

Financial Results

Presentation for FY2025 2Q

(Fiscal Year Ending April 30, 2026)

December 2025 ITO EN, LTD.

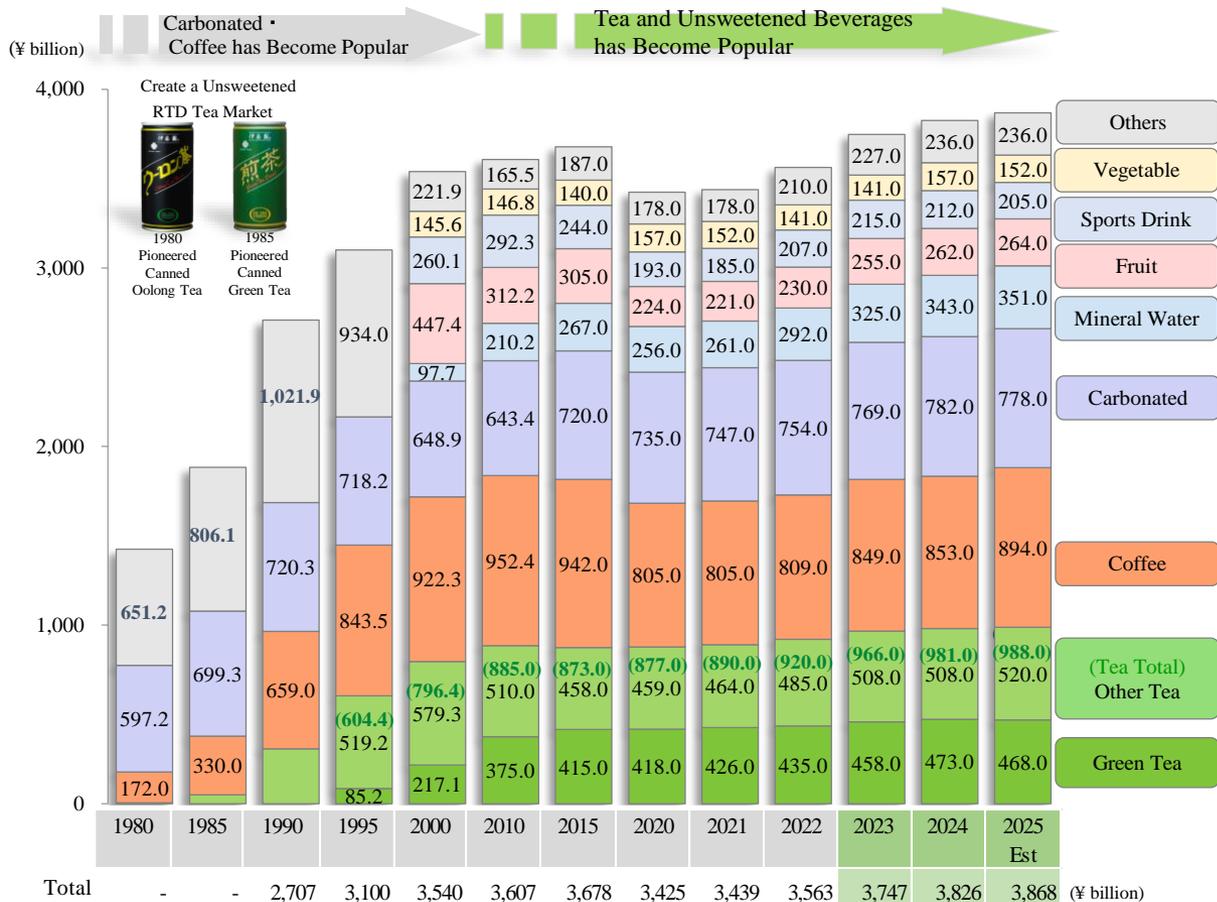


Soft Drink Market in Japan, Financial Results for FY2025 2Q and Full-Year Forecast	...P.3
Business and Marketing Strategy	...P.14
Appendix	...P.26

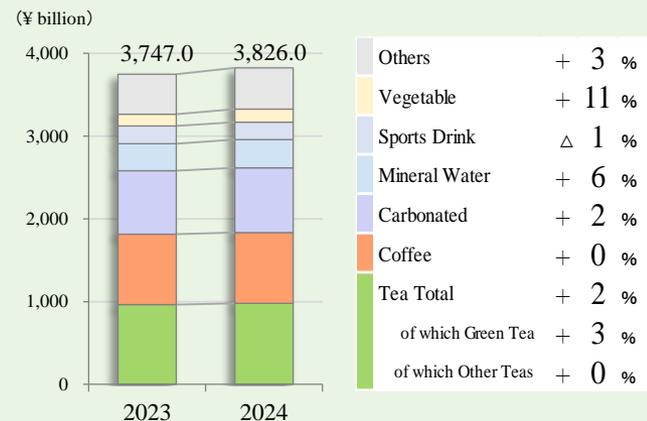
Soft Drink Market in Japan, Financial Results for FY2025 2Q and Full-Year Forecast

Soft Drink Market in Japan

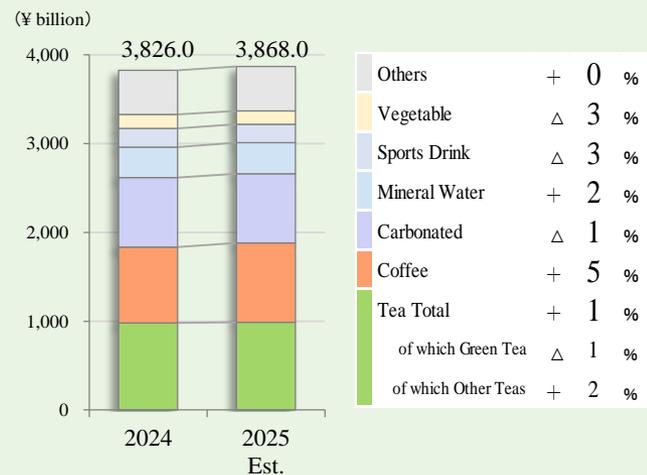
▼ Soft Drink Market Trends (Calendar year, Monetary base)



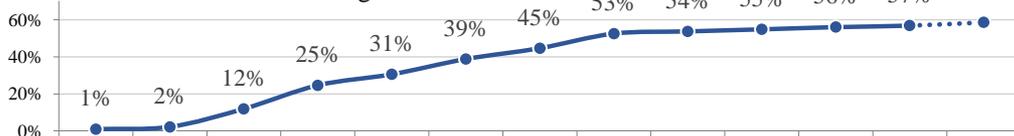
Results 2024 Year Est. YoY+ 2.1%



Forecast 2025 Year Est. YoY+ 1.1%



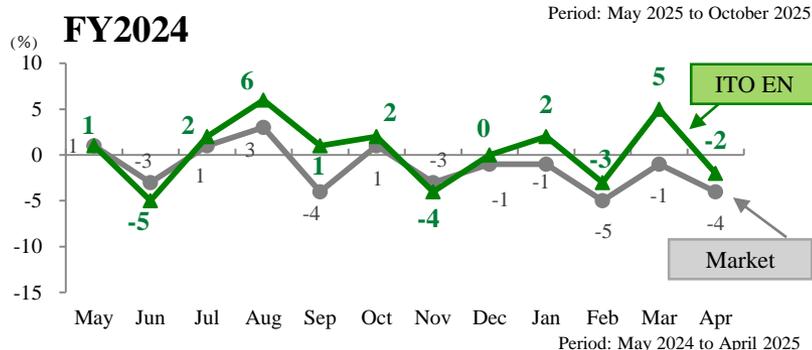
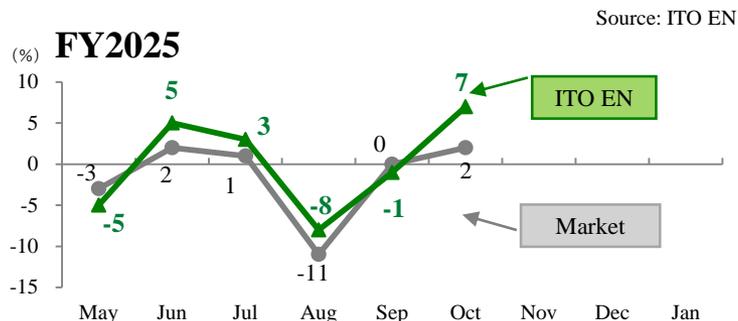
▼ Trends in Unsweetened Beverages Market



**The Percentage of Unsweetened Beverages Continues to Grow.
More than Half of All Domestic Beverages are Unsweetened.**

Source: ITO EN

Monthly Sales Volume Trends



Beverage Market Environment Topics

Year	Month	Topic
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.
	Jun.	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.
	Jul.	High prices and high temperatures discouraged people from going out, which led to sluggish demand.
	Aug.	In addition to high prices and the intense heat, several negative factors coincided, including a reversal of earthquake-driven stockpiling from the previous year and a reduced number of operating days.
	Sep.	The intense heat eased, creating moderate thirst-quenching demand. On the other hand, due to rising prices, large PET bottles and the water and tea categories underperformed.
	Oct.	Although low temperatures contributed to strong performance in hot beverages, the positive effect was almost offset by the negative impact of industry-wide price increases.

