



 FY2025/3 H1 recap and Change 2025 growth strategy progress
 Makoto Ehara Representative Director, President & CEO

2. FY2025/3 H1 financial results and revised full year forecasts

Kazuhiro Tanabe Executive Officer and CFO

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Executive summary



■ Net sales and operating profit increased and reached record highs in H1 due to firm domestic sales and strong results in overseas business, especially in Indonesia

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Net sales ¥157.1bn (+¥10.0bn YoY, +¥0.8bn vs plan)
Operating profit ¥14.9bn (+¥1.4bn YoY, +¥1.0bn vs plan)
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■ Based on our H1 results and initiatives for H2, we have **upwardly revised** our full year forecasts

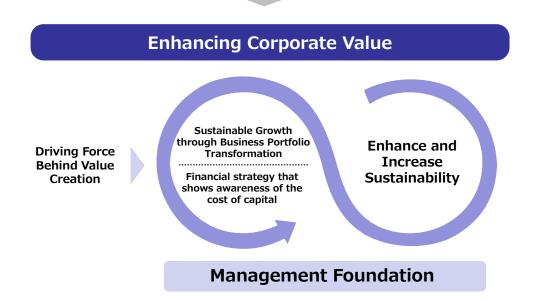
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Net sales ¥323.0bn (vs. initial plan +¥3.0bn)
Operating profit ¥29.5bn (vs. initial plan +¥0.6bn)
Net profit ¥19.5bn (vs. initial plan +¥1.5bn)
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- In H2, we will continue investment and accelerate initiatives for Change 2025 priority issues towards sustained growth from next year onwards
- We will continue to advance and heighten both business growth and sustainability management with the aim of raising our corporate value over the medium- to long-term



Corporate Philosophy

We are committed to harnessing nature's gifts, to bringing taste and fun, and to contributing to healthy life styles.



Change 2025 growth strategy progress recap



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Business portfolio transformation

Strengthen business

Priority themes

- Add value by moving away from quantitative expansion and strengthening marketing and branding
- Optimize sales, operation and supply to maximize profit with limited assets and resources
- Identify areas with significant growth opportunities over the medium/long-term and proactively invest resources (staff, capital, equipment, etc.)
 - ✓ Global, especially North America, China
 - ✓ Agri-business including potatoes, sweet potatoes, beans
 - ✓ Food and health
- Reform organization to enable speedy management in response to change
- Develop/strengthen human resources (management/global/DX)
- Practice and promote sustainable management



Progress

Initiatives and issues

- Continue good momentum from strategic price revisions and marketing strategy and enhanced marketing-sales collaboration
- Further initiatives needed to improve brand quality (See P.6)
- Construction of next generation factory proceeding well (See P.7)
- S&OP is progressing on-track to creating a value chain optimization system (See P.8)
- Overseas, strengthen portfolio via investment in regional management and resources (staff, capital, equipment, etc.) (See P.9-10)
- In new areas, despite making progress in raising awareness of Body Granola, need to accelerate cultivation of the next new business
- To raise effectiveness of financial strategy, consider setting specific KPIs and aim for companywide inculcation
- Advance reform of staff consciousness through roundtables we have been holding since last year (See P.11)
- Enhance strategic human resources training system; currently securing staff
- In addition to a stable supply of potatoes, also advance environmental initiatives and expand disclosure to enhance sustainability management (See P.12)



5

Enhance profitability: raise brand value



Aim to be a "nominated brand" by advancing consumer-centric initiatives to raise brand value while responding to changes in the environment

Market environment

- ✓ Weak disposable income growth has led to a growing preference for lower prices. There is also a trend towards polarization of consumption
- Diversification of values around food and growing interest in a sustainable society
- Changes in consumption/purchasing behavior characteristics due to penetration of digital technology

Initiatives

■ Evolve a balanced brand portfolio that meets consumer needs



- Raise brand value by promoting the competitive supremacy developed over many years and increasing customer loyalty
- Aim to increase loyalty by highlighting initiatives for growing potatoes together with producers



- Through intensification of fan marketing and collaborative business, work to expand customer touchpoints by gaining support from loyal
- customers and via social media communications, etc

Enhance profitability: building a base for next generation factories



Making good progress towards commencing operations at Setouchi-Hiroshima state-of-the-art mother factory in January 2025

