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July 28, 2026

Company name: Fujiya Co., Ltd.
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(Securities code: 2211; Tokyo Stock Exchange Prime Market)
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Parent company name: Yamazaki Baking Co., Ltd.
Representative: Nobuhiro Iijima, President
(Securities code: 2212; Tokyo Stock Exchange Prime Market)

Notice Concerning Differences Between Consolidated Financial Result Forecasts and Results for Six Months Ended June 30, 2026

Fujiya Co., Ltd. (the "Company") hereby announces that differences have arisen between the consolidated financial result forecasts for the first half of the fiscal year ending December 31, 2026 (from January 1, 2026 to June 30, 2026), which the Company announced on February 10, 2026, and the actual results, as follows.

1. The differences between the consolidated financial result forecasts and actual results for the six months ended June 30, 2026

(Millions of yen, %)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previously announced forecasts (A)	58,000	700	800	300	11.64 yen
Actual results (B)	59,410	297	458	(74)	(2.89) yen
Change (B−A)	1,410	(402)	(341)	(374)	—
Change (%)	2.4	(57.5)	(42.7)	—	—
(Reference) Results for the six months ended June 30, 2025	56,686	1,202	1,706	836	32.46 yen

2. Reasons for the differences

Net sales for the cumulative consolidated period of the second quarter (interim period) were generally in line with forecasts.

On the other hand, in terms of profit, in the beverage business, during the launch of the newly established natural water bottling plant, because we prioritized ensuring thorough quality assurance and simultaneously developing systems to expand shipping capacity, sales fell below the initial plan, and manufacturing costs and related expenses could not be absorbed. In addition, in the confectionery (Western sweets) business, gross profit fell below plan due to sluggish customer traffic at existing stores resulting from increased consumer cost-consciousness. As a result of these factors, operating profit, ordinary profit, and interim profit attributable to owners of parent all fell below initial forecasts.

By segment, the temporary cost increase associated with the launch of the new plant in the beverage business was the main factor in lowering profits, and in addition, the decrease in customer traffic at existing stores in the confectionery (Western sweets) business was a factor in the profit decline. On the other hand, the confectionery business has been progressing generally in line with plan.

Regarding full-year consolidated financial results, in the beverage business, shipment volumes have exceeded expectations since June, and production and supply systems are in place for the peak summer season. In addition, in the confectionery (Western sweets) business, customer traffic has been on a recovery trend since June due to the effects of introducing products in more affordable price ranges and actively opening new format stores. Furthermore, in the confectionery business as well, we expect steady sales growth from the third quarter onward, including the decision to establish transactions with new sales channels, and we anticipate profit improvement exceeding expectations as prices for chocolate raw materials and other ingredients stabilize.

Based on the above, there are no changes to the full-year consolidated financial forecasts for the fiscal year ending December 31, 2026, which were announced on February 10, 2026.