

Information

Spring & Summer Products



Kotetchan Rich Miso Flavor

The secret of Kotetchan's taste lies in its addicting richness and flavor. We finish it with a deep rich sauce made by mixing three types of miso and roasted garlic.



Kotetchan for Adults, Flavorful Hot Beef Horumon Barbeque Taste



We created a "flavorful hot taste" in which you can experience the rich taste of miso and soy sauce followed by a hot aftertaste.

Kotetchan for Adults, Flavorful Salt Beef Horumon Barbeque Taste



We created a "flavorful salt taste" that gives you a lingering rich flavor from two types of garlic, ground and roasted, and seasoned broth.

Kotetchan, Beef Horumon Stir Fry Sauce Series

A new item was added to the Kotetchan Beef Horumon Stir Fry Sauce Series, and beef horumon was renewed with improved texture.

New



Kotetchan, Flavorful Hot Beef Horumon Stir Fry with Onion

Renewal



Kotetchan, Rich Miso Beef Horumon Stir Fry with Cabbage

Renewal



Kotetchan, Salty Garlic Horumon Stir Fry with Sprouts

Shareholder Special Benefit Plan

Plan details

For shareholders registered in the shareholder's list as of the end of February each year

- ◎ Shareholders with 2,000 or more shares
Domestic beef or domestic pork worth 10,000 yen
- ◎ Shareholders with between 500 and 1,999 shares
S Foods' product worth 3,000 yen

※ The domestic beef (pork) and S Foods' product mentioned above will be sent to each shareholder in November (planned).

Special sale to the shareholders as of the end of February and the end of August, respectively

- ◎ Shareholders with 100 or more shares
Special discounts on S Foods Group's original products

※ "A special sale of our products will be informed to each eligible shareholder in June and November (planned)."

Domestic beef (wagyu)



Shabu-shabu or Sukiyaki



Steak

Domestic pork (Yume-no-Daichi)

※ Photos above are for illustrative purposes only. Vegetables, plates and utensils in the photos are not included in the gifts.



Company Profile

Company Name: S Foods Inc.
(Listing exchange: Prime Market of Tokyo Stock Exchange, Securities code 2292)

Founding: May 22, 1967

Representative: Shinnosuke Murakami, President

Capital: 4,298,350,000 yen

Businesses: Meat Processing & Wholesale Business,
(Groups) Meat Retail Business, Meat Foodservice Business

Investor Information

- **Business year:** March 1 to the last day of February of the next year
- **Date of record for distribution of year-end dividends:** Last day of February
- **Date of record for distribution of interim dividends:** August 31
- **Ordinary general meeting of shareholders:** May of every year
- **Administrator of shareholder list/ Management institution of special account:**
Sumitomo Mitsui Trust Bank, Limited
1-4-1 Marunouchi, Chiyoda-ku, Tokyo
- **Administrator of shareholder list Handling office:** Sumitomo Mitsui Trust Bank, Limited,
Stock Transfer Agency Business Planning Dept.
4-5-33 Kitahama, Chuo-ku, Osaka
- Mail:** Sumitomo Mitsui Trust Bank, Limited,
Stock Transfer Agency Business Planning Dept.
2-8-4 Izumi, Suginami-ku, Tokyo 168-0063 Japan
- Phone:** ☎0120-782-031 (toll free)
- Website:** <https://www.smtb.jp/personal/agency/>

(Notes)

[Inquiries relating to procedure for changes to shareholder's address, etc.]
Shareholders who hold an account with a securities company are requested to contact their securities company, since Sumitomo Mitsui Trust Bank, Limited is not able to handle this procedure. Those who do not hold an account with a securities company should contact the administrator at the above phone number.