ITO EN (non-consolidated) FY2025 2Q (May to Oct, 2025)

	YoY % Change
Net Sales	+ 2 %
Tea Leaves	+ 7 %
Drinks	+ 1 %
Others	+ 2 %



Beverage Sales Volume

(Unit : ten thousand case)

Drinks sales volume by category	FY 2024 Results	Sales Composition	YoY % Change	FY 2025 Results		
				Results	Sales Composition	YoY % Change
Drinks	12,327	100 %	+ 1 %	12,303	100 %	Δ 0 %
Tea total	8,739	71 %	+ 0 %	8,894	72 %	+ 2 %
Japanese Tea	7,890	64 %	Δ 0 %	8,016	65 %	+ 2 %
Green Tea	5,208	42 %	Δ 0 %	5,173	42 %	Δ 1 %
Barley Tea	2,681	22 %	Δ 0 %	2,843	23 %	+ 6 %
Chinese Tea	530	4 %	+ 7 %	536	4 %	+ 1 %
Other Tea	318	3 %	+ 1 %	341	3 %	+ 7 %
Vegetable	1,264	10 %	Δ 3 %	1,171	10 %	Δ 7 %
Coffee	998	8 %	+ 12 %	1,057	9 %	+ 6 %
Mineral Water	427	3 %	+ 21 %	407	3 %	Δ 5 %
Carbonated	338	3 %	Δ 6 %	246	2 %	Δ 27 %
Fruit	293	2 %	+ 8 %	279	2 %	Δ 5 %
Others	265	2 %	Δ 5 %	246	2 %	Δ 7 %

FY2025 2Q Results Ratio of Unsweetened Beverages : Higher than 75%

Financial Results for FY2025 2Q(Consolidated and Non-Consolidated)

First half (May to October 2025)

	FY2024 Results	FY2025 Results	YoY Change	
			YoY Change	YoY %
Net Sales	252,321	262,478	10,156	4.0%
Gross Profit	94,845	95,044	198	0.2%
	37.6%	36.2%	-1.4%	
Advertising	6,833	6,172	△ 661	-9.7%
	2.7%	2.4%	-0.4%	
Freight	7,742	8,107	365	4.7%
	3.1%	3.1%	0.0%	
Depreciation and Amortization	3,136	3,278	142	4.5%
	1.2%	1.2%	0.0%	
Selling, General and Administrative Expenses	80,456	81,110	653	0.8%
	31.9%	30.9%	-1.0%	
Operating Income	14,389	13,934	△ 454	-3.2%
	5.7%	5.3%	-0.4%	
Ordinary Income	14,617	14,947	330	2.3%
	5.8%	5.7%	-0.1%	
Extraordinary Losses and Income	△ 311	△ 605	-	-
Net Income	9,191	9,542	350	3.8%
	3.6%	3.6%	0.0%	

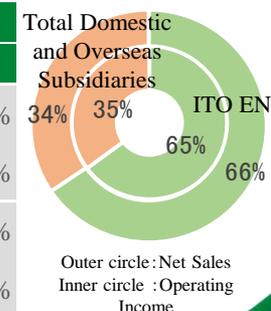
(Unit: million yen, thousand dollars)

	FY2024 Results	FY2025 Results	YoY Change	
			YoY Change	YoY %
Net Sales	181,687	185,067	3,379	1.9%
Gross Profit	61,768	59,881	△ 1,886	-3.1%
	34.0%	32.4%	-1.6%	
Selling, General and Administrative Expenses	52,260	50,958	△ 1,302	-2.5%
	28.8%	27.5%	-1.2%	
Operating Income	9,507	8,923	△ 583	-6.1%
	5.2%	4.8%	-0.4%	
Ordinary Income	10,874	11,059	185	1.7%
	6.0%	6.0%	0.0%	
Net Income	7,583	7,840	257	3.4%
	4.2%	4.2%	0.1%	

Group Company Performance and Group-Wide Revenue Composition Ratio

First half (May to October 2025) (Unit: million yen, thousand dollars) Sales Composition

	FY2024 Results	FY2025 Results	YoY %	
			YoY %	
Upper: Net Sales				
Bottom: Operating Income				
Domestic	62,209	62,372	0.3%	
Subsidiaries	3,348	2,645	-21.0%	
Overseas	29,339	34,975	19.2%	
Subsidiaries	1,806	2,194	21.5%	



Financial Results for FY2025 2Q(Group companies)

First half (May to October 2025)

(Unit: million yen, thousand dollars)

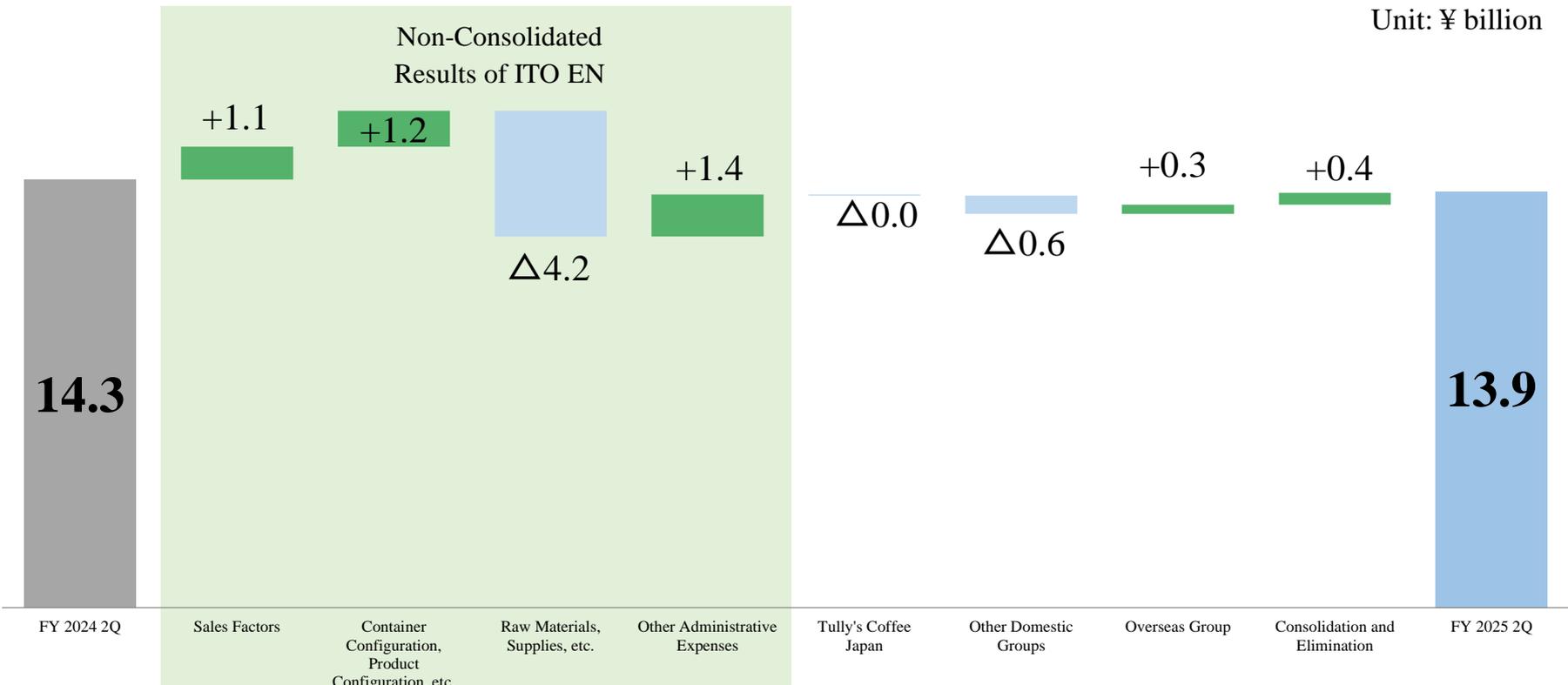
	Net Sales				Operating Income			
	FY2024 Results	FY2025 Results	YoY Change	YoY %	FY2024 Results	FY2025 Results	YoY Change	YoY %
ITO EN	181,687	185,067	3,379	1.9%	9,507	8,923	△ 583	-6.1%
Tully's Coffee Japan Co., Ltd.	21,620	23,372	1,752	8.1%	2,064	1,975	△ 88	-4.3%
ChichiyasuCompany	6,696	6,236	△ 460	-6.9%	681	496	△ 184	-27.1%
Domestic Subsidiaries	62,209	62,372	163	0.3%	3,348	2,645	△ 703	-21.0%
Tea-Related Business Companies ※	10,190	10,692	502	4.9%	1,289	1,193	△ 95	-7.4%
	\$ 66,991	\$ 72,637	\$ 5,645	8.4%	\$ 8,478	\$ 8,108	\$ -369	-4.4%
US Business	25,638	31,049	5,411	21.1%	1,005	1,465	460	45.8%
	\$ 168,552	\$ 210,921	\$ 42,369	25.1%	\$ 6,610	\$ 9,955	\$ 3,345	50.6%
Other Overseas Subsidiaries	3,700	3,925	224	6.1%	800	728	△ 71	-8.9%
Overseas Subsidiaries	29,339	34,975	5,636	19.2%	1,806	2,194	388	21.5%
Elimination of Internal Transactions	△ 20,914	△ 19,936	978	—	△ 273	170	443	—
Consolidated	252,321	262,478	10,156	4.0%	14,389	13,934	△ 454	-3.2%

