

June 6, 2025

Dear Sirs:

Name of Company : BELLUNA CO., LTD.

Code No.: 9997 PRIME Section of the Tokyo Stock Exchange

Regarding the formulation of the 6th Short-Term Business Plan  
(FY March 2026 - FY March 2028) and Midium-Term management plan

Our company has formulated the 6th Short-Term Business Plan (FY March 2026 - FY March 2028) and the Midium-Term management plan, and we hereby announce it as follows.

## Description

### 1. 6th Short-Term Business Plan (FY March 2026 - FY March 2028)

Unit: Billion Yen

		Final year of the 5th Business Plan		6th Short-Term Business Plan					
		FY March 2025 Actual		FY March 2026 Targets		FY March 2027 Targets		FY March 2028 Targets	
		Net sales	Operating profit	Net sales	Operating profit	Net sales	Operating profit	Net sales	Operating profit
[Nine] Property & Hotels	Hotels	31.94	3.93	39.00	4.59	42.59	4.99	47.45	5.56
	Income & Solar	4.00	1.32	1.90	1.83	1.65	1.71	1.32	1.70
	Property & Hotels subtotal	<b>35.94</b>	<b>5.26</b>	<b>40.90</b>	<b>6.43</b>	<b>44.24</b>	<b>6.70</b>	<b>48.77</b>	<b>7.26</b>
[Six]	Database Utilization	<b>17.12</b>	<b>5.16</b>	<b>17.92</b>	<b>4.83</b>	<b>19.41</b>	<b>5.08</b>	<b>21.18</b>	<b>5.34</b>
[Five] Specialty Mail-Order	Cosmetics & Health Food	13.85	0.72	13.33	0.79	14.97	0.89	17.81	0.97
	Gourmet	32.07	1.25	34.46	1.27	38.05	1.38	42.27	1.61
	Nurse-Related	12.62	0.41	12.78	0.54	13.18	0.64	13.67	0.70
	Specialty Mail-Order subtotal	<b>58.54</b>	<b>2.38</b>	<b>60.57</b>	<b>2.61</b>	<b>66.20</b>	<b>2.91</b>	<b>73.74</b>	<b>3.28</b>
[One]	Apparel & Goods	<b>74.84</b>	<b>-1.70</b>	<b>70.35</b>	<b>-1.33</b>	<b>74.11</b>	<b>-0.80</b>	<b>80.32</b>	<b>-0.40</b>
[Two]	Kimono-Related	<b>22.90</b>	<b>1.25</b>	<b>23.26</b>	<b>1.31</b>	<b>24.78</b>	<b>1.50</b>	<b>26.44</b>	<b>1.60</b>
[Three]	Other	<b>2.83</b>	<b>-0.40</b>	<b>2.97</b>	<b>-0.28</b>	<b>2.22</b>	<b>-0.29</b>	<b>2.67</b>	<b>0.10</b>
Total		<b>210.86</b>	<b>11.89</b>	<b>214.60</b>	<b>13.50</b>	<b>229.60</b>	<b>15.00</b>	<b>253.10</b>	<b>16.50</b>

### 2. Nine • Six • Five and One • Two • Three Plan

As a medium-term management plan, we have formulated the "Nine•Six•Five and One•Two•Three Plan.

"The goal is to achieve a consolidated operating profit of 25 billion yen with each business targeting the following operating profits below.

- Nine: Operating profit of 9.0 billion yen in the Property Business
- Six: Operating profit of 6.0 billion yen in the Database Utilization Business
- Five: Operating profit of 5.0 billion yen in the Specialty Mail-Order Business
- One: Operating profit of 2.0 billion yen in the Apparel & Goods Business
- Two: Operating profit of 2.5 billion yen in the Kimono-Related Business
- Three: Operating profit of 0.5 billion yen in Other Business

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