

Background & Purpose behind Renewal of the Company Name

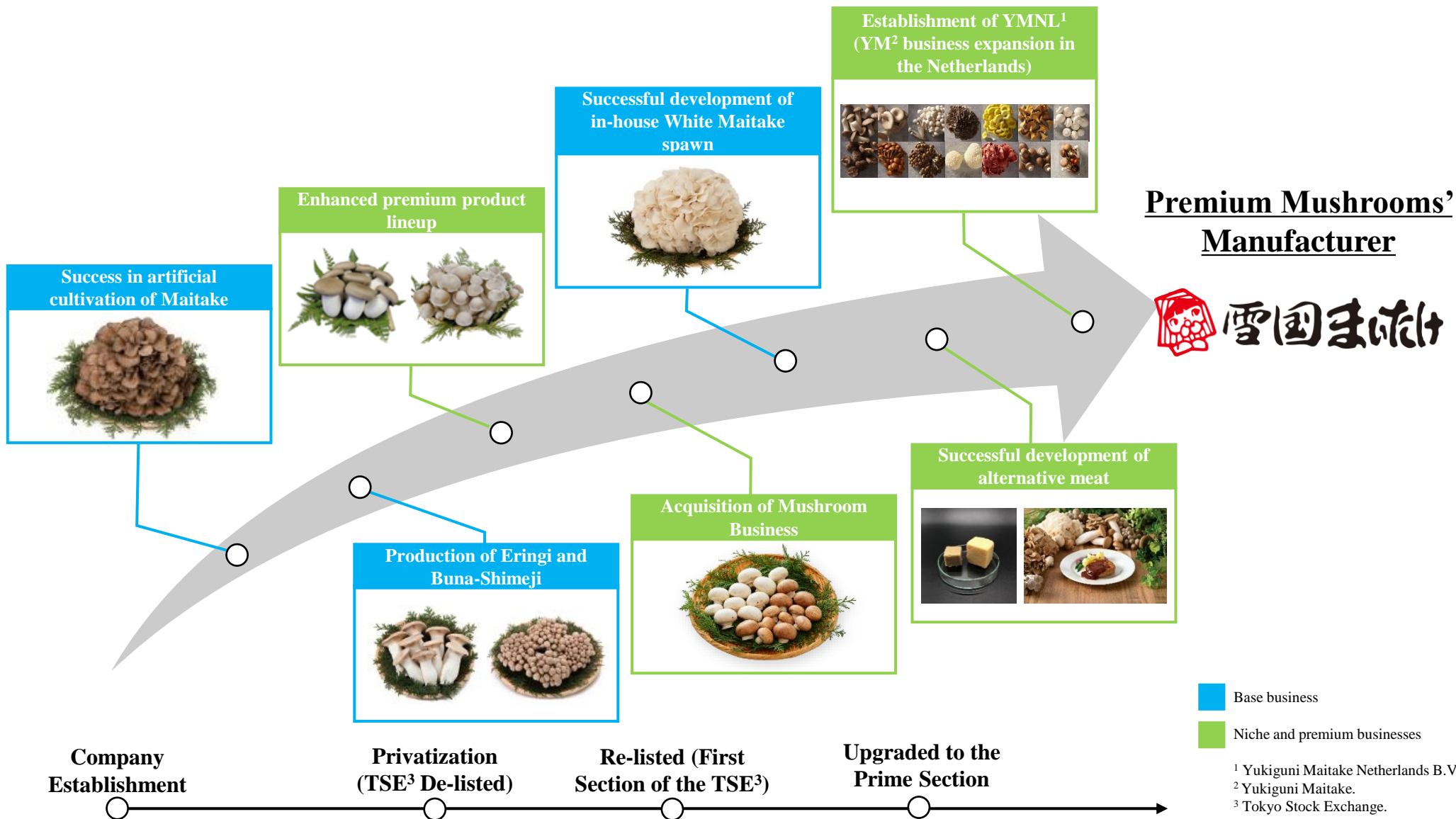
June, 2024





Our Company History of becoming a “Premium Mushrooms’ Manufacturer”