[Dividends receivable]

- Please contact Sumitomo Mitsui Trust Bank, Limited, the administrator of the shareholder list.
- Shares per sales Unit: 100



SFoods News

Report for the fiscal year ended February 29, 2024

March 1, 2023 to February 29, 2024



Shinnosuke Murakami
President

Business Overview Report

During the most recent consolidated fiscal year, the Japanese economy was on a recovery track mainly due to the favorable performance of exporting companies. However, consumer sentiment has not improved because pay raises were less than the rise in consumer prices. In the meat industry, our business has been in a difficult situation, as we could not fully pass on increases in the cost of materials and transportation to the price of the goods we sell due to the cost-consciousness of consumers.

Under such circumstances, our group worked to sustain and develop its business with the primary goal of stably providing our customers with safe meat products, while keeping in mind our company policy: "We contribute to the world by supplying appealingly savory and wholesome 'stamina' food products. By attaining self-realization through work, we strive to improve our life and culture with the growth and development of our company."



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↳ In the meat manufacturing and wholesaling business, we worked to construct business strategies unique to our company that correspond to the change in economic balance between countries with a growing population and Japan, where the population is aging and the birthrate is declining. In the United States, a project of building a new factory at Aurora Beef Packing Company is in progress and the new factory is scheduled to start operation next year. In Hokkaido, headcount expansion was completed last year and we worked this year to increase sales and promote exports, utilizing the advantage of Hokkaido-grown products. In the domestic beef business, we have steadily increased production quantity and expanded wagyu exports.

In the manufacturing business, we set up a new brand, “Kotetchan Family,” this year and began launching meat products using various variety meat materials in addition to our main product of “Kotetchan.” We also positively explored new categories that we had not tried before, such as frozen food products.



In the meat retailing business, we developed our store models for new business categories in addition to opening or refurbishing stores, including collaboration with new developers. We also carried out suggestion-based sales promotions and store-layout renovations in order to revitalize existing stores.

In the meat foodservice business, our situation has recovered due to the easing of pandemic-related restrictions on activities and an increase in demand led by inbound tourism and large parties. We have implemented measures such as menu revisions in response to the rising cost of raw materials and utilities. We will continue to strive to improve our competitiveness.

As a result, consolidated net sales were 425.011 billion yen, up 6.5% year-on-year, operating income was 12.673 billion yen, down 13.0% year-on-year, ordinary income was 14.390 billion yen, down 9.2% year-on-year, and net income attributable to owners of the parent was 9.073 billion yen, down 14.2% year-on-year.

Business Outlook

With the containment of the COVID-19 pandemic, the Japanese economy has got back on a recovery track and the Nikkei Stock Average is rising favorably. However, considering the current position of Japan in the global economy, there are many destabilizing factors such as a loss of competitiveness of Japanese companies and soaring costs of imports due to the prolonged depreciation of yen.

Under such circumstances, our group will work to maintain a stable supply of food utilizing the advantage of vertical integration of food-related business, which we have long established, and construct a

solid management base.

In the meat manufacturing and wholesaling business, anticipating tougher global competition in food procurement, we will strengthen our domestic and global procurement capabilities. Particularly, we will invest



Aurora Beef New Factory

overseas. Domestically, we will deepen upstream cooperation to stabilize our raw-material supply chain.

In the products business, we are developing and promoting products using variety meat and domestic beef, where we have competitive edge, as the main materials. In addition, we will emphasize advertising utilizing SNS with the younger generations as the main target.

In the meat retailing business, while reactivating existing stores and closing unprofitable stores, we will work to open new stores at new developers' facilities and develop new-category stores. While we work to open new stores by comprehensively and carefully reviewing locations, contract terms, competitiveness, and profitability of candidate sites, we will also try to diversify our revenue sources by developing new business categories.

In the meat foodservice business, with the expectation of increased demand, we will maintain steady management with a priority on profit and operate our steak restaurant chain and shabu-shabu restaurant chain business to maintain their competitiveness. We also plan to develop new restaurants.

