

For Immediate Release

April 28, 2026  
Kabaya Foods Corporation

## Kabaya Foods Corporation Signs Exclusive Business Partnership Agreement with Yoren Co., Ltd. for Launch of China Operations ~ Sales of gummy products to begin in China from May 2026 ~

Kabaya Foods Corporation aims to further strengthen and accelerate its business growth by fully expanding overseas as one of its growth engines. As the first step, the company began operations in the United States in April of this year.

In continuation, Kabaya Foods Corporation will begin business operations in China from May 2026. Accordingly, on April 28, 2026, the company entered into an exclusive business partnership agreement with Yoren Co., Ltd. (hereinafter “Yoren”) for operations within China.

In fiscal year 2024, Kabaya Foods Corporation 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 competitive brands across categories such as 'Tough Gummy,' 'Enbun Charge Tablets,' and 'Sebon Star,' the company continues to grow steadily.

Meanwhile, with Japan’s domestic market facing inevitable long-term population decline, the company has been exploring new markets by leveraging its strong brands and products.

Among the globally expanding confectionery markets, China stands out as a highly attractive market with strong growth potential. In particular, the gummy category—where Kabaya’s core brands are positioned—is expected to see significant growth in China. In addition, rising inbound demand in Japan has heightened interest in “Japanese snacks,” providing further tailwinds.

Based on this environment, Kabaya Foods Corporation has decided to expand into China and has selected Yoren—a Japan-origin startup with deep expertise in the Chinese market—as its partner. Yoren’s vision of 'connecting cultures and creating a world where people understand one another,' along with its extensive network in China and membership base exceeding 75 million users, makes it an ideal partner for entering the vast and unique Chinese market.

Going forward, Kabaya Foods Corporation will actively promote sales and marketing activities in China together with Yoren, focusing on core brands such as 'Tough Gummy' and 'Enbun Charge Tablets,' with the aim of establishing both the Kabaya corporate brand and its product brands in the Chinese market.

<Company Overview of Yoren Co., Ltd.>

Established: March 2012

Representative: Osamu Kaneda

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Business: Overseas expansion support for Japanese companies, DX support, CRM program operations, etc.