Exchange rate (US\$)
(First Half average rate)

152.11 147.21

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

Major Factors Impacting Consolidated Operating Income for the First Half of the FY2025



Supplement to Factors of Changes in Non-Consolidated Results of ITO EN



- Impact of increase in sales +1.1
- Changes in container mix, product mix, etc. +1.2
- Impact of higher prices of raw materials and materials, etc. - 4.2
- Impact of reduction of advertising and promotional expenses, etc. +1.4

Forecast for FY2025(Consolidated and Non-Consolidated)

Full year (May 2025 to April 2026)

	FY2024 Results	FY2025 Forecast	YoY Change	
			YoY Change	YoY %
Net Sales	472,716	490,000	17,283	3.7%
Gross Profit	179,638	187,800	8,161	4.5%
	38.0%	38.3%	0.3%	
Advertising	12,784	13,333	548	4.3%
	2.7%	2.7%	0.0%	
Freight	14,503	15,037	533	3.7%
	3.1%	3.1%	0.0%	
Depreciation and Amortization	6,396	6,931	534	8.4%
	1.4%	1.4%	0.1%	
Selling, General and Administrative Expenses	156,668	162,300	5,631	3.6%
	33.1%	33.1%	0.0%	
Operating Income	22,969	25,500	2,530	11.0%
	4.9%	5.2%	0.3%	
Ordinary Income	22,973	25,700	2,726	11.9%
	4.9%	5.2%	0.4%	
Extraordinary Losses and Income	△ 742	△ 500	-	-
Net Income	14,156	16,000	1,843	13.0%
	3.0%	3.3%	0.3%	

(Unit: million yen, thousand dollars)

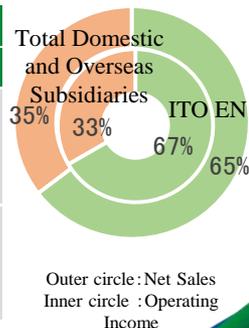
	FY2024 Results	FY2025 Forecast	YoY Change	
			YoY Change	YoY %
Net Sales	334,800	342,400	7,599	2.3%
Gross Profit	114,477	118,580	4,102	3.6%
	34.2%	34.6%	0.4%	
Selling, General and Administrative Expenses	99,575	101,580	2,004	2.0%
	29.7%	29.7%	-0.1%	
Operating Income	14,902	17,000	2,097	14.1%
	4.5%	5.0%	0.5%	
Ordinary Income	16,489	19,350	2,860	17.3%
	4.9%	5.7%	0.7%	
Net Income	11,667	13,500	1,832	15.7%
	3.5%	3.9%	0.5%	

Group Company Performance and Group-Wide Revenue Composition Ratio

Full year (May 2025 to April 2026) (Unit: million yen, thousand dollars)

	Upper: Net Sales Bottom: Operating Income	FY2024 Results	FY2025 Forecast	YoY %
				YoY %
Domestic		121,227	122,457	1.0%
Subsidiaries		5,266	5,062	-3.9%
Overseas		58,766	65,209	11.0%
Subsidiaries		3,007	3,463	15.2%

Sales Composition



Forecast for FY2025(Group companies)

Full year (May 2025 to April 2026)

(Unit: million yen, thousand dollars)

	Net Sales				Operating Income			
	FY2024 Results	FY2025 Forecast	YoY Change	YoY %	FY2024 Results	FY2025 Forecast	YoY Change	YoY %
ITO EN	334,800	342,400	7,599	2.3%	14,902	17,000	2,097	14.1%
Tully's Coffee Japan Co., Ltd.	43,784	47,500	3,715	8.5%	3,518	3,530	11	0.3%
ChichiyasuCompany	12,885	12,420	△ 465	-3.6%	1,230	1,030	△ 200	-16.3%
Domestic Subsidiaries	121,227	122,457	1,230	1.0%	5,266	5,062	△ 204	-3.9%
Tea-Related Business Companies ※	19,733	19,815	81	0.4%	2,205	2,287	82	3.7%
	\$ 129,956	\$ 132,100	\$ 2,143	1.6%	\$ 14,523	\$ 15,250	\$ 726	5.0%
US Business	51,645	57,439	5,794	11.2%	1,670	2,092	422	25.3%
	\$ 340,106	\$ 382,930	\$ 42,823	12.6%	\$ 10,999	\$ 13,950	\$ 2,950	26.8%
Other Overseas Subsidiaries	7,120	7,769	648	9.1%	1,337	1,371	34	2.5%
Overseas Subsidiaries	58,766	65,209	6,443	11.0%	3,007	3,463	456	15.2%
Elimination of Internal Transactions	△ 42,077	△ 40,066	2,010	—	△ 206	△ 25	180	—
Consolidated	472,716	490,000	17,283	3.7%	22,969	25,500	2,530	11.0%

Exchange rate (US\$)
(average during a year)