As for improvement of management quality, we are working on providing consistent benefits for our important stakeholders. Dividends are paid aiming at stable returns to shareholders, with a standard dividend on equity ratio of 2.5%. Also, in order to increase our employees' satisfaction, we created a new section, the Health Management Promotion Office, to establish a pleasant working environment, as the employees are the

driving force for the company's growth.

As for the outlook for the year ending February 28, 2025, we forecast consolidated net sales of 445 billion yen, up 4.7% year-on-year, operating income of 11.5 billion yen, down 9.3% year-on-year, ordinary income of 12.5 billion yen, down 13.1% year-on-year, and net income attributable to owners of the parent of 8 billion yen, down 11.8% year on year.

Mid- to Long-Term Management Strategy

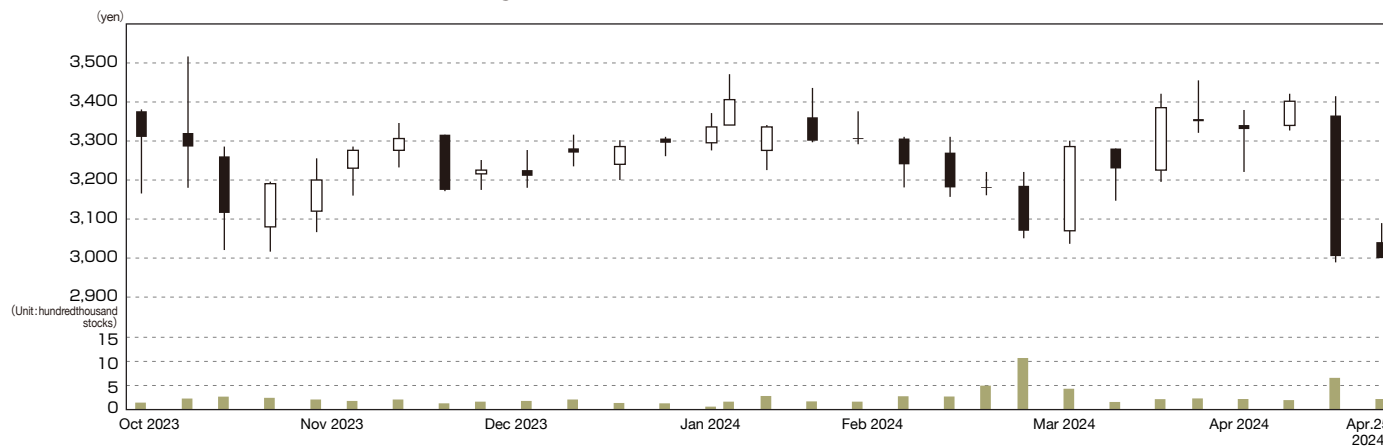
Based on its management philosophy, the S Foods Group aims to become a multifaceted meat vendor group and continue focusing on the establishment of a stable food supply system, mainly for meats. Specifically, we will create an integrated intra-group food supply chain that covers upstream to downstream of the meat distribution channel -- everything from production to procurement and processing to distribution, along with retail sales and services for end-consumers. Furthermore, we will upgrade our meat distribution functions overseas as well as in Japan to increase our capability to cope with changes in social conditions.

Business Results and Financial Position (Consolidated)

Item \ Term	FY Feb.2022 (56th term)	FY Feb.2023 (57th term)	FY Feb.2024 (58th term)	FY Feb.2025 (59th term) projected
Sales	358,824	399,208	425,011	445,000
Income from operations	17,427	14,571	12,673	11,500
Pre-tax earnings	17,999	15,841	14,390	12,500
Net income attributable to owners of the parent	11,944	10,570	9,073	8,000
Total assets	181,518	204,778	224,240	
Shareholder's equity	106,157	117,306	126,576	
Dividend per share	70yen	78yen	84yen	89yen

Unit : Million yen (excl. dividends)

● Trends in Share Values and Trading Volumes



※TSE weekly chart