Net Sales Bottom: Operating Income		FY2024 Results	FY2025 Results	YoY % Change
Performances of Subsidiaries	Domestic Subsidiaries	30,485	30,964	1.6%
		1,747	1,425	-18.4%
	Tully's Coffee Japan Co., Ltd.	10,609	11,510	8.5%
		1,052	937	-10.9%
	Chichiyasu Company	3,434	3,131	-8.8%
		374	244	-34.7%
	Overseas Subsidiaries	15,033	16,721	11.2%
		781	1,021	30.8%
	US Business	13,316	14,882	11.8%
		478	703	47.0%
		$ *84,580*	$ *102,368*	21.0%
		$ *3,041*	$ *4,842*	59.2%
	Tea-Related Business Companies ※	5,299	5,241	-1.1%
		672	641	-4.5%
		$ *33,659*	$ *36,052*	7.1%
		$ *4,269*	$ *4,413*	3.4%
	Other Overseas Subsidiaries	1,717	1,839	7.1%
		302	317	5.0%
	Elimination of Internal Transactions	- 10,544	- 10,130	-
		- 202	161	-
Exchange rate (US$) (1Q average rate)		157.44	145.38	

※Sum of ITO EN (North America) INC. and ITO EN (Hawaii) LCC

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Domestic Environments and ITO EN

Monthly Sales Volume Trends



Domestic Environment Topics

2025 May Large PET plants are struggling due to high prices. There are fewer operating days than last year, and demand for water and leisure activities is also sluggish due to bad weather.

June The intense heat in the latter half of the season led to an increase in demand for water. The rainy season ended earlier than ever before in western Japan in the Kinki region.

July High prices and high temperatures discouraged people from going out, which led to sluggish demand.

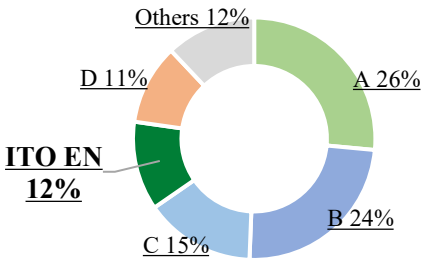
ITO EN (non-consolidated) FY2025 1Q

(Unit: ten thousand cases)

Drinks sales volume by category	FY 2024 Results	Sales Composition	YoY %Change	FY 2025 Results	Sales Composition	YoY %Change
Drinks	6,068	100 %	- 0 %	6,132	100 %	+ 1 %
Tea total	4,325	71 %	- 1 %	4,450	73 %	+ 3 %
Japanese Tea	3,917	65 %	- 1 %	4,015	65 %	+ 2 %
Green Tea	2,575	42 %	- 1 %	2,588	42 %	+ 1 %
Barley Tea	1,342	22 %	- 0 %	1,426	23 %	+ 6 %
Chinese Tea	253	4 %	+ 5 %	261	4 %	+ 3 %
Other Tea	154	3 %	- 7 %	173	3 %	+ 12 %
Vegetable	627	10 %	- 4 %	575	9 %	- 8 %
Coffee	474	8 %	+ 5 %	514	8 %	+ 9 %
Mineral Water	193	3 %	+ 10 %	197	3 %	+ 2 %
Carbonated	165	3 %	- 9 %	117	2 %	- 29 %
Fruit	150	2 %	+ 7 %	148	2 %	- 1 %
Others	132	2 %	- 2 %	128	2 %	- 3 %

FY2025 1Q:Ratio of Unsweetened Beverages: 75% or more

Reference:
Market Share of Beverage Industry



Source: ITO EN / Quantity base

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"Oi Ocha" Initiatives

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Continuing communication with Shohei Ohtani

▼Policies to expand sales of Oi Ocha



5/19 New TV Commercial: “Every day, tea is by my side.
”MLB™ All-Star Game Tour ticket giveaway campaign

6/23 Release of “Oi Ocha COLD BREW LEMON GREEN”

6/26 Launching the Global Social Contribution Projects " Green Tea for Good 2025"

6/30 Shohei Ohtani Bottle Release
(Limited Quantity)

On sale June 30: Shohei Ohtani Bottle of Oi Ocha Tea



“Throw,” “Hit,” and “Run” Designs

▼“Oi Ocha PURE” series

A new type of Japanese tea inspired by overseas trends



Creating new customers

Sales are strong, mainly among young people and female customers.

