



July 25, 2025

Company Name Eternal Hospitality Group Co., Ltd.
Representative Tadashi Okura, Representative Director, President, and
CEO
(Securities code: 3193 TSE Prime)
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Notice Regarding Establishment of a Subsidiary in Vietnam

The Company hereby announces that, at the Board of Directors meeting held on July 25, 2025, it resolved to establish a subsidiary in Vietnam, as outlined below.

1. Reason for Establishing a Subsidiary

The Group has adopted the vision of creating a “Global YAKITORI Family” with the aim of promoting the culture and value of Japan’s renowned yakitori to the world, and is focusing on business expansion in overseas markets such as the U.S. and East Asia.

We have been considering entering Vietnam not only because it is a growing market where demand for food service is expected to expand, but also because of its track record of human exchange, such as active roles played by Vietnamese personnel in Japan. We have decided to enter this market with the aim of developing the yakitori business and mutual exchange of human resources in Vietnam.

In entering Vietnam, we will start by opening YAKITORI DAIKICHI brand restaurants in Hanoi, where East Asian food culture is considered to be relatively prevalent. Through YAKITORI DAIKICHI, we will identify local needs for yakitori and analyze market characteristics, which will lead to a uniform pricing strategy and the development of multiple stores for the TORIKIZOKU brand, while also considering opening YAKITORI DAIKICHI franchise stores. In order to accelerate these initiatives and development in the Southeast Asian markets, we will establish a wholly-owned subsidiary in Vietnam.

2. Outline of the Subsidiary to Be Established

(1)	Trade name	ETERNAL HOSPITALITY VIETNAM Co., Ltd. (planned)	
(2)	Location	Hanoi, Vietnam (planned)	
(3)	Title and name of representative	Nikichi Nagatsuyu, Representative Director and President	
(4)	Business	Planning and management of restaurants	
(5)	Share capital	14,400 million VND (approximately 80 million JPY) (planned)	
(6)	Date of establishment	November 2025 (planned)	
(7)	Investment ratio	The Company 100%	
(8)	Relationship between the listed company and the company	Capital ties	To be established as a wholly-owned subsidiary of the Company.
		Personnel	Not applicable.
		Trade	Not applicable as the company has not started operations.

(Note) Japanese yen amounts are converted at the rate of 0.0056 yen/Vietnamese dong.

3. Schedule

(1)	Date of Board resolution	July 25, 2025
(2)	Date of establishment	November 2025 (planned)
(3)	Date of business start	November 2025 (planned)

4. Future Outlook

As the impact of this matter on the Company's consolidated financial results will be minimal, we have not revised our financial results forecast. If any matters arise that should be disclosed in the future, we will promptly disclose them.

Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.