



September 30, 2025

Company name: Zojirushi Corporation
Representative: Norio Ichikawa,
Representative Director, President and
Corporate Officer
(Securities code: 7965; Tokyo Stock Exchange Prime Market)
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Notice Concerning Establishment of Overseas Subsidiary

Zojirushi Corporation (the “Company”) hereby announces that it has decided to establish a sales subsidiary in the Republic of Korea (hereinafter, “South Korea”) on October 1, 2025. The details are described below.

1. Purpose of establishment

The Company established a branch office in Seoul, South Korea in December 2023. Net sales centered on stainless-steel products such as stainless-steel vacuum bottles and stainless-steel soup jars, as well as humidifiers, amounted to approx. ¥1.3 billion (FY2024 results), and the Company has decided to establish a sales subsidiary in South Korea to further strengthen sales, marketing, and after-sales services in the South Korean market.

Going forward, the Company aims to achieve net sales of ¥3.6 billion by FY2030 by introducing new products, etc.

2. Overview of the subsidiary

Name: Zojirushi Korea Corporation
Location: In Seoul, South Korea
Representative: Kim Youngdong
Establishment: October 1, 2025 (Scheduled to begin operations in April 2026)
Business details: Sales of the Company’s products
Share capital: 2.0 billion won (approx. ¥220 million)
Ownership ratio: Zojirushi Corporation 100%

3. Future outlook

The impact of the establishment of the subsidiary on the Company’s consolidated financial results and financial position for the fiscal year ending November 20, 2025 is expected to be minor.