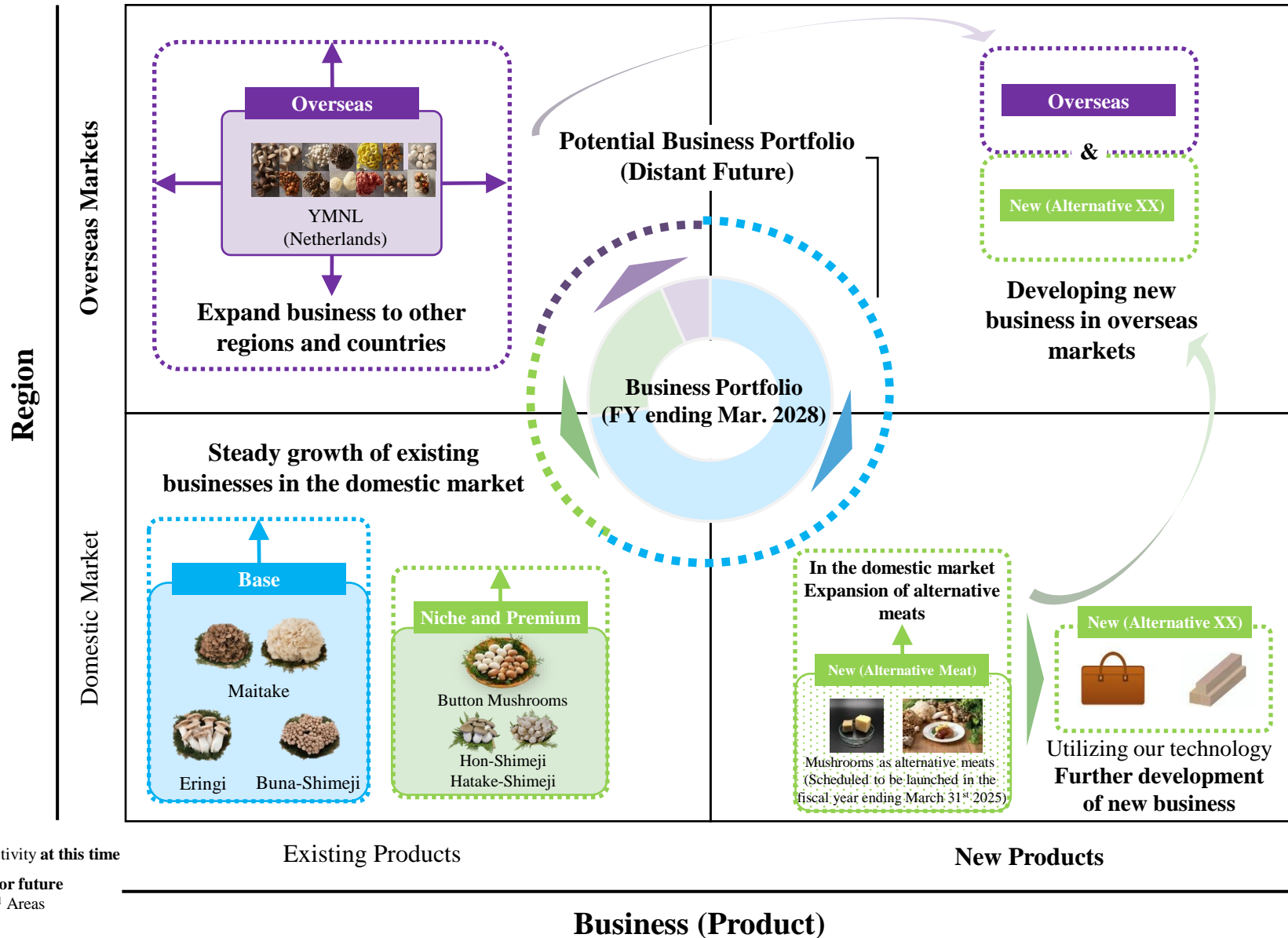
By cultivating our founding vision and technology over the last 50 years, we have built up and reinforced our positioning as a “Premium Mushrooms’ Manufacturer”.





Business Expansion Potential in the Near & Distant Future

By expanding our business in both the markets of Overseas and New Product, we aim to further diversify our business portfolio in the distant future.



¹ Please note that the term "potential" includes those that have no concrete plans for entry or expansion at this time.



Our New Corporate Values

We recently created New Corporate Values which reflect our aspirations for future business expansion.



*Red letters show the newly created



Concept behind the New Company Name (Corporate Brand)

The new company name embodies our commitment to becoming a “FACTORY” for new value creation by enhancing our strengths and technology originated in “YUKIGUNI”, our birthplace.

We aim to inherit the traditions and trust at “YUKIGUNI” established through the refinement of our skills, inquisitiveness, and character.

The reason for using Katakana in the Japanese name “ユキグニ (Yukiguni) Factory” was to free ourselves from the geographically limited image associated with the Yukiguni region¹. This also preserves the original name as a key aspect of our identity.