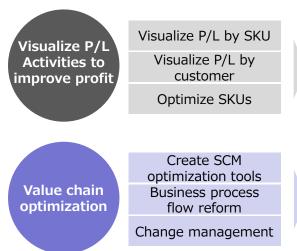


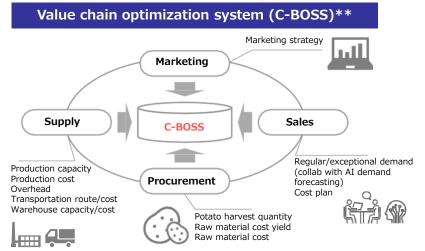
- Features: A state-of-the-art mother factory that will realize lessened environmental impact, higher productivity and an improved work environment
- · Production capacity: Approx. ¥28bn per year
- · Main products: Potato Chips, Jagabee, flour-based snacks



In Change 2025, focus on improving supply chain efficiency from procurement to supply

- Drive activities to improve profit by making decision-making more granular via visualization of PL by SKU and by customer/SKU
- Improve supply chain efficiency with data-driven rapid decision-making processes that use DX
- Considering functions to enhance marketing and sales reform with the aim of further value chain optimization





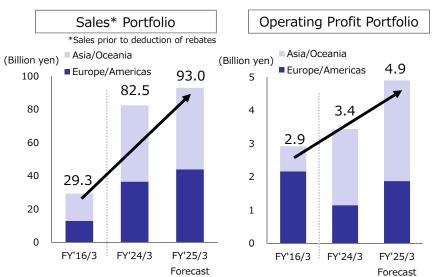
Business portfolio transformation: overseas business



Strengthen overseas business portfolio structure, create base for sustained growth

Change in business results

Shift from unipolar structure in North America to grow business in all regions



Change 2025 initiatives

1. Implement region-based decisionmaking and speed up execution

2. Strengthen management by deploying top talent and appointing local human resources

3. Invest capital in response to market growth

Business portfolio transformation: overseas business

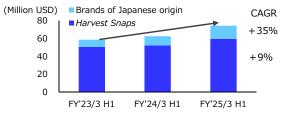


Europe/Americas

Promote continued growth of current mainstay products and brands of Japanese origin

■ North America:

- Strengthen organization through dispatching management, marketing, R&D and production staff
- Strengthen local management resources and straightforward sales activities to grow Harvest Snaps
- Leverage relationships gained from sales of *Harvest Snaps* and trust in high Japanese quality to promote growth of brands of Japanese origin



■ UK:

 Leverage high recognition in north England to realize placement of Seabrook brand in national chains

 Launch sales of brands of Japanese origin



Calbee product placement in national chains

Asia/Oceania

Strengthen brands of Japanese origin according to each region's characteristics

Greater China:

- In-line with changes in the business environment, optimize investment while building a base for future growth
- Develop Jagabee based on price competitivity by launching local OEM production and expanding imports from nearby countries
- Expand sales of Frugra at retail stores
- Continue to aim to grow sales at retail stores by promoting input of expertise from Japan and strengthening management resources

■ Indonesia:

- Improve production technology and potato management through technology transfer from Japan
- Invest in growing *Guribee* while responding to the robust potato chips market
- Continue strengthening management resources

■ Thailand:

- Leverage high quality and location to function as an export hub
- To elevate domestic market presence, expand sales by enhancing sales structure and renewing existing brands
- Launch sales of Frugra



Mass display in stores

Strengthen business base: human resources strategy



Continue holding roundtable meetings to foster a corporate culture of mutual growth

Promote a corporate culture of undertaking challenges and heighten consciousness for reform

	FY2024/3	FY2025/3	
Total held	62 (1,645 staff)	25 (1,220 staff) As of Sep. 30, 2024	





Roundtable meetings

Psychological safety

FY2023/3	FY2024/3	Target
3.46	3.48	3.50

D/S: Engagement survey

Consciousness for reform

In reforming the company, do you believe you personally need to change? (total of "agree" and "strongly agree" responses)

93.7%

D/S: Sep. 2024 S&OP change management survey

Promote sustainability management



Towards increasing potato supplies over the medium/long term, continuously pursue stable supplies and strive to reduce GHG emissions and conserve natural capital

Caring for the Earth (achieving carbon neutrality)

