

For Immediate Release

April 21, 2026  
KABAYA FOODS CORPORATION

## Establishment of U.S. Subsidiary “KABAYA USA Inc.”

### - Full-scale expansion of business operations in the United States -

Kabaya Foods Corporation hereby announces that, in order to further strengthen and accelerate the growth of its business, it will fully promote overseas expansion as one of its key growth drivers.

As the first step, the Company has established a wholly owned subsidiary, “KABAYA USA Inc.,” to promote business development in the United States.

In fiscal year 2024, the Company exceeded 30 billion yen in sales for the first time since its founding, and is expected to achieve record-high sales again in fiscal year 2025. With strong brands in each category—such as “Tough Gummy,” “Enbun Charge Tablets,” and “Sebonstar”—the Company continues to grow steadily by leveraging its competitive brand portfolio.

Meanwhile, as Japan’s domestic market faces a certain long-term population decline, the Company has been exploring opportunities to capture new markets by leveraging its strong brands and products.

Among the globally expanding confectionery markets, the United States—one of the world’s largest consumer markets—offers significant potential and is highly attractive. In particular, gummy candies and refreshment candies, which are core categories for the Company, are expected to see strong growth in the U.S. Furthermore, increasing inbound demand in Japan has heightened global interest in “Japanese sweets,” providing a strong tailwind.

In light of these conditions, the Company established “KABAYA USA Inc.” on February 9, 2026, and will begin sales in the U.S. from late April, starting with products such as “Tough Gummy”, which ranks No.1 in total sales value in Japan’s gummy market\*.

Going forward, the Company will develop sales and marketing activities led by “KABAYA USA Inc.,” aiming to expand product distribution across the United States and establish a solid foundation for its overseas business.

\* Source: Intage SRI+ cumulative sales value ranking for gummy products (April 2023 - March 2025)

#### <Company Overview of “KABAYA USA Inc.” >

- Date of Establishment : February 9, 2026
- Location : Torrance, California, USA
- Major Shareholder : Kabaya Foods Corporation (100%)
- Business Activities : Import, sales, and marketing of confectionery and food products