151.85

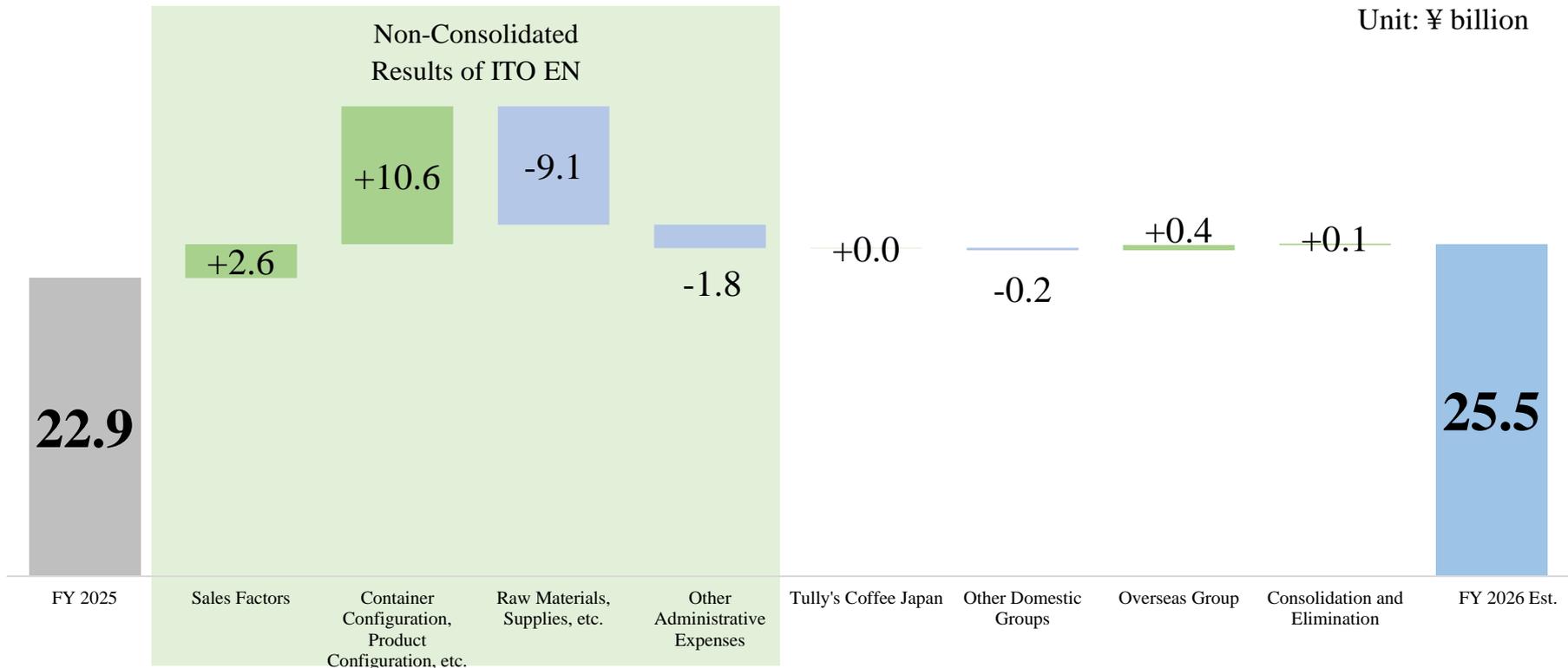
150.00

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

Factors Impacting Consolidated Operating Income (Full Year Forecast)

Major Factors of Changes in Consolidated Operating Income for the FY 2025 (Fiscal Year Ended April 30, 2026)

Continue to improve profitability and increase profit margins in response to rising costs of raw materials and supplies



Supplement to Factors of Changes in Non-Consolidated Results of ITO EN



- Effect of sales increase + 2.6
- Change in container and product composition + 10.6
- Impact of sharp rises in prices of raw materials and materials, etc. - 9.1
- Increase in personnel expenses due to wage increases - 1.3
- Marketing, sales promotion, etc. - 0.1

Structural Reform of the Entire Domestic Supply Chain

Structural Reform of the Entire Domestic Supply Chain

ITO EN's
Characteristics

Procurement of Raw Materials for Green Tea
(Unique expertise ranging from tea fields to raw materials)
R&D, the tea-producing region development project

**Block Production,
Logistics Using the
Fabless Method**

Sales grounded in local communities
Route Sales

Changes in the External Environment

We Need to Create a Sustainable, Efficient, and Profitable Supply Chain that Adapts to Changes in the External Environment.

Product Planning
and Development

Procurement
and Processing

Production

Logistics

Sales and Distribution

Products and Marketing
Selection and Concentration

- Enhancements of core brands, optimal specifications and number of items



Restructuring of Domestic Business Structure

- Integrating two Group companies that manufacture tea leaf products into the "ITO EN Tea Factory"
- Production, logistics, and sales systems that are flexible, appropriate, and designed to suit specific regions of consumption.



Collaboration with
outsourced manufacturers



Building large
bases and centers



Promoting synergies
within the Group



Coordinated delivery
in collaboration with
other companies

Optimizing the Entire Supply Chain and Reinforcing the Domestic Business to Drive Further Growth of the ITO EN Group

”Oi Ocha” Global Expansion

Expanding Oi Ocha Throughout the World



▼ Country and Region Expansion

North America	Focused management resources on the Oi Ocha brand. Featured Shohei Otani, who is a baseball player and has significant influence, in marketing to increase awareness and expand sales channels.	
Asia	In 2024, established a local subsidiary in Vietnam.	Concentrated management resources on the Oi Ocha brand. Enhanced awareness and provided drinking experiences through social media and sampling.
Europe	In 2024, established a local subsidiary in Germany.	Outsourced manufacturers produced Oi Ocha in Germany. <u>Sold in 17 countries in Europe.</u>
New Markets	Market research in countries we may expand into	<u>Will expand into India in the fiscal year ending April 30, 2026, and into countries in Africa by 2030.</u>

▼ Product Development

Concentrating Management Resources on the Oi Ocha Brand

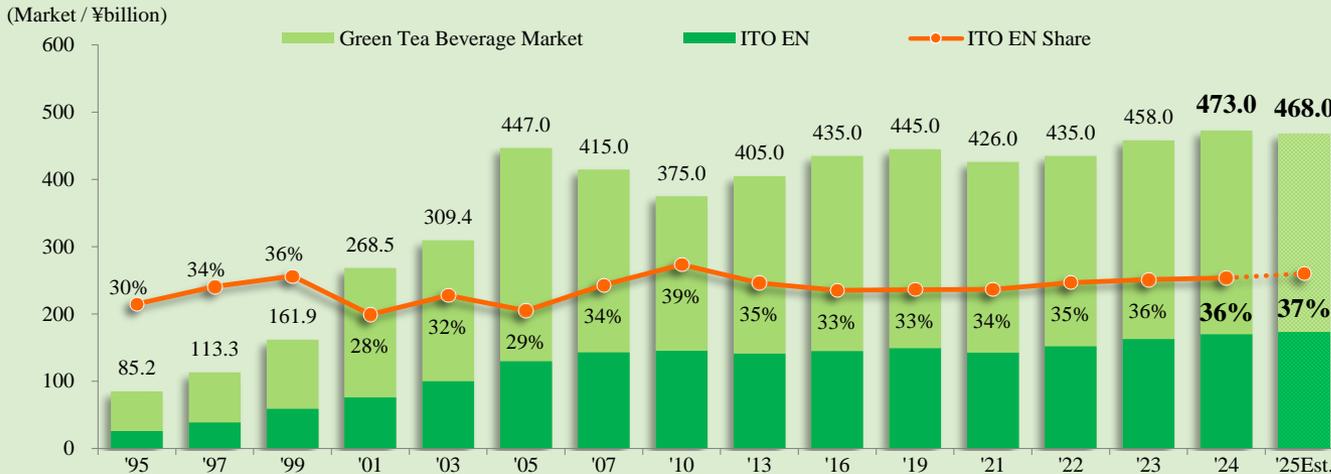


Establishing Unsweetened Oi Ocha as a Global Standard Beverage

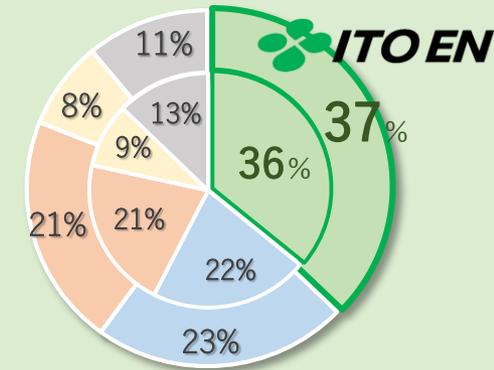
Business and Marketing Strategy

Green Tea Beverage Trends

Green Tea Beverage Market



Unsweetened Tea Beverages Share (Forecast for 2025)



Outer circle :Forecast for 2025 Inner circle :Results for 2024

* Source: ITO EN (Period: January–December, only ITO EN: May 2025-April 2026)

The Oi Ocha PURE Series is Attracting New Customers.

A New Type of Japanese Tea Inspired by Overseas Trends.

Strong Sales, Particularly among Young People and Women

Cumulative Sales have Surpassed

50 million Units*

*March to September 2025 Based on Drink Shipments (ITO EN Results)

Our **Motto** is "Let's abandon our common sense about tea."



▼ Oi Ocha is Expanding Internationally.

