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October 26, 2026

Company name: Fujiya Co., Ltd.
Representative: Nobuyuki Kawamura, President and Representative Director
(Securities code: 2211; Tokyo Stock Exchange Prime Market)
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Parent company name: Yamazaki Baking Co., Ltd.
Representative: Nobuhiro Iijima, President
(Securities code: 2212; Tokyo Stock Exchange Prime Market)

Notice Concerning Revisions to Full-Year Financial Result Forecasts for Fiscal Year Ending December 31, 2026

Fujiya Co., Ltd. (the "Company") hereby announces that, in light of the most recent operating trends, the Company has revised the financial result forecasts announced on February 10, 2026, as follows.

1. Revisions to the full-year consolidated financial result forecasts for the fiscal year ending December 31, 2026

(Millions of yen, %)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previously announced forecasts (A)	125,000	3,200	3,650	2,100	81.47 yen
Revised forecasts (B)	123,000	1,600	2,200	850	32.98 yen
Change (B − A)	(2,000)	(1,600)	(1,450)	(1,250)	–
Change (%)	(1.6)	(50.0)	(39.7)	(59.5)	–
(Reference) Actual results for the previous fiscal year (Fiscal year ended December 2025)	119,558	2,840	3,609	2,031	78.82 yen

2. Reasons for the revisions

In the "Notice Concerning Differences Between Consolidated Financial Result Forecasts and Results for Six Months Ended June 30, 2026" announced on July 28, 2026, the Company did not change its full-year consolidated financial forecasts. This was because the Company anticipated higher-than-expected shipment volumes in the beverage business from June onward, along with the establishment of production and supply systems in preparation for peak summer demand; a recovery in customer traffic in the cakes business, driven by the introduction of products in more affordable price ranges and the opening of new format stores; and steady sales growth in the confectionery business from the third quarter onward.

However, during the third quarter of the current consolidated fiscal year (from July 1 to September 30, 2026), net sales fell short of the initial plan due to the effects of record-breaking prolonged rainfall, torrential rains, the 2026 Kumamoto Earthquake, and other factors, as well as the resulting further increased consumer cost-consciousness, which led to reduced purchasing. Specifically, sales of high-priced products in the cakes business and flagship large-bag products in the confectionery business remained weak, and the anticipated recovery in net sales and profit as of July was not achieved.

In terms of profit, gross profit decreased as net sales were approximately 6% below the initial plan and the cost burden increased beyond initial expectations due to rising packaging material and energy prices, partly reflecting the impact of the situation in the Middle East. Consequently, operating profit fell short of the initial plan. Ordinary profit and profit attributable to owners of parent also came in below the initial plan, primarily due to the decrease in operating profit.

Even during the fourth quarter of the consolidated fiscal year (from October 1 to December 31, 2026), which is the peak demand period, the Company anticipates that increased consumer cost-consciousness will continue in response to rising food prices, which is expected to impact both net sales and profit. In light of these circumstances, the Company has revised the full-year consolidated financial result forecasts for the fiscal year ending December 31, 2026, announced on February 10, 2026.

Going forward, the Company will further accelerate its development efforts by leveraging new facilities in the confectionery manufacturing business to develop products that meet consumer needs and by introducing products tailored to consumer uses in the confectionery business.