Initiatives to reduce GHG emissions in collaboration with contract producers (initiatives for reducing Scope 3 emissions)

FY2023/3:

Participated in Ministry of the Environment's model support project

Established roadmap for initiatives to reduce GHG emissions in Scope 3 category 1

FY2024/3:

Started "potato visualization" demonstration project with Ministry of Agriculture, Forestry and Fisheries

Raise sustainability of agriculture (conservation of natural capital)

Promote science-based cultivation technology to conserve natural capital

 Collaborate with stakeholders including producers, agricultural cooperatives and universities to promote measures for phosphate reduction



Phosphate reduction

12

Disclosure and initiatives in line with the TNFD framework

 Based on an evaluation of dependencies and impacts and an assessment of risks and opportunities, create a roadmap, advance our responses to issues and work towards making a TNFD disclosure in 2025



For details on these initiatives, please refer to the Calbee Group Integrated Report 2024

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FY2025/3 H1: Results highlights



Net sales ¥157.1bn (+¥10.0bn YoY, +¥0.8bn vs. plan) Operating profit ¥14.9bn (+¥1.4bn YoY, +¥1.0bn vs. plan) Net profit ¥10.6bn (-¥0.2bn YoY, +¥1.9bn vs. plan)

(Billion yen)	FY2024/3 H1	FY2025/3 H1	Change	FY2025/3 H1 Plan	vs. plan Ratio
Net sales	147.1	157.1	+6.8%	156.3	100.5%
Domestic	110.3	117.6	+6.6%	115.9	101.5%
Overseas	36.8	39.4	+7.3%	40.4	97.6%
Operating profit	13.5	14.9	+10.5%	13.9	107.4%
Operating margin	9.2%	9.5%	+0.3pts	8.9%	+0.6pts
Domestic	11.6	12.7	+9.3%	11.6	109.4%
Overseas	1.9	2.3	+17.3%	2.3	97.4%
Ordinary profit	16.6	14.8	-11.0%	13.5	109.6%
Net profit *	10.9	10.6	-2.1%	8.7	122.2%

^{*}Profit attributable to owners of parent

YoY

- Record H1 profit on increased sales and profit both domestically and overseas
- Net profit fell YoY on forex impact of the stronger yen

Vs. plan

- Domestically, exceeded plan on having maintained firm sales momentum and deferred some activities
- Overseas, Europe/North America missed high targets despite continued firmness in Indonesia, etc.

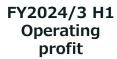
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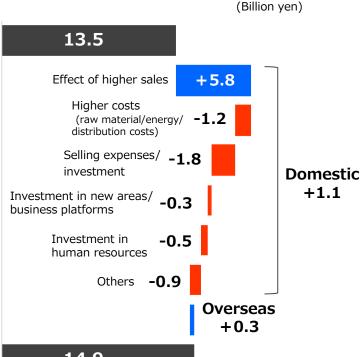
Reference: Month-end forex rates (¥/\$)

	Mar. 31	Sep. 30	Planned rate
2023	133.53	≠ 149.58	_
2024	151.41	1 42.73	142.0

FY2025/3 H1: Operating profit analysis by factor







Notes:

- Effect of higher sales:
 - Increased sales volume (+¥0.8bn), effect of improved sales unit price including S&OP effect and improved MIX (+¥5.0bn)
- Higher costs:
 - Imported raw materials (-¥0.6bn), domestic potatoes (-¥0.2bn), energy costs (-¥0.2bn), distribution costs (-¥0.3bn)
- Selling expenses/investment:
 Marketing investment for promoting/enhancing brand value (-¥1.0bn)
- Investment in new areas/business platforms:
 Investment in food and health area including in raising awareness of Body Granola, costs related to acquisition of new production lines/factories, investment for business growth and strengthening base
- · Others:
- Despite reduced losses in the sweet potato business, depreciation expenses and other activity costs including travel/commuting increased

FY2025/3 H1 Operating profit

14.9

FY2025/3 H1: Domestic business



16

		FY2	025/3 H	L
(Bill	ion yen)		Chang	e(YoY)
Do	mestic sales	117.6	+7.3	+6.6%
Sna	acks	109.0	+6.1	+5.9%
	Potato Chips	49.4	+3.3	+7.1%
	JagaRico	23.2	+1.8	+8.6%
	Other snacks	36.4	+0.9	+2.6%
Ce	reals	15.2	+2.0	+15.1%
Otl	ners (Agri, Food and health, Services)	6.8	+0.4	+5.9%
Re	bates deducted from sales	-13.3	-1.1	_
Doi	mestic operating profit	12.7	+1.1	+9.3%
Оре	erating margin	10.8%	+0.3pts	_
Gif	t snack items**	8.6	+0.9	+12.0%

^{*}Amounts for sales of Snacks, Cereals and Others (Agri, Food and health, Services) are prior to deduction of rebates, etc.