9/22

Released Simultaneously in Japan and the US

Oi Ocha Lemon Green

The Oi Ocha PURE series of products developed to suit international preferences has been launched in the US.



Japan US



Oi Ocha Expanding All Around the World

"Oi Ocha" Initiatives

Continuing Communication with Shohei Ohtani

▼ Promotion to Expand Sales of Oi Ocha

Continuing Communication with Shohei Ohtani



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"

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

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



6/30 Shohei Ohtani Bottle Release (Limited Quantity)

9/22 Simultaneous release of the new Oi Ocha Lemon Green TV commercial in Japan and the US

9/29 Release of the new Oi Ocha Hojicha and Oi Ocha Genmaicha TV commercials

10/6 Release of the new Oi Ocha Catechin Green Tea series TV commercials

▼ Oi Ocha Hojicha and Oi Ocha Genmaicha are Launched

Improved Flavors and Fragrances that Satisfy the Current Demand for Appealing **Aromas**

Largest Share of the Hojicha Tea (*1) and the Genmaicha Tea Markets (*2)



(*1) INTAGE SRI + Hojicha market data: cumulative sales for January 2024–December 2024

(*2) INTAGE SRI + Genmaicha market data: cumulative sales for January 2023–December 2024

▼ The Oi Ocha Catechin Green Tea Series of Products is Launched

A beverage certified as a food for specified health uses that will **definitely yield results** when consumed with a meal

YoY 3 Times or More

Note: growth rate (ITO EN: October 2025 / on a volume basis)

Food for Specified Health Uses (FOSHU)

A balanced diet should be based on a staple food, a main dish, and side dishes.



Benefits of tea catechins:

- Prevent consumers from gaining body fat
- Lower blood cholesterol levels



Its Popularity is Increasing because of its Delicious Taste and Health Benefits.

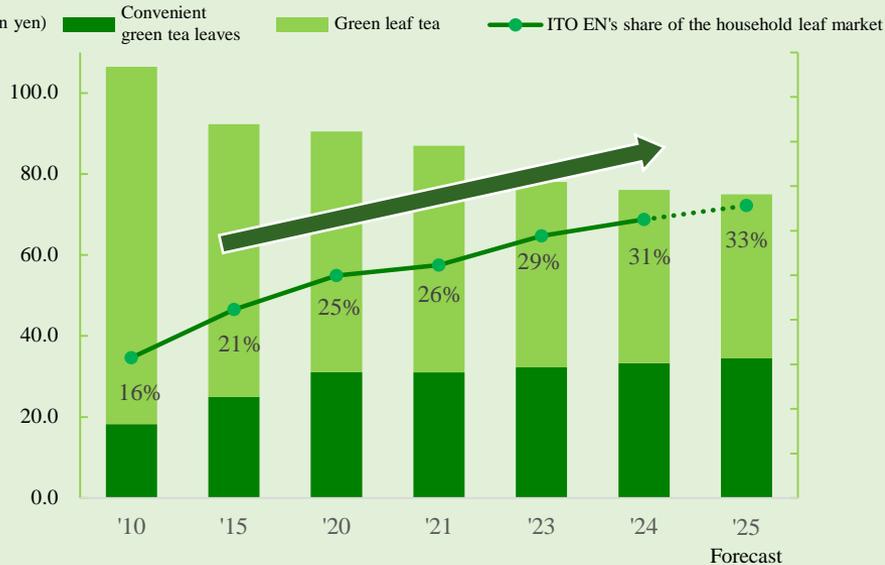
Easy and Convenient Products Quickly Gaining Popularity

The Proportion of Easy and Convenient Products is Increasing.

On October 1, Japanese Green Tea Day, ITO EN Offered Consumers Opportunities to Cultivate a Tea-Drinking Habit.

Proposed ways to promote casual tea enjoyment in approximately 370 stores.

Percentage of Easy and Convenient Products and ITO EN's Share in the Leaf Market



Source: ITO EN (Market: January–December each year, ITO EN: May–April/monetary basis)



Instant (Powdered) Tea Leaves that can be Easily Used by anyone to Prepare Tea

The bottle designed for powdered tea leaves enhances the enjoyment of drinking tea.



A squeeze bottle



A Broad Range of Easy and Convenient Products

YoY+10%※ ※Growth rate (ITO EN: May 2025–October 2025 / on a sales basis)

The "Convenience" is Valued, and Convenience Products have Continued to Grow Steadily



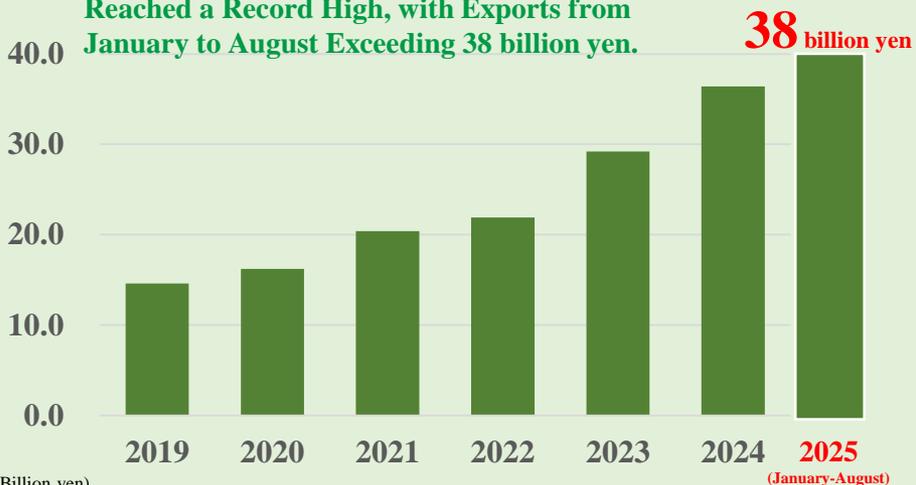
Easy and Convenient Products Help Consumers Feel closer to Tea, Making Preparation Simple.

Demand for Matcha Increasing Sharply

Exports of Green Teas, Including Matcha, are Increasing.

▼ Exports by Year

Exports of Green Teas, Including Matcha have Reached a Record High, with Exports from January to August Exceeding 38 billion yen.



Source: Ministry of Finance "Trade Statistics"

▼ Visitors from Abroad are Immersing themselves in Japanese Culture through the Matcha Experience.

Matcha has gained attention as a "superfood," and not only are matcha lattes and matcha sweets popular, but by creating opportunities to experience Japanese culture through tea ceremony sessions, it also caters to experiential consumption.

THE MATCHA TOKYO HARAJUKU, which Opened in November



Located in Harajuku at Meiji-Jingumae Station



Staff who prepare (whisk) matcha in front of customers



Tearoom on the top floor where Visitors can Experience the Japanese Tea Ceremony

Responding to the Growing Domestic Demand for Matcha.

▼ Developing a Stable Matcha Supply System

Doubling the Production Lines and Implementing an Efficient Production System.



▼ A Lineup of Products Designed to Meet the Needs of the Growing Matcha Market

A diverse selection of products from high-end items to more affordable options

YoY+39%



Delivering the Delightful Taste and Health Benefits of Matcha to the World

*Growth rate (ITO EN: May 2025–October 2025 / on a sales basis)

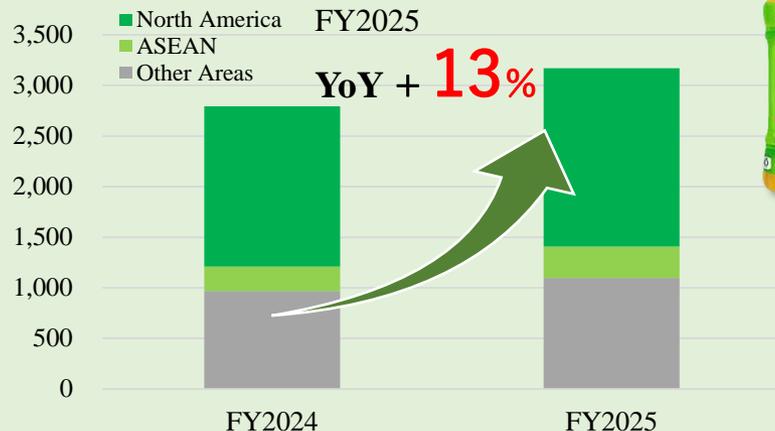
Overseas Sales of "Oi Ocha"

