

Financial Results

Presentation for FY2025 1Q

(Fiscal Year Ending April 30, 2026)

September 2025 ITO EN, LTD.



Financial Results for FY2025 1Q

1Q (May to July 2025)

		FY2024		FY2025		
		Results	Sales Composition	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		FY2025		
		Results	Sales Composition	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		FY2025	
		Results		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)

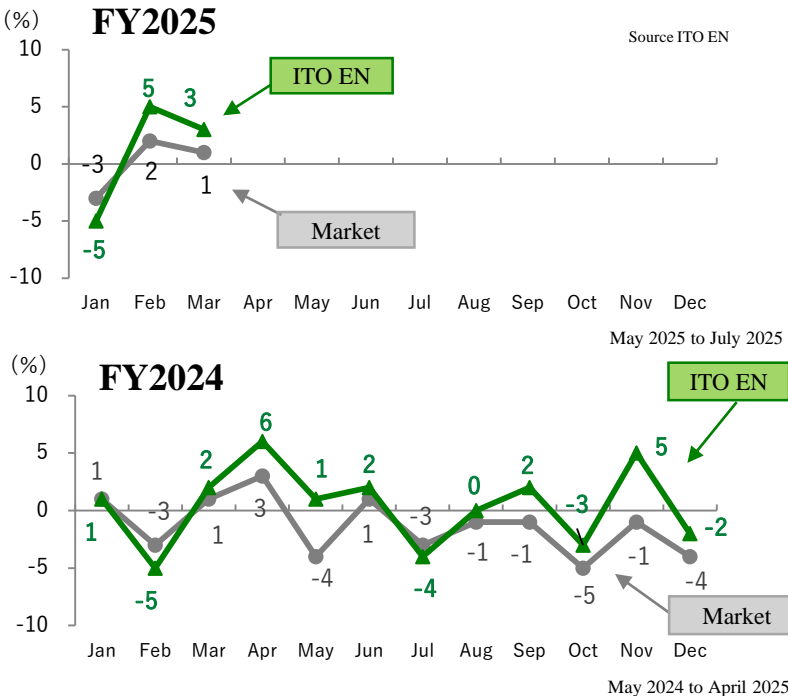
157.44

145.38

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

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.

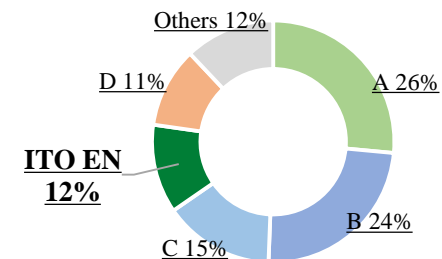
ITO EN (non-consolidated) FY2025 1Q

(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

"Oi Ocha" Initiatives

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



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)

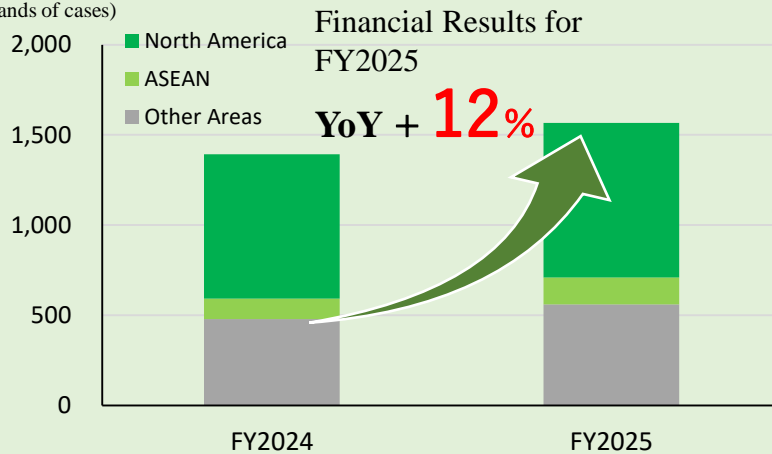
Increase sales while gaining more fans

Overseas Sales of "Oi Ocha"

Sales of "Oi Ocha" by region

▼ "Oi Ocha" RTD Sales Trend

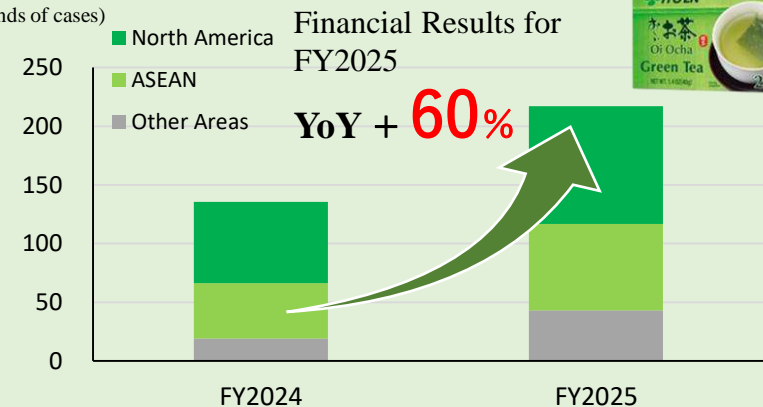
(Thousands of cases)



Source: ITO EN (Period: May to July)

▼ Sales Volume of "Oi Ocha" Tea Bags

(Thousands of cases)



Source: ITO EN (Period: May to July)

《 Increase/Decrease in Beverage Sales Volume by Region 》

YoY

<u>North American Business</u>	+ 7 %
<u>ASEAN Business</u>	+ 31 %
<u>Other Businesses</u>	+ 17 %

Overseas Group Total + 12 %

《 Increase/Decrease in Tea Bag Sales by Region 》

YoY

<u>North American Business</u>	+ 44 %
<u>ASEAN Business</u>	+ 55 %
<u>Other Businesses</u>	+ 126 %

Overseas Group Total + 60 %

Barley Tea Brand Initiatives

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**



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 Mugicha” Target year: 2024

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



<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.

