October 24, 2025

Company Name Eternal Hospitality Group Co., Ltd.
Representative Tadashi Okura, Representative Director, President, and CEO
(Securities code: 3193 TSE Prime)
Inquiries Kou Kitagawa, General Manager of Corporate Planning Office
(TEL. 06-6206-0808)

Notice Regarding Conclusion of Franchise Agreement in the Philippines

The Company hereby announces that, at the Board of Directors meeting held today, it resolved to enter into a franchise agreement with the JTC Group of Companies ("JTC Group").

1. Purpose of Concluding the Agreement

The Group has adopted the vision of creating a "Global YAKITORI Family," aiming to promote the culture and value of Japan's renowned yakitori to the world. Under its medium-term management plan, the Group has been expanding its business operations in the United States and East Asia. Furthermore, as the next step, the Group is planning to enter the rapidly growing Southeast Asian market. In line with this strategy, at the Board of Directors meeting held on July 25, 2025, the Company resolved to establish a subsidiary in Vietnam.

In order to further accelerate expansion in the Southeast Asian market, it has been resolved to conclude a franchise agreement with JTC Group for the business development of "Yakitoriya Torikizoku" restaurants in the Philippines. JTC Group is involved in a wide range of businesses in the Philippines, with a particular focus on expanding its restaurant franchise business, and has worked with a number of Japanese companies to date.

As the Company moves forward with the steady business development of "Yakitoriya Torikizoku" restaurants in the Philippines, it will leverage, through the franchise agreement, JTC Group's business foundation and extensive experience with Japanese companies.

2. Outline of the Agreement

(1)	Contents of the Agreement	The Company will grant permission to develop the business of "Yakitoriya Torikizoku" restaurants using its trademarks and know-how, and at the same time, provide backup for the restaurant operations.
(2)	Target Area	Philippines
(3)	Royalties	An amount calculated by multiplying net sales by a certain rate

3. Outline of the Counterparty

<table>
<tr><td>(1)</td><td>Trade name</td><td colspan="2">JTC Group of Companies</td></tr>
<tr><td>(2)</td><td>Location</td><td colspan="2">Davao</td></tr>
<tr><td>(3)</td><td>Representative</td><td colspan="2">CEO Dr. Jaime T. Cruz</td></tr>
<tr><td>(4)</td><td>Business</td><td colspan="2">Resort development business, restaurant business, IT business, etc.</td></tr>
<tr><td>(5)</td><td>Share capital</td><td colspan="2">100 million Philippine pesos (approximately 260million yen)
(Note) Japanese yen amounts are converted at the rate of 2.6 yen/Philippine peso.</td></tr>
<tr><td>(6)</td><td>Date of establishment</td><td colspan="2">1986</td></tr>
<tr><td>(7)</td><td>Major shareholders and shareholding ratio</td><td colspan="2">Jaime T.Cruz 45%
Ricci Evette L.Cruz 25%
Kimberly Justine Y Cruz 25%</td></tr>
<tr><td rowspan="4">(8)</td><td rowspan="4">Relationship between the listed company and the company</td><td>Capital ties</td><td>Not applicable.</td></tr>
<tr><td>Personnel</td><td>Not applicable.</td></tr>
<tr><td>Trade</td><td>Not applicable.</td></tr>
<tr><td>Related Party Status</td><td>Not applicable.</td></tr>
<tr><td>(9)</td><td>Operating results and financial condition of the company for the past three years</td><td colspan="2">Not disclosed*</td></tr>
</table>

*The counterparty is a private company; therefore, in consideration of its wishes, the above "(9) Operating results and financial condition of the company for the past three years" is not provided.

4. Schedule

(1)	Date of Board resolution	October 24, 2025
(2)	Date of Agreement	November 2025 (planned)

5. Future Outlook

The impact of concluding this agreement on the Company's consolidated financial results for the fiscal year ending July 31, 2026 will be minimal.

Note：This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.