Sales of "Oi Ocha" by Region

▼ "Oi Ocha" RTD Sales Trend

(Thousands of Cases)

Financial Results for
FY2025



Source: ITO EN (Period: May to October)

« Increase/Decrease in Beverage Sales Volume by Region »

YoY

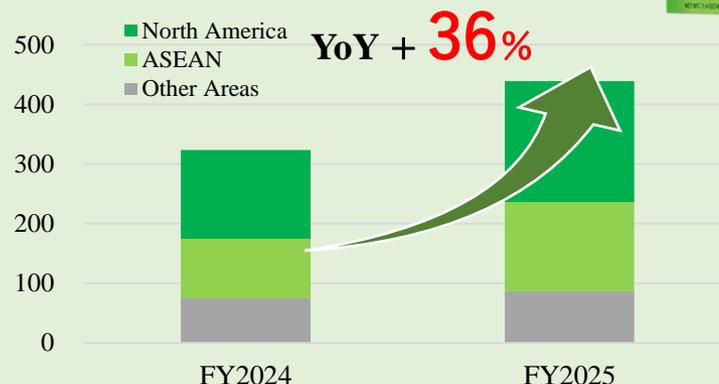
<u>North American Business</u>	+ 11 %
<u>ASEAN Business</u>	+ 30 %
<u>Other Businesses</u>	+ 13 %

Overseas Group Total + 13 %

▼ Sales Volume of "Oi Ocha" Tea Bags

(Thousands of Cases)

Financial Results for
FY2025



Source: ITO EN (Period: May to October)

« Increase/Decrease in Tea Bag Sales by Region »

YoY

<u>North American Business</u>	+ 36 %
<u>ASEAN Business</u>	+ 49 %
<u>Other Businesses</u>	+ 16 %

Overseas Group Total + 36 %

Growth in Barley, Healthy, and Chinese Teas

Sales are Rapidly Expanding with 30 Special Edition MLB™ Team Bottles.

Domestic sales value share of barley tea beverages in 2025 (forecast)

- ▼ **A First in History!** * Kenko Mineral Mugicha (Healthy Mineral Barley Tea) Thirty Special Edition MLB™ Team Bottles



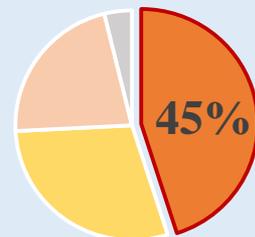
Thirty illustrations of Shofukutei Tsurube in MLB team uniforms are now available!
* The first unsweetened tea beverage in Japan to collaborate with MLB™ (Source: ITO EN)



The **No. 1 Barley Tea**
Supported by a Wide Range of Customers

健康ミネラルむぎ茶

* Source: ITO EN (Period: January–December, only ITO EN: May 2025–April 2026)



Sales Volume was a Record High in July 2025.

* Source: ITO EN (Shipments in July were a record high since the launch of the brand.)



Sales volume
100 million Bottles Sold

Record name: Best-selling RTD barley tea brand-current (latest annual sales volume)
Record-setting brand: Kenko Mineral Mugicha (Healthy Mineral Barley Tea)/Target year: 2024

The Value of the Raw Materials Used in this Healthy Tea is Highly Appreciated.

The Pleasant Fragrance of the Chinese Tea is Highly Praised.

- ▼ Sales of Black Soybean Tea are Continuing to Grow Due to the Health Benefits of **Soy Isoflavones**.

- ▼ The **Beautiful Aroma** of Jasmine Tea Elevates your Mood, which Makes the Product **Popular**.

YoY+12% *



The delicious aroma has been pleasantly received.



YoY+10% *



Support from younger consumers



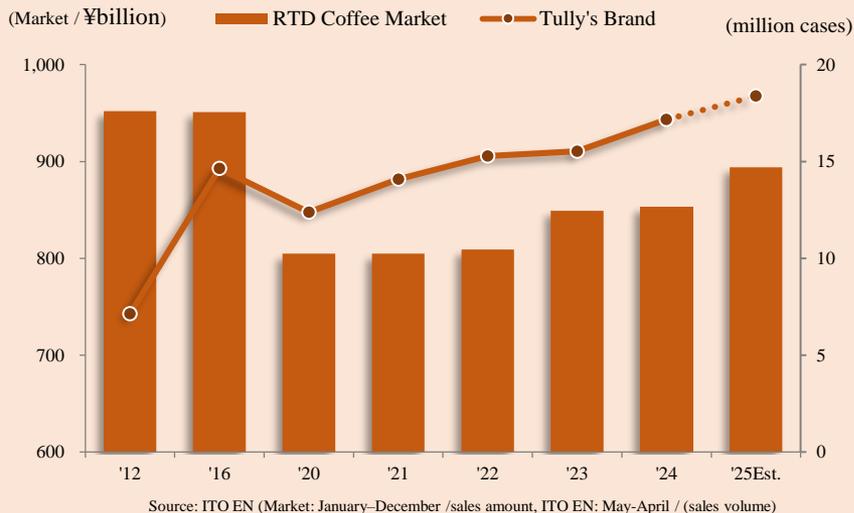
* Growth rate of beverage products ITO EN: May–October 2025 / quantity basis)

* Growth rate of beverage products ITO EN: May–October 2025 / quantity basis)

A Brand Supported by a Wide Range of Customers

TULLY'S COFFEE

▼ Coffee Beverage Market Situation



Tully's brand
**Record Sales Volume
for a First Half of the Year**

YoY+4%

We have Expanded our Points of Contact with Customers. Now, we have Contact Points in both the Beverage Section and the Chilled Food Section.

Sugar-free options preferred by coffee lovers



BARISTA'S BLACK, Sugar-free LATTE, BLACK Kilimanjaro

Your favorite tastes



ESPRESSO BASE: honey latte base, moderately sweet, sugar-free

Savoring the flavors of coffee at coffee shops at home



MY HOME Kilimanjaro, BLACK, moderately sweet

YoY+32%

Source: ITO EN (Period: May–Oct 2025 / quantity basis)

Bottled Coffee that Matches the Quality of the Coffee Served at Coffee Shops

The TULLY'S Coffee Platinum series has been launched.

Bottled coffee just like a cup of coffee lovingly made by a barista



Strengthening Synergy with TULLY'S COFFEE

Bringing the brand's charm to Coffee Lovers

The "Coffee Lover's TULLY'S" commercial aired, highlighting the synergy with TULLY'S shops



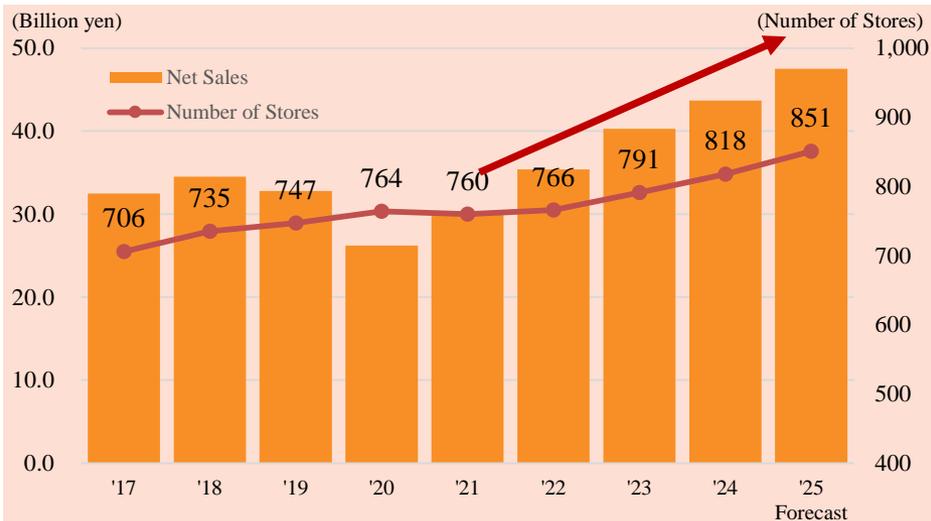
Enhancing the Value of the TULLY'S Brand



Tully's Coffee Japan

Proposing the Most Suitable Stores for Each Location

▼ Net Sales and Number of Stores



▼ Items that are Selling well

Drinks YoY+8%*

A Diverse Selection of Seasonal Swirlle®

Zen-Noh × Ito En × Tully's



(Left) Vanilla Affogato Shake (Launch in July 2025)



(Right) &TEA Shinshu Apple Ginger Tea (Launch in October 2025)

Foods YoY+11%*



(Left) Ripe tomato pasta with large pieces of eggplant and bacon (Standard)



(Right) A sandwich filled with plenty of egg

▼ Stores Continued to Show Strong Performance.

