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Stock exchange listing:	Prime Market, Tokyo Stock Exchange
Code number:	2585
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Notice Regarding the Formulation of the New Medium-Term Management Plan

LIFEDRINK COMPANY, INC. (the “Company”) hereby announces formulation of our new Mid-Term Management Plan, which concludes in the fiscal year ending March 2029.

1. Background to the New Medium-Term Management Plan

Our group has been working under the management policy of "Max Production, Max Sales" (aiming to minimize the cost per bottle at our own beverage factories through full production, i.e., "Max Production," and securing sales channels to match this production, i.e., "Max Sales"). We have pursued various initiatives to evolve and deepen this policy, including increasing the production capacity of existing factories, launching the new Gotemba factory, and acquiring production capabilities through M&A. As a result, we expect to achieve the targets set in our medium-term management plan, which was announced in March 2023 and had March 2026 as its final year.

Considering these circumstances, we have formulated a new medium-term management plan.

2. Content of the New Medium-Term Management Plan

(1) Basic Policy

Our management policy is the evolution and deepening of "Max Production, Max Sales." We aim to achieve revenue growth, exceeding profit growth by enhancing our group's beverage factory production capacity through equipment updates and improvements, as well as by achieving full production through increased staffing. We will also pursue adding new lines to existing factories, constructing new factories, and acquiring production capabilities through M&A. Concurrently, we will work to secure sales channels that align with the evolution of Max Production.

(2) Management Performance Targets of the Medium-Term Management Plan

	Fiscal year ending March 31,2025 (Results)	Fiscal year ending March 31,2026 (Forecast)	Fiscal year ending March 31,2027 (Plan)	Fiscal year ending March 31,2028 (Plan)	Fiscal year ending March 31,2029 (Plan)
Production volume (million cases)	73	84	100	110	125
Revenue (million yen)	44,537	52,000	61,000	69,000	80,000
Operating profit (million yen)	4,742	6,500	7,600	9,300	12,000
Operating profit margin	10.6%	12.5%	12.5%	13.5%	15.0%
EBITDA (million yen)	6,560	8,600	10,500	12,200	16,000

*Note 1: Production volume of our affiliate, Ikoma Meisui Co., Ltd., is not included.

*Note 2: Calculated as 1 case = 12 liters.

(3) Key Initiative: We will implement a growth investment of 29 billion yen from the fiscal year ending March 2026 to the fiscal year ending March 2029.

- Acquisition of Pokka Sapporo Food & Beverage Co., Ltd.'s Gunma factory (scheduled for January 2026) and execution of growth investments in the same plant (production capacity expansion and profitability improvement).
- New installation of N Beverage's third beverage line (scheduled to commence operations in April 2026).
- New installation of the Gotemba factory's second line (scheduled to commence operations in the second half of the fiscal year ending March 2027).
- Production capacity enhancement through line upgrades at the Iwate factory (construction scheduled for completion in the second half of the fiscal year ending March 2028).
- Profitability improvement through in-house production of PET bottles and automation of warehouse operations.

Note: The forward-looking statements, such as performance forecasts, contained in this material are based on information currently available to the company and certain assumptions judged to be reasonable. They are not intended to be a guarantee by the company of their achievement. Actual results may also differ significantly due to various factors.