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March 9, 2026

To whom it may concern,

Company name: ASAHI CO., LTD.
Representative: Yoshifumi Shimoda
President and Representative Director
(Code number: 3333,
Tokyo Stock Exchange Prime Market)
Contact: Hirofumi Hasegawa
Director
(Tel: +81-6-6923-7900)

Notice Concerning Conclusion of Basic Agreement Related to Business Alliance

ASAHI CO., LTD. (the "Company") hereby announces that it has entered into a basic agreement on business alliance with Sakai Cycle Co., Ltd. (Headquarters: Osaka City) with the aim of revitalizing the overall bicycle market and enhancing customer convenience.

1. Reasons for reaching a basic agreement on business alliance

We have determined that by mutually utilizing the service platforms held by the Company and Sakai Cycle Co., Ltd., we can expect business growth for both companies, including increased sales, improved production efficiency, and enhanced technical capabilities. Based on this understanding, we have entered into a basic agreement to proceed with concrete discussions regarding a business alliance between the companies.

Based on this shared understanding, we have entered into a basic agreement to advance discussions on specific details of the alliance in areas including EC (e-commerce) functions and infrastructure, the handling of reused bicycles, and the planning and operation of various events.

Through this alliance, the Company and Sakai Cycle Co., Ltd. will further strengthen our cooperative framework to provide customers with a better bicycle usage environment and cycling lifestyle.

The Company will continue to strive to be a company that contributes to people around the world through bicycles.

2. Details of the basic agreement

[Overview of the partner company]

Name: Sakai Cycle Co., Ltd.
Location: 2-13-10 Nishisuminoe, Suminoe-ku, Osaka City
Representative/Name: Shoichi Sugioka, President and Representative Director
Business description: Planning, design, engineering, manufacturing, and sales of bicycles; planning and operation of events
Date of establishment: August 20, 1993
Website: <https://www.sakaicycle.com/>

[Date of agreement execution]

March 9, 2026



3. Impact on financial results

The impact of this matter on the Company's financial results is currently minimal and will not immediately affect its performance. Should circumstances arise in the future where the impact on financial results can be reasonably calculated, we will promptly provide notice.