As of October 31, 2025 **829** Stores
(a net increase of **11** stores from a year ago)

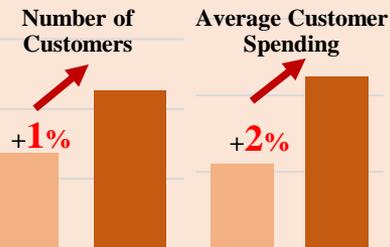


Opened on May 23, 2025

Tully's Coffee Musashisakai Kaede-dori

Wood from the nearby Tama region is used for the interior. The first pet-friendly space has been created in a Tully's Coffee shop.

Same-Store Comparisons (stores that have been open for 15 months or longer)



* Growth rate (May to October 2025)

Both the Number of Customers and the Average Customer Spending Per Customer Exceeded the Same Period Last Year in the First Half of the Year.

▼ Continuously Dedicated to Sourcing High-Quality Raw Materials

Procurement of High-Quality Raw Materials is Achieved through **Continuous Dialogue** with Producers, Including Visits to Production Areas and Support Projects.



Guatemala "Cupping Contest"



Costa Rica "Micro Lot Project"

* Cupping: A tasting method for assessing coffee quality

* Micro lot: Coffee made in very small batches using only Coffee cherry?

Sales are Driven by High-Quality Raw Materials and Strong Product Development

* Growth rate (May to October 2025; in terms of value)

Vegetable and Fruit Juice Products

Focusing on the Health and Beauty Benefits of Tomatoes

▼ "Tomato" Boom Continues.

Continued Use by those who Want to Take Lycopene.

Tomato Beverages
YoY
+12%

(ITO EN: May 2025–October 2025 / on a volume basis)



▼ Revealing Hidden Demand for Tomato Beverages by Proposing New Value

Improving Riso-no Tomato (Tomato Juice) to Qualify as a Food with Function Claims

Effects of **GABA**

- **Enhancing the quality of sleep** (the depth of sleep)
- **Alleviating temporary mental stress**

Foods with Function Claims

A balanced diet should be based on a staple food, a main dish, and side dishes.

*Riso-no
Tomato*

A 100% tomato drink that perfectly balances sweetness, sourness, and umami, offering both deliciousness and health benefits.



A Sweet Drink Featuring an Ingredient that is Attracting Attention

▼ Acai is Becoming Popular as a Health Food.

The Demand for it is Growing, particularly among Health-Conscious Women.



Acai Bowl Smoothie



A satisfying and creamy sweet drink similar to an acai bowl

Nippon Yell Project Joint Project by JA Zen-Noh



▼ Nippon Yell Project

An initiative under the concept of "Let's send cheers to Japanese food delivered from all over the country, and to Japan," where JA Zen-Noh, ITO EN, and other manufacturers and retailers collaborate to support production areas.

Major Products Launched



Conveying the attractiveness of products and their production areas using in-store tools



Enhancing Health Benefits by Fully Utilizing Ingredients

Researching and Sharing the Health Benefits of Tea

Demonstrating and Promoting the Value of Green Tea and Matcha Through Strengthened Industry-Government-Academia Collaboration



ITO EN Central Research Institute

The Central Research Institute was established in 1986. In recent years, we have enhanced industry, government, and academia collaboration to promote research aimed at scientifically validating the health benefits of green tea and matcha attributed to the effects of catechins and theanine, as well as the emotional value and communicative value of the aroma and flavor of tea and communication over tea that contribute to mental, physical, and social health.

Participated in the Activities of LiSH, a Business Creation Hub in Takanawa Gateway City.



LiSH is a base for the creation and development of knowledge that will enhance people's lives a century from now.

▼ Survey Examining Mood Changes and Flavor Perceptions Resulting from Drinking Green Tea Conducted

We Use the Results in an App for the Tea Customization Service at SASUI ITO EN in NEWoMan Takanawa.

Survey Examining Mood Changes and Flavor Perceptions Resulting from Drinking Green Tea (at LiSH from July 14 to 17, 2025)

Analyzed SASUI ITO EN Original Blend Teas and Single-Origin Teas (a total of 18 teas).



■ Survey overview

We collected data on the flavors of each tea and what moods they suit. Through tea diagnosis and dialogue, we gained knowledge for the creation of customized tea blends that suit peoples' individual tastes and lifestyles.

■ Test items

We explored the drinking occasions, moods, and flavors associated with different green teas and blends. Our findings were combined with in-house tastings and two online surveys that reached a total of 13,000 participants. The results have been incorporated into the SASUI ITO EN tea diagnosis app.

The Survey Results have been Integrated into the Shop's App

SASUI ITO EN in NEWoMan Takanawa

The customer speaks with a shop clerk, and their preferences, lifestyle, and mood are entered into the shop's tea diagnosis system. The shop then proposes a customized blend of tea to the customer.



Future Vision and Medium-Term Management Plan

Group mission: **"Health Creation Company"**
Creating **Health Value for Mental and Physical Health, Society, and the Planet** through our Ingredient-Based Products and our Business Integrity

We will further expand our business to continuously support customer health.

Long-Term Vision: **Global Tea Company**

Three Keywords to Achieve our Long-term Vision

Unique

×

Value Creation

×

Globalization

Create a global base through our primary tea business

Medium-Term Management Plan (FY2024–FY2028)

Countries of sale
47 countries and regions

Stage 2

Accelerating the Globalization of Oi Ocha

Countries of sale
over 60 countries and regions

Countries of sale
over 100 countries and regions

Stage 3

Connect to Diverse Tea Cultures around the World and Create New Tea Markets

Stage 1

Solidifying the Existing Businesses in Japan as the Dominant Tea Company
(Structural Reforms in Response to Environmental Changes)

Establishing a Solid Revenue Base through our Tea Business (Global)

FY2024

FY2025

FY2028

FY2040

Solidifying the Business in Japan and Further Accelerating Globalization in the Second Year of the Medium-Term Management Plan

Appendix

Promoting Sustainability Management

- Reviewing the Seven Material Issues -

5 Key Strategies of the Medium-Term Management Plan

Globalize Oi Ocha

- Development of Global Marketing
- Building of a Global Production and Sales System
- Evolution of the Tea-Producing Region Project

Solidify the Existing Businesses in Japan

- Marketing Selection and Concentration
- Optimization of Supply Chain
- Restructuring of Domestic Business Structure

Create New Businesses

- Provision of New Value Centered on Tea and Health
- Expansion of Business Areas through Capital Alliances and M&A

Strengthen the management base

- Strengthening Group Governance and Synergies
- Promotion of Human Capital Management, DX and Risk Management

Promoting Sustainability Management

- Promoting Responses to Materiality

Solve Social Issues through Business Activities

Seven Materialities Issues

Physical and Mental Health



Achieving Well-being through Eating Habits

Health of Society



Building Sustainable Agriculture and Supply Chains



Co-creation and Deepening Ties with Local Communities

Health of the Planet



Health of the Planet



Respect for Human Rights



Diverse Human Assets and Active Roles for All



Group Governance

Strengthen our Management Foundation and Enhance Effectiveness to Promote Sustainable Management

Strengthen the Management Base

Medium- to Long-Term Environmental Goals

Theme	Indicator	FY2024 results	Medium- to long-term targets for FY2030
Climate change	GHG emissions reduction rate (base year: FY2018, *1)	(compared to the base year) Scope 1 + 2 -21.3% Scope 3 -21.7%	(compared to the base year) Scope 1 + 2 -50% Scope 3 -30% FY2050 Net zero
	Use of renewable energy *1	Percentage of energy that is renewable: 16.7%	75% of energy will be renewable.
	Introduction of electric vehicles (EV, HV, PHV, FCV) *1	Percentage of vehicles that are electric: 9.7%	25% of vehicles will be electric
Water resources	Reducing water usage in beverage production	4.2 m ³ /kl	Water use per floor area*2 3.0 m ³ /kl or less *3
	Protecting water sources for beverage factories	-	100% or more *4
Sustainable packaging	Usage rate of recycled materials for PET bottles	45%	100% (All PET bottle products)
	Promoting the 3Rs (reduce, reuse, and recycle) in relation to containers, packaging, promotional materials, and other materials		
Natural capital and biodiversity	Considering global indicators based on the recommendations of the Taskforce on Nature-related Financial Disclosures (TNFD), promoting sustainable agriculture		

※1 applies to ITO EN and consolidated subsidiaries ※2 unit basis: water usage per 1 kl of production

※3 company-owned dedicated lines at our sites and at contract beverage manufacturers

※4 our factories and part of contract beverage manufacturers

Developing Medium- to Long-Term Human Resources Strategies

Growth Stages of the ITO EN Group and Changes in the Human Resources Portfolio (Conceptual Diagram)

Together with addressing issues such as "firmly defining our medium- to long-term approach to people," we will advance the reconstruction of our talent strategy aligned with our management strategy and growth stages.



