



Harvest the Power of Nature. NEWS RELEASE

Calbee to Launch New Asia-Oceania Strategic Brand *POP LAYERS* in Thailand

- *Leveraging product and production expertise developed in Indonesia*



Tokyo - Calbee, Inc. ("Calbee") announced today the launch of *POP LAYERS* in Thailand, beginning in October 2026. *POP LAYERS* is a new multilayer corn snack developed as a strategic brand for Calbee's Asia and Oceania Region. The initial lineup features Salt, Cheese, and BBQ flavors.

Thailand was selected as the brand's first market due to the steady growth of its savory snack category, with fabricated snacks gaining in popularity. Designed primarily for younger consumers interested in new products and trends, *POP LAYERS* offers a distinctive snacking experience through its multilayer structure.

The new products will initially be available at 7-Eleven stores nationwide. BBQ will be sold exclusively at 7-Eleven, while Salt and Cheese will expand sequentially to additional retail channels approximately one month after launch.

The launch supports the Calbee Group's growth strategy, "Accelerate the Future," under which its overseas business is positioned as a key driver of growth through 2035. In the Asia and Oceania Region, the Group is leveraging products, technologies, and production infrastructure developed across its markets to create new opportunities. Going forward, Calbee plans to expand *POP LAYERS* across the region and broaden consumer reach.

POP LAYERS builds on the product development and production expertise behind *GuriBee*, a multilayer corn snack sold in Indonesia. *GuriBee* is manufactured by PT. Calbee-Wings Food, Calbee's joint venture with the Wings Group in Indonesia since 2021. Its light, crispy texture and distinctive multilayer crunch

have resonated with consumers, driving demand. PT. Calbee-Wings Food has since expanded its *GuriBee* production capacity, enabling broader distribution in Indonesia and overseas. Drawing on the product expertise and market insights gained through *GuriBee*, Calbee developed *POP LAYERS* for the broader Asia and Oceania Region.

"Calbee has traditionally expanded its global business by bringing well-loved brands from Japan to overseas markets." said Teiichiro Morioka, Managing Executive Officer, President of Asia and Oceania Region. "*POP LAYERS* is a new brand originating in Indonesia developed to reach more consumers around the world. Beginning with Thailand, we aim to drive further growth overseas and strengthen our global business foundation."

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About the Calbee Group

Since 1949, Calbee has embraced its corporate philosophy of harnessing nature's gifts to create products that bring great taste and enjoyment while contributing to healthier lifestyles. Guided by this enduring philosophy, we work to help address social challenges through our business activities. In doing so, we continue to take on new challenges as we look toward our next 100 years and beyond.

Under our 2035 growth strategy, *Accelerate the Future*, Calbee is today expanding snacking and light-meal occasions beyond traditional ways of eating and into new markets around the world. As we continue our evolution from a Japanese snack food maker into a global snacking company, we aim to bring the joy of food to people around the world and deliver new value.

For more information, visit: <https://www.calbee.co.jp/en/>