■ Snacks

- 2024 Hokkaido potato harvest quantity expected to meet the plan
- Firm demand continued since June price/content revisions, due in part to impact of marketing activities
- Gift snack items remained strong due to high travel demand

■ Cereals

- Maintained last year's high momentum by arousing/maintaining consumer demand via measures including brand consolidation, collaborative projects, TV commercials and increased volume
- Marketing measures in-line with lifestyle dynamics in the new fiscal year were successful too

■ Others

 New food and health business Body Granola and other businesses grew

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^{**}Gift snack items: Figures for the prior year have been reclassified due to the organizational integration of the gift business

FY2025/3 H1: Domestic business



Snacks (sales +6%)

■ *Potato Chips* (volume grew 4%)

- Usu-Shio Flavor and other mainstay products were steady
- The development of sub-brands for Potato Chips also contributed
- Productivity for Kata-Age Potato recovered through use of new potatoes
- Despite continued low demand for products with a slim price advantage, there was a recovery trend for large bags due to summer vacation demand

■ *JagaRico* (volume grew 1%)

- Focused on selling mainstay products to meet the strong demand that has continued since the prior fiscal year
- Growth in volume on increased production capacity

■ Other snacks

- Gift snack items grew due to domestic/inbound demand increase
- Low-priced *Potato Chips Crisp* has continued to sell well since its March relaunch
- Sales of wheat- and corn-based snacks fell, failing to surpass the high sales level of the previous year



Sub-brand Mainstay Super Thin product Potato Usu-Shio-Flavor

Potato Chips The Atsugiri

Cereals (sales +15%)

*Source: INTAGE SRI+

- Continued to grow market share amid increasingly active cereal market (+1.9pts YoY)^(*)
- Marketing measures such as campaigns and increased volume have led to a return of customers, and sales of mainstay products such as Original and Less Carbs products have increased
- Collaborative product *Frugra Nangoku-Shirokuma Flavor* also contributed to capture of new customers

(domestic consumption) ■ Others (Billion ven) I ess Carbs (YoY) 16 Original 14 +17% 12 10 +19%8 6 +16% 4 FY'24/3 FY'25/3

H1

H1

Sales of cereals



Collaborative product Frugra Nangoku Shirokuma Flavor

Potato Chips Crisp renewed with a new shape

FY2025/3 H1: Overseas business



			FY2025,	/3 H1	
(Billio	on yen)		Chang	je(YoY)	Change ex. forex in %
Over	seas sales	39.4	+2.7	+7.3%	+0.3%
Eur	ope/Americas	21.4	+3.7	+20.9%	+11.3%
	North America	14.1	+2.5	+22.0%	+13.2%
Asia	a/Oceania	23.4	-0.6	-2.3%	-7.5%
	Greater China	8.4	-1.9	-18.7%	-24.1%
Reba	tes deducted from sales	-5.4	-0.4	_	_
Over	rseas operating profit	2.25	+0.33	+17.3%	_
Opera	ating margin	5.7%	+0.5pts	_	_
Eur	ope/Americas	0.42	-0.16	-27.3%	_
	North America	0.04	-0.19	-84.3%	_
Asia	a/Oceania	1.83	+0.49	+36.3%	_
	Greater China	0.60	+0.13	+26.4%	_

^{*}Sales by region are amounts prior to deduction of rebates, etc.

■ Europe/Americas

- Sales in North America and the UK continued to grow
- Firm sales of existing brands and brands of Japanese origin continued
- Operating profit was affected by onetime costs in North America, etc.