Management Principle: Always Putting the Customer First

Group Mission: Health Creation Company
Long-Term Vision: Global Tea Company

Drink Sales Volume by Category

(Unit: ten thousand cases)

	1Q (May to Jul)			2Q (Aug to Oct)		
	Sales Composition	YoY % Change		Sales Composition	YoY % Change	
Drinks	6,132	100.0%	+ 1 %	6,170	100.0%	- 1 %
Tea total	4,450	72.6%	+ 3 %	4,444	72.0%	+ 1 %
Japanese Tea	4,015	65.5%	+ 2 %	4,001	64.8%	+ 1 %
Green Tea	2,588	42.2%	+ 1 %	2,584	41.9%	- 2 %
Barley Tea	1,426	23.3%	+ 6 %	1,416	23.0%	+ 6 %
Chinese Tea	261	4.3%	+ 3 %	274	4.5%	- 1 %
Other Tea	173	2.8%	+ 12 %	168	2.7%	+ 2 %
Vegetable	575	9.4%	- 8 %	595	9.7%	- 6 %
Coffee	514	8.4%	+ 9 %	542	8.8%	+ 3 %
Mineral Water	197	3.2%	+ 2 %	210	3.4%	- 10 %
Carbonated	117	1.9%	- 29 %	128	2.1%	- 26 %
Fruit	148	2.4%	- 1 %	131	2.1%	- 8 %
Others	128	2.1%	- 3 %	117	1.9%	- 12 %

Sales Composition by Packaging (Non-Consolidated)

FY 2025 First half (May to October 2025)

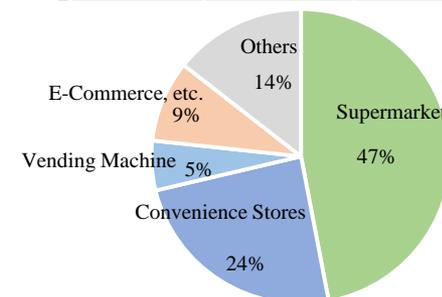
(Unit: ten thousand cases)

	1Q (May to Jul)		2Q (Aug to Oct)		FY2025		
	YOY % Change		YOY % Change		2Q	Composition ratio YOY	YOY % Change
Drink Total	6,132	+ 1 %	6,170	- 1 %	12,303	-	- 0 %
Cans	616	+ 1 %	646	+ 3 %	1,262	+ 0 pt	+ 2 %
PET(large)	1,921	+ 4 %	1,993	+ 1 %	3,915	+ 0 pt	+ 2 %
PET(small)	2,908	+ 0 %	2,851	- 3 %	5,759	- 0 pt	- 1 %
Cartons	650	- 3 %	648	- 5 %	1,298	- 0 pt	- 4 %
Others	36	- 4 %	31	- 13 %	67	- 0 pt	- 8 %

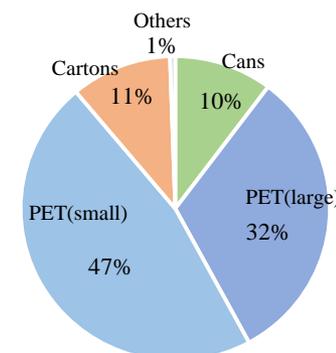
Sales Composition by Channels (Non-Consolidated)

FY2025 First half (May to October 2025) Volume Base

FY2025		
2Q	Composition ratio YoY	YOY % Change
Supermarket	+ 2 pt	+ 1 %
Convenience Store	- 0 pt	- 1 %
Vending Machine	- 1 pt	- 14 %
E-Commerce, etc.	+ 1 pt	+ 6 %
Others	+ 0 pt	- 0 %



Sales Composition



Sales Composition

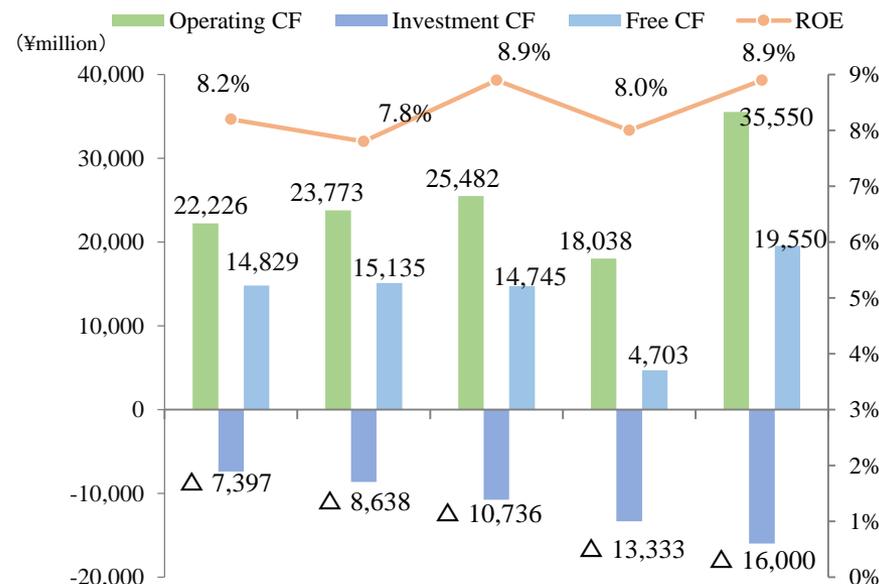
Appendix : Related Materials

Consolidated Balance Sheet (YoY Comparison)

(¥million)

	End of Oct. 2024	End of Oct. 2025	Change
Current assets	243,901	246,632	2,731
Cash and deposits	101,672	87,201	-14,471
Accounts receivable-tra	127,485	143,991	16,505
Property, plant and eq	75,629	78,846	3,217
Land	23,076	23,501	424
Leased assets	4,457	4,378	-78
Other	48,095	50,966	2,870
Intangible fixed assets	6,687	6,655	-32
Goodwill	994	628	-365
Investments and other assets	29,089	30,010	921
Total assets	355,307	362,144	6,837
Current liabilities	112,880	102,998	-9,881
Accounts payable	32,620	37,217	4,597
Short-term loans payabl	29,335	10,543	-18,792
Lease obligations	1,546	1,312	-234
Income taxes payable	5,294	4,618	-675
Non-current liabilities	57,548	74,272	16,723
Corporate bonds	10,000	10,000	-
Long-term loans payable	31,826	49,071	17,244
Lease obligations	2,325	2,524	198
Total liabilities	170,429	177,271	6,841
Net assets	184,878	184,873	-4

Consolidated Cash Flows



(¥million)

(\ million)	'22/4	'23/4	'24/4	'25/4	'26/4 Est
Capital Investments	7,511	7,259	10,256	12,512	14,048
Depreciation/Amortization	7,246	7,582	7,017	7,268	8,488
Leased Assets Depr.	4,035	2,771	1,577	1,477	1,339
Lease obligations(Repayment)	-2,732	-2,278	-1,989	-1,594	-1,385

Rating	A+
Bond shelf registration (straight bonds)	¥ 40billion

Equity ratio	10/2024	51.6%
	10/2025	50.6%



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.