▼ Entering the second year Global Social Contribution Project “Green Tea for Good”

“Green Tea for Good” is a global social contribution project launched in July 2024 with global ambassador Otani.





Oi Ocha × Shohei Ohtani Global Social Contribution Project
“Gomihiroishinakuttya with Hanamaki Higashi High School” (held on July 2)）

Increase sales while gaining more fans

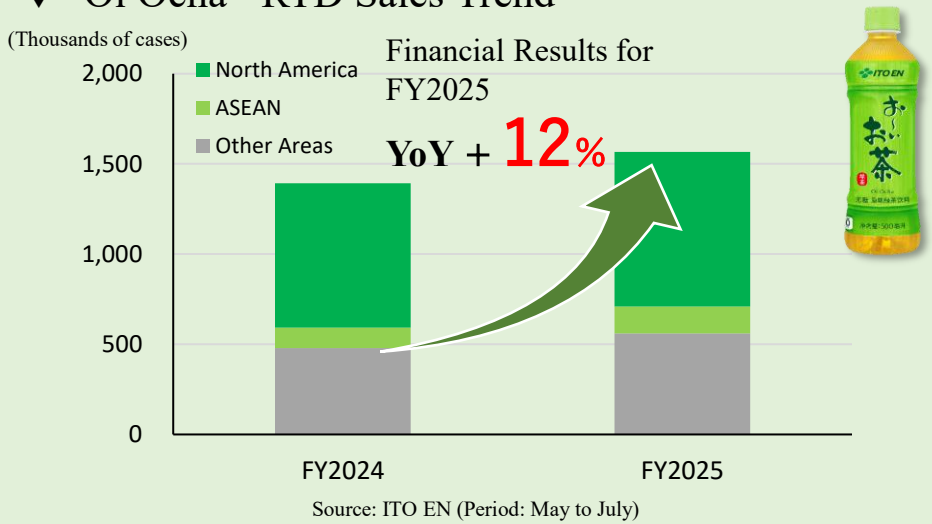
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Overseas Sales of "Oi Ocha"

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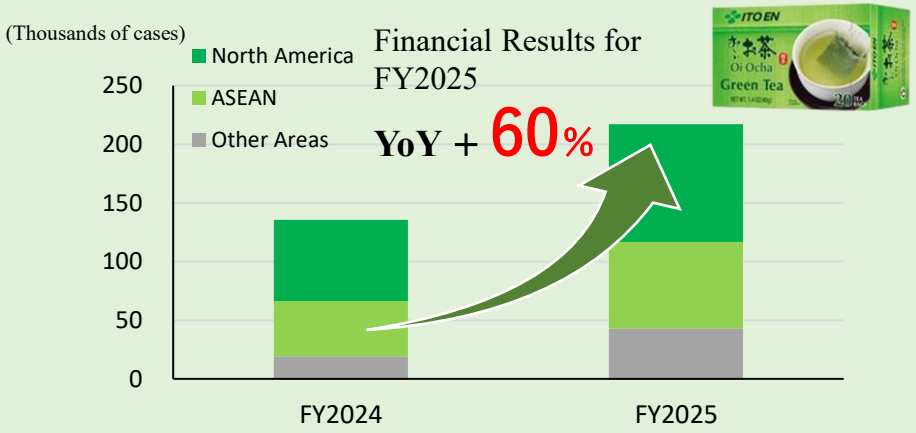
Sales of “Oi Ocha” by region

▼"Oi Ocha" RTD Sales Trend



Source: ITO EN (Period: May to July)

