



February 27, 2026

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 Conclusion of Franchise Agreement in Singapore

The Company hereby announces that, at the Board of Directors meeting held today, it resolved to enter into a franchise agreement with Gohan Concepts Pte. Ltd., a joint venture between Fairprice Group Food Services Pte Ltd (“FairPrice”) and BHAG Pte. Ltd.

### 1. Purpose of Entering into the Agreement

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 expanding business in the U.S. and East Asia based on the medium-term management plan. As the next entry into the market, the Group plans to expand into Southeast Asia, where future growth is expected. Following the establishment of a subsidiary in Vietnam, a franchise agreement was concluded in the Philippines.

In order to accelerate expansion in the Southeast Asian market, it has been resolved to conclude a franchise agreement with Gohan Concepts Pte. Ltd. to open “Yakitoriya Torikizoku” restaurants in Singapore. Japanese food culture has matured in the Singapore market, and the yakitori business has already established a certain market, but further growth is expected in the future. FairPrice is a member company of Fairprice Group. Fairprice group is Singapore’s largest omnichannel retailer and the largest food court operator through its Kopitiam brand. By leveraging FairPrice’s leading market share, distribution bases, and extensive footprint in the food industry, Gohan Concepts Pte. Ltd. is well-positioned to scale “Yakitoriya Torikizoku”. Furthermore, BHAG Pte. Ltd. is a member company of LH Group Limited, who has strength in operating restaurant businesses and an excellent track record in improving the customer experience through app development.

In order to steadily develop the “Yakitoriya Torikizoku” business in Singapore, the Group will utilize the business foundations of Gohan Concepts Pte. Ltd., FairPrice, and BHAG Pte. Ltd. through a franchise agreement with them.

### 2. Outline of the Agreement

(1) Contents of the Agreement	The Company will grant permission to develop the business of “Yakitoriya Torikizoku” restaurants using its trademarks and know-how, and at the same time, provide backup for the restaurant operations.
(2) Target Area	Singapore
(3) Royalties	An amount calculated by multiplying net sales by a certain rate

### 3. Outline of the Counterparty

(1) Trade name	Gohan Concepts Pte. Ltd.	
(2) Location	Singapore	
(3) Representative	Henry Chu	
(4) Business	Restaurant industry	
(5) Share capital	3,000,000 Singapore dollars (approximately 372 million yen) (Note) Japanese yen amounts are converted at the rate of 124.15 yen/Singapore dollar.	
(6) Date of establishment	November 11, 2025	
(7) Major shareholders and shareholding ratio	FairPrice 51% BHAG Pte. Ltd. 49%	
(8) Relationship between the listed company and the company	Capital ties	Not applicable.
	Personnel	Not applicable.
	Trade	Not applicable.
	Related party status	Not applicable.
(9) Operating results and financial condition of the company for the past three years	Not disclosed*	

\*The counterparty is a private company; therefore, in consideration of its wishes, the above “(9) Operating results and financial condition of the company for the past three years” is not provided.

### 4. Schedule

(1) Date of Board resolution	February 27, 2026
(2) Date of Agreement	March 2026 (scheduled)

### 5. Future Outlook

The impact of concluding this agreement on the Company’s consolidated financial results for the fiscal year ending July 31, 2026 will be minimal.

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.