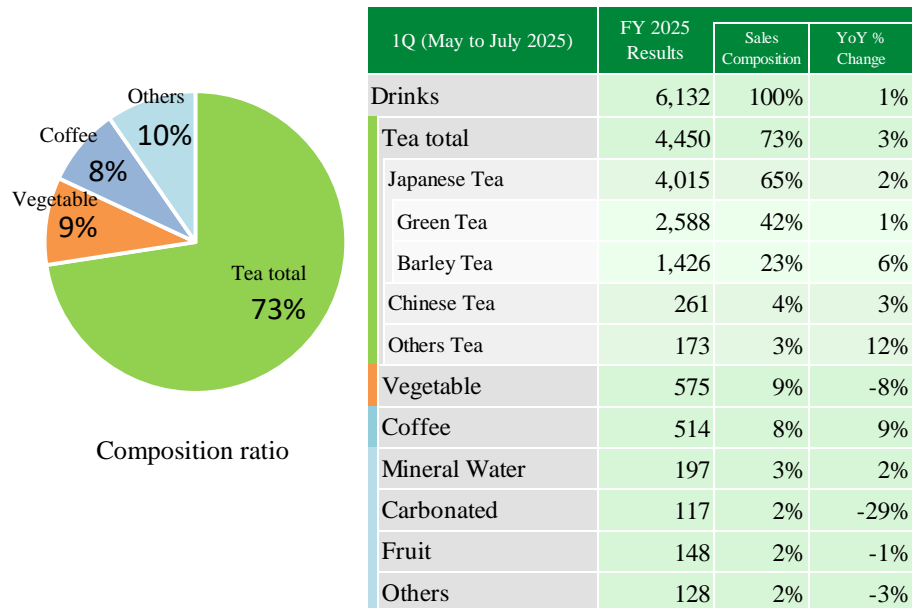
Supporting children who are passionate about baseball

A brand supported by a wide range of customers

Appendix : ITO EN (non-consolidated) Results

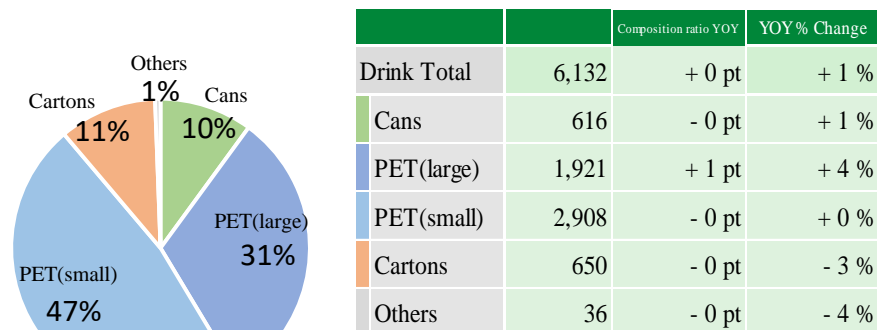
Drink Sales Volume by Category

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



Drink Sales Volume by Packaging

FY 2025 1Q(May to July 2025)



(Unit: ten thousand cases)

Sales Change Ratio for Tea Leaves and Other Categories

FY 2025 1Q(May to July 2025)



Tea Leaves

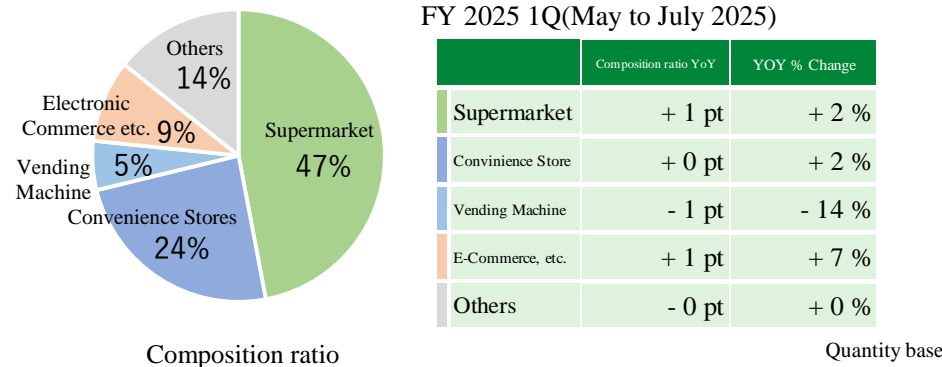
Barley Tea
Tea Bags

	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)



Forecasts for FY 2025

Full year (May 2025 to April 2026)

		FY2024 Results		FY2025 Forecast		
			Sales Composition		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		FY2025 Forecast		
			Sales Composition		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



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.