▼Sales Volume of "Oi Ocha" Tea Bags



Source: ITO EN (Period: May to July))

≪ Increase/Decrease in Beverage Sales Volume by Region ≫

YoY	North American Business	+ 7 %
	ASEAN Business	+ 31 %
	Other Businesses	+ 17 %

Overseas Group Total + 12 %

≪ Increase/Decrease in Tea Bag Sales by Region ≫

YoY	North American Business	+ 44 %
	ASEAN Business	+ 55 %
	Other Businesses	+ 126 %

Overseas Group Total + 60 %

Expanding sales to tea companies around the world

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Barley Tea Brand Initiatives

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Sales are rapidly expanding with MLB™ 30 Team Special Edition Bottles.

▼A First in History! Barley Tea “MLB™ 30 Teams Special Edition Bottle”



30 types of collaboration illustrations featuring Shofukutei Tsurube wearing MLB team uniforms are now available!



健康ミネラルむぎ茶

July sales volume reaches record high

Source: Based on shipments (according to ITO EN, since the brand's launch, it has recorded its highest sales figures for the month of July.)

The No. 1 Barley tea beverage supported by a wide range of customers.

Sales volume **100 million copies sold**

GUINNESS WORLD RECORDS
RECORD HOLDER

Name of record: “Best-selling RTD barley tea brand - current annual sales volume
Official English Record Name: Best-selling RTD barley tea brand – current
Recorded Brand: “Healthy Mineral Mugi-cha” Target year: 2024

▼Barley Tea supports children aspiring to become future Major League Baseball players and athletes.

MLB CUP 2025



<MLB CUP 2025 Minor League Final Round Event Overview>
MLB CUP 2025 Minor League Regional Qualifying Rounds: April to June 2025
MLB CUP 2025 Minor Division Final Round: July 25 (Fri) to 27 (Sun), 2025

- Only teams participating in the “Minor Division Final Round” held after the release of this collaboration bottle are eligible for this giveaway.





Supporting children who are passionate about baseball

A brand supported by a wide range of customers

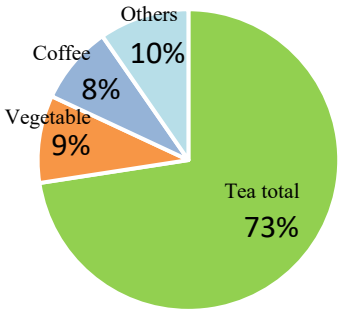
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Appendix：ITO EN (non-consolidated) Results

Drink Sales Volume by Category

FY 2025 1Q(May to July 2025) (Unit: ten thousand cases)

1Q (May to July 2025)	FY 2025 Results	Sales Composition	YoY % Change
Drinks	6,132	100%	1%
Tea total	4,450	73%	3%
Japanese Tea	4,015	65%	2%
Green Tea	2,588	42%	1%
Barley Tea	1,426	23%	6%
Chinese Tea	261	4%	3%
Others Tea	173	3%	12%
Vegetable	575	9%	-8%
Coffee	514	8%	9%
Mineral Water	197	3%	2%
Carbonated	117	2%	-29%
Fruit	148	2%	-1%
Others	128	2%	-3%



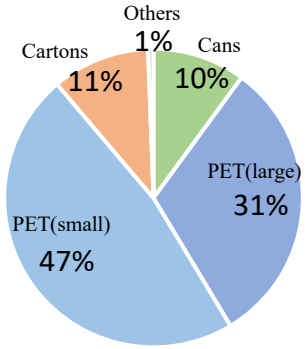
Composition ratio

Drink Sales Volume by Packaging

FY 2025 1Q(May to July 2025)

		Composition ratio YOY	YOY % Change
Drink Total	6,132	+ 0 pt	+ 1 %
Cans	616	- 0 pt	+ 1 %
PET(large)	1,921	+ 1 pt	+ 4 %
PET(small)	2,908	- 0 pt	+ 0 %
Cartons	650	- 0 pt	- 3 %
Others	36	- 0 pt	- 4 %