■ Asia/Oceania

- Lower sales in Greater China were partially offset by increases in other regions such as Indonesia
- Indonesia in particular contributed to operating profit

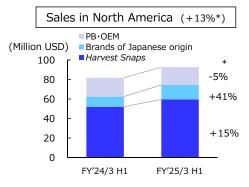
FY2025/3 H1: Overseas business



Europe/Americas

■ North America:

- Sales of *Harvest Snaps* grew on the effect of sales promotions and expanded distribution
- · Sales for brands of Japanese origin continued to rise on strong demand
- Profit fell due to one-time costs associated with infrastructure development and higher transportation costs
- Planning to expand sales and improve profit by increasing efficiency through local production of brands of Japanese origin, etc.



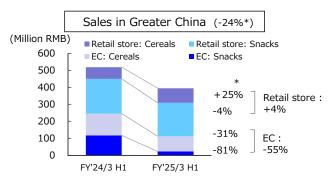
■ UK:

- Sales of Seabrook brand potato chips and pellet snacks rose on the expansion of sales channels
- Will invest in marketing and capex to strengthen Potato Chips in H2

Asia/Oceania

Greater China:

- Sales decreased on the continued impact of worsening economic sentiment and stricter customs regulations for mainstay snacks
- Working to expand retail sales through locally produced OEM products and imports from nearby countries



Indonesia:

- Sales rose in all categories, particularly for Guribee
- Continued improvement in cost rate in H1 contributed greatly to increased profit
- In H2, aiming to raise sales and profit while controlling raw material costs and to increase production of *Guribee* with the launch of a new third line

19

Revised FY2025/3 forecast: Summary



Upwardly revised forecasts for net sales +\(\frac{4}{3}\).0bn, operating profit +\(\frac{4}{5}\).0bn, and net profit +\(\frac{4}{1}\).5bn

- Expecting an upturn in domestic sales and overseas results
- A portion of the cash earned will be used for investment in future growth
- Reflects an upswing from the tax effect realized in H1

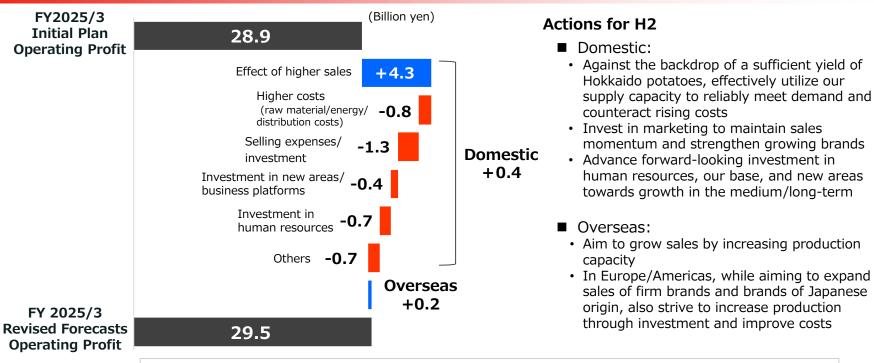
*Exchange rate: 1USD = ¥142 (unchanged)

(Billion yen)	FY2025/3 (Initial Plan)	FY2025/3 (Revised Forecast)	Change (vs Initial Plan)
Net sales	320.0	323.0	+3.0
Domestic	237.0	241.0	+4.0
Overseas	83.0	82.0	-1.0
Operating profit	28.9	29.5	+0.6
Operating margin	9.0%	9.1%	+0.1pts
Domestic	24.2	24.6	+0.4
Overseas	4.7	4.9	+0.2
Ordinary profit	28.0	29.0	+1.0
Net profit*	18.0	19.5	+1.5

^{*}Profit attributable to owners of parent

Revised FY2025/3 forecast: Operating profit analysis





Notes:

- Higher costs: Mainly higher raw material costs, especially for cooking oil, imported raw materials, domestic potatoes, etc.
- Selling expenses/investment: Marketing investment (-¥0.6bn)
- Others: Parts and repair expenses, storage costs due to larger potato yields, higher costs accompanying increased business activity, etc.

