

January 26, 2024

Notice of Conclusion of Comprehensive Business Alliance with JA ZEN-NOH

On January 26, 2024, the Company entered into a comprehensive business alliance agreement with the National Federation of Agricultural Cooperative Associations (Chairman of the Board: Sakae Noguchi/"JA ZEN-NOH") to expand sales and consumption of domestic agricultural and livestock products through the restaurant business and to improve the provision of services for restaurants.



Yukihiro Kamibayashi, managing director of JA ZEN-NOH and Jun Kawai, our company president and CEO (right) who hold the signing document.

Our group operates 239 brands and 1,145 stores (as of the end of February 2023), including "Kagono-ya", "shabu-SAI", and "Isomaru Suisan". In addition to planning, developing, and operating a diverse range of restaurants, including casual food courts, izakaya-type restaurants, dinner-type restaurants, and bakeries, we operate contract (consignment operations) restaurants business, including restaurants in golf courses and leisure facilities, and conduct overall business management.

Until now, JA ZEN-NOH, which operates 47 stores, cafes, yakiniku restaurants, and delicatessen restaurants, including "MINORI MINORU" brand, has been working on various initiatives to establish a restaurant management system and expand the handling of domestic agricultural and livestock products in the restaurant industry. Now, we have concluded a "Comprehensive business alliance agreement" with both companies to further strengthen the alliance.

Based on this business alliance, our Group and JA ZEN-NOH will strive to maximize synergies by leveraging the strengths of both groups in order to expand consumption of domestic foodstuffs, improve customer satisfaction, and expand the businesses of both groups.

[Major Initiatives]

1. Items related to the operation of restaurants

Building a store management scheme in collaboration with JA Group to expand the Group's business

2. Items related to procuring foodstuffs from JA Group

Expand procurement of foodstuffs from JA Group of our Group stores and strengthen public relations of domestically produced foodstuffs

3. Other items that contribute to enhancing the corporate value of both parties

Enhancement of brand value based on domestic agricultural and livestock products, mutual use of systems and networks, etc.