



14 August 2020

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Notice of Business Alliance with OOTOYA Holding Co., Ltd.

Oisix ra daichi Inc (hereafter the Company) have entered into a business alliance agreement with OOTOYA Holdings Co., Ltd. (Headquarters: Musashino-shi, Tokyo; Representative Director & CEO: Kenichi Kubota; Tokyo Stock Exchange JASDAQ; Stock Code: 2705; hereinafter "OOTOYA HD"), and we are pleased to announce the following.

NOTICE

1. Purpose for the business alliance

The company have engaged a subscription home delivery business specializing in high value-added foods with low environmental with our own production standards, based on our corporate philosophy of "Farm for tomorrow, Table for Tomorrow". The three brands of "Oisix", "Daichi" and "Radish Boya" are used by about 360,000 subscribers nationwide. In addition, based on "Implementing growth strategy that responds to changes in needs for foods", we started other company's EC support business in 2013 by utilizing our marketing and logistics know-how specialized in subscription home delivery service. Currently, we are engaged in various alliance businesses such as "ISETAN DOOR" of Isetan Mitsukoshi Holdings Ltd. and "d meal kit" of NTT Docomo Inc., and the business scale is expanding steadily.

On the other hand, OOTOYA HD operates a set meal chain stores such as "OOTOYA restaurant" in Japan and overseas with the aim of providing customers delicious and healthy dishes, and since its establishment, they have thoroughly cooked in-store using reliable ingredients selected carefully. In addition, as a new initiative, they plan to focus on the external sales business by strengthening the delivery and takeout functions and e-commerce sales of frozen foods.

Both companies share the same basic policy that we are developing businesses related to high-quality, high-value-added food, such as the use of safe and secure ingredients and cooking of fresh ingredients. Under these circumstances, the Company and OOTOYA HD had the opportunity to discuss. We believe that through joint projects such as "Enjoying the OOTOYA menu at home", we will be able to expand the market and promote further contribution to a better society through food between the two companies. Therefore both companies reached the conclusion of the business alliance.

Through this business alliance, we will deliver safe and secure dining tables to more customers. Details of future initiatives will be decided through discussions between both companies.

2. Contents of the Business Alliance

2-1. Details of business alliance

The Company and OOTOYA HD will launch the "Home OOTOYA Subscription Business (tentative name)." Both companies plan to make frozen ready meals, meal kits by utilizing our marketing/logistics know-how specialized in subscription home delivery and OOTOYA's brand power, healthy recipe development, store network.

In addition to customers who use our home delivery service, we also aim to make it possible for customers who use

“OOTOYA restaurant” to eat meals at home easier, that are in line with the value we provide.

At this time, the Company and OOTOYA HD are aiming to grow the “Home Otoyato Subscription Business (tentative name)” into a business with annual sales of about 3 billion yen based on the retail price in the medium/long term, and we will continue to discuss.

(1) Launch subscription home delivery service for frozen ready meals

Regarding sales of frozen ready meals, which OOTOYA HD will focus on future, the Company and OOTOYA HD plan to launch a subscription home delivery service that can be used by Oisix subscribers as well as in-store sales to OOTOYA customers. Both companies will make new frozen ready meals by utilizing our product development and logistics know-how and OOTOYA HD's product planning and menu development capabilities.

(2) Kit Oisix supervised by “OOTOYA restaurant”

Both companies will develop Kit Oisix supervised by “OOTOYA restaurant” used our organic vegetables and ingredients and “OOTOYA restaurant” seasonings and recipes. Both companies aim to develop products quickly and start trial sales in early September.

(3) Providing a collaboration menu with us at “OOTOYA restaurant”

We plan to develop a collaboration menu using our organic vegetables/ingredients and provide it at “OOTOYA restaurant.”

2-2. Business Alliance Promotion System

The Company and OOTOYA HD will launch the "Home OOTOYA Subscription Business (tentative name)." In addition, a Business Alliance Committee will be established to promote this alliance and build a wide-ranging collaboration system.

3. Overview of the OOTOYA Holding Co., Ltd.

(1)	Name	OOTOYA Holdings Co., Ltd.	
(2)	Location (Head Office)	1-20-8, Nakacho, Musashino-shi, Tokyo	
(3)	Name & Title of Representative	Kenichi Kubota: President and Representative Director	
(4)	Business Description	Planning, management, and operation of group companies operating chain stores in Japan and overseas, such as the “OOTOYA restaurant”	
(5)	Capital	JPY 1,522 million (As of Mar 31, 2020)	
(6)	Date of Establishment	Apr 22, 1977	
(13)	Relationship between Companies	Capital Ties	There are no notable capital ties.
		Personal Ties	There are no notable personal ties
		Business Ties	There are no notable business ties
		Related Parties	There are no notable related parties

4. Prospects

The company believe that the impact of this business alliance on our consolidated business results for the year ending March 31, 2021 is unknown at this time but it will contribute to improving the corporate value of both companies over the medium/long term.

In the future, we will promptly disclose any information that becomes apparent that this will have a significant impact on our business performance.

End