Price/content revisions in Feb. 2025



22

Effective	FY'22/3		FY'23/3		FY'24	/3	FY'25/	'3
date	JanFeb. 2022	JunJul. 2022	SepOct. 2022	Nov. 2022	Jun. 2023	AugOct. 2023	Jun. 2024	Feb. 2025
Target products	3100a		311.8. ST. ST. ST. ST. ST. ST. ST. ST. ST. ST		370-3-10-3-10-3-10-3-10-3-10-3-10-3-10-3	Gift snack items (partial)		ליניטרט. פייי
Revisions	Content : -5% Price : +7-10%	Content : -10% Price : +10-20%	Price : +10-20%	Price : +10-20%	Price : +3-15%	Price : +5-20%	Price : +3-10%	Content : -7-10%

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Reference material

Consolidated profit and loss statement



		FY2025/3 H1 Results				FY202	25/3 Initial	plan
	(Million yen)		Percent of total(%)	Change (YoY) (%)	vs. Plan (%)		Percent of total(%)	Change (YoY) (%)
Ne	et sales	157,070	100.0	+6.8	100.5	320,000	100.0	+5.6
Gı	ross profit	53,880	34.3	+11.4	100.3	109,200	34.1	+7.1
S	G&A	38,953	24.8	+11.8	97.8	80,300	25.1	+7.6
	Selling	6,617	4.2	+26.6	88.7	14,100	4.4	+11.9
	Distribution	11,584	7.4	+8.7	98.8	24,500	7.7	+8.3
	Labor	12,627	8.0	+8.4	100.1	25,600	8.0	+4.7
	Others	8,123	5.2	+10.9	101.4	16,100	5.0	+7.4
O	perating profit	14,926	9.5	+10.5	107.4	28,900	9.0	+5.8
Oı	dinary profit	14,801	9.4	-11.0	109.6	28,000	8.8	-10.1
	Extraordinary income/loss	+7	_	_	_	-500	_	_
Ne	et profit*	10,633	6.8	-2.1	122.2	18,000	5.6	-9.5

^{*}Profit attributable to owners of parent

Revised FY2025/3 forecast: Consolidated profit and loss statement



		FY2024/3		FY2025 (Initial p	
(M	lillion yen)		Percent of total(%)		Percent of total(%)
Ne	et sales	303,027	100.0	320,000	100.0
Gr	oss profit	101,959	33.6	109,200	34.1
SC	6&A	74,654	24.6	80,300	25.1
	Selling	12,598	4.2	14,100	4.4
	Distribution	22,625	7.5	24,500	7.7
	Labor	24,446	8.1	25,600	8.0
	Others	14,983	4.9	16,100	5.0
Op	perating profit	27,304	9.0	28,900	9.0
Or	dinary profit	31,155	10.3	28,000	8.8
Ne	et profit*	19,886	6.6	18,000	5.6

FY2025/3 (Revised forecast)				
	Percent of total(%)			
323,000	100.0			
110,800	34.3			
81,300	25.2			
14,000	4.3			
24,400	7.6			
26,100	8.1			
16,800	5.2			
29,500	9.1			
29,000	9.0			
19,500	6.0			

^{*}Profit attributable to owners of parent

Revised FY2025/3 forecast: Summary



(Billion yen)

Growth guidance	FY2023/3 Results	FY2024/3 Results	FY2025/3 Initial plan	FY2025/3 Revised forecast	FY2024/3 – FY2025/3 Two-year average	Growth guidance (3 years)
Consolidated net sales	279.3	303.0	320.0	323.0	_	_
Organic growth rate	+14%	+8%	+6%	+7%	+8%	+ 4~6%
Consolidated operating profit	22.2	27.3	28.9	29.5	_	_
Consolidated profit growth rate	-12%	+23%	+6%	+8%	+15%	+ 6~8%
Net profit	14.8	19.9	18.0	19.5	_	-
ROE (ROE after forex adjustments)	8.5% (8.0%)	10.9% (9.5%)	9.1% (9.1%)	9.8% (10.0%)	_	Over 10%
Main KPIs						
Domestic operating profit growth	-15%	+22%	+1%	+3%	+12%	+ 6~8%
Overseas sales ratio	26%	24%	26%	25%	_	30~35% (FY2026/3)
Ratio of sales in new areas	3.9%	4.3%	4.4%	4.3%	_	5% (FY2026/3)

