

*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.*



November 13, 2025

Company name: OKADA AIYON Corporation
Representative: Yuji Okada
President and Representative Director
(Securities code: 6294, TSE Prime Market)
Contact: Nobuo Maenishi
Senior Managing Director, in charge of
Corporate Administration
(Phone: +81-6-6576-1281)

Notice Concerning Business Alliance

OKADA AIYON Corporation (hereinafter the “Company” or “we”) hereby announces that, at the Board of Directors’ meeting held on November 13, 2025, it has resolved to conclude a business alliance agreement with Advantage Partners, Inc. (hereinafter “Advantage Partners”).

1. Purpose of the business alliance

The Group consists of the Company, seven subsidiaries, and one associate, which contribute to the development of its business by engaging in development, manufacturing, sales, and maintenance of construction machinery attachments such as demolition crushers and hydraulic breakers, environmental machinery such as waste wood shredders, and forestry and metal recycling machinery, as well as design, construction, and operational management of cable cranes.

The Group’s management philosophy is to 1. Be a company that contributes to society, 2. Be a department that contributes to the company, 3. Be an individual who contributes to their department, and 4. Keep moving forward in the search for improvement, as expressed by the upward arrow, and we work to achieve it through our business. Our main demolition environmental attachment business, in which we manufacture and sell products that are attached to construction machines such as hydraulic excavators and cranes used in demolition of concrete structures—including buildings, apartments, and public facilities—in stone crushing and civil engineering works, as well as in the transportation, separation, and processing for recycling of construction waste and scraps, is growing steadily in Japan and contributing to the Group’s performance. This growth is driven by the increasing demolition of concrete structures built in Japan’s post-war economic growth period, as well as by recent urban and infrastructure redevelopment trends.

Under such circumstances, we formulated the VISION 30, a medium- to long-term management plan toward FY3/31, for further growth in May 2021. Against the backdrop of steady demand in Japan and overseas markets, we aim to enhance the sales framework and increase production capacity and productivity in Japan and strategically invest human resources and products in the US, Europe, and Asia to further strengthen our overseas value chain. Furthermore, we promote ESG-oriented management and develop systems and DX infrastructure to reform operation and strengthen the management foundation that supports sustainable growth. We also promote diversity, workstyle reforms, and revisions to the personnel system to create “a comfortable, motivating, and rewarding workplace.”

Under the VISION 30 and its three-year Rolling Plan FY3/26–FY3/28, we maintain our position as Japan’s top manufacturer by developing products and an after-sales maintenance system from user perspectives in response to the steady demolition demand in Japan. On the other hand, in the overseas business which has larger markets and higher growth potential than the domestic business, despite our efforts to expand sales by M&A and other initiatives, we are still halfway through strengthening the sales framework and expanding the market share, which is a major challenge for the future.

Recently, in construction sites in Japan and overseas, there has been growing demand for the development of new products that address a wide range of needs, including labor-saving solutions in response to the shortage of workers, enhanced safety, reduced environmental impact, and the use of IoT. Therefore, enhancing the sophistication of the overall business operations has become an urgent challenge in formulating the rolling-plan for the next term.

Under such circumstances, as announced today in “Notice Concerning Issuance of Fifth Series of Share Subscription Rights through Third Party Allotment and Solicitation for First Series of Unsecured Convertible Bonds with Share Subscription Rights,” we have chosen Advantage Partners as a business alliance partner which has extensive experience in providing consulting and growth support to numerous publicly listed companies. In addition to fundraising, we are able to receive advanced management assistance in areas such as formulation of growth strategies, developing and running projects that promote specific strategies, identifying M&A candidates. We believe that such a business alliance partner can contribute to enhancing our corporate value. We will issue the Fifth Series of Share Subscription Rights and the First Series of Unsecured Convertible Bonds with Share Subscription Rights to a fund invested by Advantage Partners Group and have also decided to enter into a business alliance agreement with Advantage Partners as of today. We will leverage know-how gained from Advantage Partners to further and steadily implement various measures to improve our corporate value.

2. Details of the business alliance

We will receive the following areas of assistance from Advantage Partners. And we will allot the Share Subscription Rights and the Bonds with Share Subscription Rights to a fund invested by Advantage Partners Group, as shown in “Notice Concerning Issuance of Fifth Series of Share Subscription Rights through Third Party Allotment and Solicitation for First Series of Unsecured Convertible Bonds with Share Subscription Rights” that was released today.

- (1) Expansion of sales of demolition attachments and development and deployment of service models in the US and Europe
- (2) Improvement of profitability in the domestic segment
- (3) Sophistication of the domestic after-sales service structure
- (4) Improvement of cash flow through enhancement of the inventory management system
- (5) Other operations separately agreed upon by the Company and Advantage Partners, such as promotion of M&A and alliances, strengthening of recruitment, and IR support for formulation of the medium-term management plan

3. Overview of the business alliance partner

(1) Corporate name	Advantage Partners, Inc.
(2) Headquartered	Toranomon Towers Office, 4-1-28 Toranomom, Minato-ku, Tokyo JAPAN
(3) Representatives	Taisuke Sasanuma, Representative Director and Shinichiro Kita, Representative Director
(4) Principal business activities	Management consulting services
(5) Share capital	48,875,000 yen
(6) Founded	December 17, 1992

(7) Major shareholders and shareholding ratio	Advantage Partners Pte. Ltd. 100%	
(8) Interest in OKADA AIYON Corporation	Capital interest	Not applicable
	Transaction interest	Not applicable
	Human interest	Not applicable
	Interested party	Not applicable
(9) Consolidated operating results and consolidated financial position of the company for the past three years		
We have refrained from presenting this information at the request of the business alliance partner		

4. Schedule

(1) The resolution of the Board of Directors to conclude the business alliance agreement	November 13, 2025
(2) The date of concluding the business alliance agreement	November 13, 2025
(3) The starting date for the business alliance	December 10, 2025 (planned)

5. Future outlook

Although we think that any potential impact of the business alliance on our business performance for the fiscal year ending March 31, 2026 will be negligible, we will promptly announce any matter required to be disclosed.