YUKIGUNI FACTORY CO., LTD.

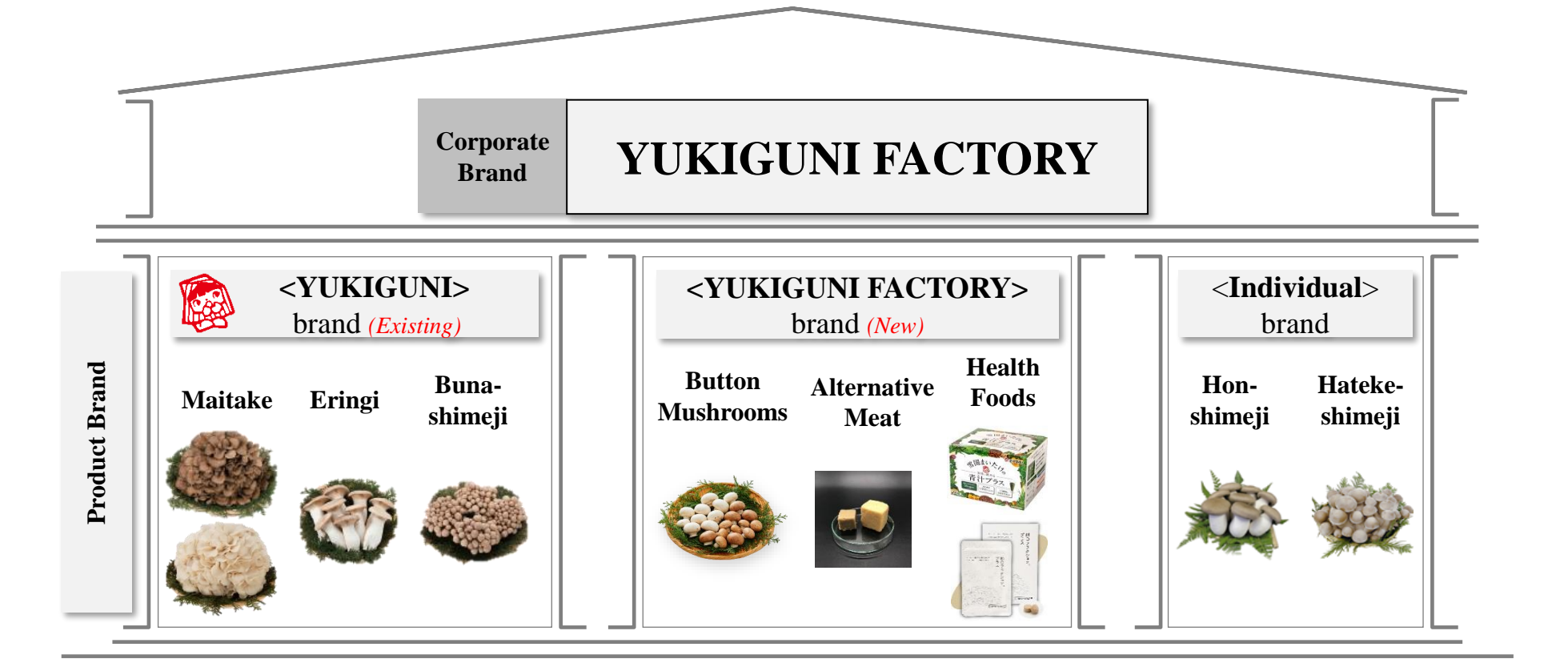
We are committed to contributing to the health of the future world by unlocking the infinite potential of mushrooms in various forms and continuing to craft appealing products.

Our goal is to establish an image as an “exciting company” that continuously innovates, creating new value in mushrooms while simultaneously building upon our reputation of “reliability and safety”.

¹ Yukiguni region: Mountainous areas in Japan subject to heavy snow.

Future Brand Structure (in Japan)

At the present time, we will continue using the existing “YUKIGUNI” brand under the new corporate umbrella while also introducing “NEW” brands for recently created business.



Disclaimer Pertaining to this Material

The change of the company name is subject to a resolution to change the trade name and partially amend the Articles of Incorporation at the 7th Annual General Meeting of Shareholders scheduled to be held on June 26th, 2024.

The visual expression (logo, corporate colors, etc.) for the new corporate brand (CB) is currently under consideration, and it has not yet been determined whether the fonts and colors used in this document will be used in the new CB.



Security Code: 1375