Financial condition and Cash flows



(M	1illion yen)	As of March 31, 2024	As of September 30, 2024	Change	
Тс	otal assets	292,158	300,779	+8,620	
	Current assets	127,853	121,690	-6,162	
	Non-current assets	164,305	179,088	+14,782	*1
Тс	otal liabilities	91,072	96,790	+5,718	
	Current liabilities	54,475	50,290	-4,185	
	Non-current liabilities	36,596	46,500	+9,903	*2
Ne	et assets	201,086	203,988	+2,901	
Ne	et Cash	10,676	9,256	-1,420	
Eq	juity ratio	65.6%	64.6%	-1.0pts	

(Million yen)	As of September 30, 2023	As of September 30, 2024	Change	
Cash flows from operating activities	5,318	27,393	+22,074	*3
Cash flows from investing activities	-10,251	-21,344	-11,092	*1
Cash flows from financing activities	7,173	3,330	-3,843	

Notes: (Million yen)

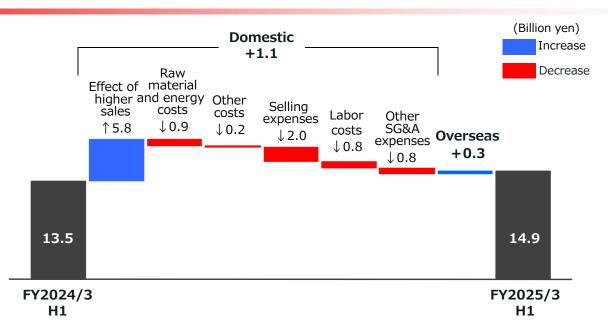
- *1 Non-current assets: Property, plant and equipment +18,057

 Cash flows from investing activities -13,597 (mainly relating to construction of the Setouchi-Hiroshima Factory)
- *2 Non-current liabilities: Long-term borrowings +10,000
- *3 Cash flows from operating activities: Decrease in notes and accounts receivable +27,837 (accounts receivable payment delay due to the final day of the previous term being a bank holiday)

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FY2025/3 H1: Operating profit analysis by category





Notes: Raw material/energy costs: Imported raw materials (-¥0.6bn), domestic potatoes (-¥0.2bn), energy costs (-¥0.2bn)

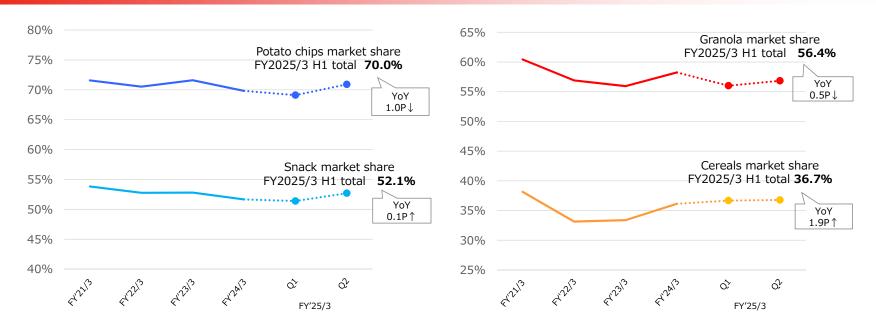
Other costs: Human resources investment in response to labor shortage and increased depreciation were offset by productivity improvements and reduced losses in sweet potato business

Selling expenses: Marketing investment (-¥1.2bn) (including investment in new areas) Other expenses: Distribution costs (-¥3.0bn), expenses for strengthening base, etc.

28

Domestic market share





Source: INTAGE SRI+ based on sales amount (nationwide, all retail formats)

FY2025/3 H1 total: April 2024 - September 2024 Comparison period: April 2023 - September 2023 FY'21/3-FY'24/3: April 2020 - March 2024

Snack market share: Total of Calbee and Japan Frito-Lay Potato chips: Total of potato chips (thick- and thin-sliced), shoestring and kettle types; includes private brand products

Granola: Granola category of Cereals market

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- The Company's fiscal year ends on March 31. The fiscal year ending March 31, 2025 is referred to throughout this report as "FY2025/3 (FY'25/3)," and other fiscal years are referred to in a corresponding manner. References to years not specified as being fiscal years are to calendar years.
- This document contains Calbee's current plans, outlook and strategies. Items which are not historical facts are forecasts pertaining to future performance, and are discretionary and based on information currently available to Calbee. This document does not purport to provide any guarantee of actual results. Actual results may differ significantly from forecasts due to various factors.
- This document also contains unaudited figures for reference purposes only.