(Unit: ten thousand cases)



Composition ratio

Sales Change Ratio for Tea Leaves and Other Categories



Tea Leaves



Barley Tea
Tea Bags

FY 2025 1Q(May to July 2025)

	YoY %Change
Tea Leaves	+ 6 %
In-convenience products	+ 2 %
Others	- 6 %

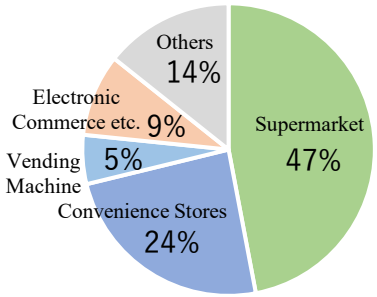
Monetary Basis

Drink Sales Volume by Channel

FY 2025 1Q(May to July 2025)

	Composition ratio YoY	YOY % Change
Supermarket	+ 1 pt	+ 2 %
Convinience Store	+ 0 pt	+ 2 %
Vending Machine	- 1 pt	- 14 %
E-Commerce, etc.	+ 1 pt	+ 7 %
Others	- 0 pt	+ 0 %

Quantity base



Composition ratio

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Forecasts for FY 2025

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Full year（May 2025 to April 2026）

		FY2024 Results	Sales Composition	FY2025 Forecast	Sales Composition	YoY % Change
Consolidated	Net Sales	472,716	100.0%	490,000	100.0%	3.7%
	Gross Profit	179,638	38.0%	187,800	38.3%	4.5%
	Advertising	12,784	2.7%	13,333	2.7%	4.3%
	Freight	14,503	3.1%	15,037	3.1%	3.7%
	Depreciation and Amortization	6,396	1.4%	6,931	1.4%	8.4%
	Selling, General and Administrative Expenses	156,668	33.1%	162,300	33.1%	3.6%
	Operating Income	22,969	4.9%	25,500	5.2%	11.0%
	Ordinary Income	22,973	4.9%	25,700	5.2%	11.9%
	Extraordinary Losses and Income	-742	-	-500	-	-
	Net Income	14,156	3.0%	16,000	3.3%	13.0%

		FY2024 Results	Sales Composition	FY2025 Forecast	Sales Composition	YoY % Change
Non-Consolidated	Net Sales	334,800	100.0%	342,400	100.0%	2.3%
	Gross Profit	114,477	34.2%	118,580	34.6%	3.6%
	Operating Income	14,902	4.5%	17,000	5.0%	14.1%
	Ordinary Income	16,489	4.9%	19,350	5.7%	17.3%

(Unit: million yen, thousand dollars)

Upper: Net Sales Bottom: Operating Income		FY2024 Results*	FY2025 Forecast*	YoY % Change
Performances of Subsidiaries	Domestic Subsidiaries	121,227	122,457	1.0%
		5,266	5,062	-3.9%
	Tully's Coffee Japan Co., Ltd.	43,784	47,500	8.5%
		3,518	3,530	0.3%
	Chichiyasu Company	12,885	12,420	-3.6%
		1,230	1,030	-16.3%
	Overseas Subsidiaries	58,766	65,209	11.0%
		3,007	3,463	15.2%
	US Business	51,645	57,439	11.2%
		1,670	2,092	25.3%
		$ 340,106	*$ 382,930*	12.6%
		$ 10,999	*$ 13,950*	26.8%
	Tea-Related Business Companies ※	19,733	19,815	0.4%
		2,205	2,287	3.7%
		$ 129,956	*$ 132,100*	1.6%
		$ 14,523	*$ 15,250*	5.0%
	Other Overseas Subsidiaries	7,120	7,769	9.1%
		1,337	1,371	2.5%
	Elimination of Internal Transactions	- 42,077	- 40,066	-
		- 206	- 25	-
Exchange rate (US$) (average during a year)		151.85	150.00	

※Sum of ITOEN (North America) INC. and ITOEN (Hawaii) LCC

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