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March 26, 2026

To whom it may concern,

Company name: ASAHI CO., LTD.  
Representative: Yoshifumi Shimoda  
President and Representative Director  
(Code number: 3333,  
Tokyo Stock Exchange Prime Market)  
Contact: Hirofumi Hasegawa  
Director  
(Tel: +81-6-6923-7900)

### Notice Concerning Conclusion of Basic Agreement Related to Business Alliance

ASAHI CO., LTD. (the “Company”) hereby announces that it has decided to enter into the following basic agreements on business alliance today with the aim of revitalizing the overall bicycle market and enhancing customer convenience:

- Business alliance with Kyoto Bicycle Sales Co., Ltd. (Headquarters: Kyoto Prefecture)
- Business alliance with Hayasaka Cycle CO., Ltd. (Headquarters: Miyagi Prefecture)

#### **1. Reasons for reaching basic agreements on business alliance**

We have determined that by mutually utilizing the service platforms held by the Company, Kyoto Bicycle Sales Co., Ltd., and Hayasaka Cycle CO., Ltd. we can expect business growth for each company, including increased sales, improved production efficiency, and enhanced technical capabilities.

Based on this shared understanding, we have entered into basic agreements to advance discussions on specific details of the alliance in areas including EC (e-commerce) functions and infrastructure, the handling of reused bicycles, and the planning and operation of various events.

Through this alliance, the Company, Kyoto Bicycle Sales Co., Ltd., and Hayasaka Cycle CO., Ltd. will further strengthen our cooperative framework to provide customers with a better bicycle usage environment and cycling lifestyle.

The Company will continue to strive to be a company that contributes to people around the world through bicycles.

#### **2. Details of the basic agreements**

[Overview of the partner company]

Date of agreement execution: March 26, 2026  
Name: Kyoto Bicycle Sales Co., Ltd.  
Location: 21-3 Sennyuji Torin-cho, Higashiyama-ku, Kyoto-shi, Kyoto  
Representative/Name: Hideki Kondo  
Business description: Sales of bicycles, parts, and accessories, bicycle maintenance, inspection, and repair  
Date of establishment: September 2010  
Website: <https://www.koncycle.com/>  
Relationship between the Company and Kyoto Bicycle: There are no significant matters to report regarding capital, personnel, or business relationships.



[Overview of the partner company]

Date of agreement execution:	March 26, 2026
Name:	Hayasaka Cycle CO., Ltd.
Location:	4-4-1 Kamisugi, Aoba-ku, Sendai-shi, Miyagi
Representative/Name:	Takeshi Hayasaka
Business description:	Bicycle and motorcycle sales, maintenance, repair, rental, and leasing, sales of related accessories and parts, apparel sales, snow blower sales, outdoor gear sales, mobility scooter sales, and insurance services
Date of establishment:	May 1, 1965
Website:	<a href="https://www.hayasaka.co.jp">https://www.hayasaka.co.jp</a>
Relationship between the Company and Hayasaka Cycle:	There are no significant matters to report regarding capital, personnel, or business relationships.

### 3. Strategic role of the agreements within the Company

The Company is promoting the expansion of collaboration through the mutual utilization of business platforms, and has identified the expansion of strategic partnerships as a key medium-term initiative.

The business alliance with Kyoto Bicycle Sales Co., Ltd. and Hayasaka Cycle CO., Ltd. is part of our ongoing efforts based on the initiative; both companies are retailers that the Company regards as strategic partners.

The Company entered into a basic agreement on business alliance with Sakai Cycle Co., Ltd. on March 9, 2026, and the basic agreements executed this time represent a further expansion of strategic partnerships. We believe that through these partnerships, the scope of collaboration that leverage the companies' business foundations will expand further, contributing to the sustainable growth of each company and the enhancement of mutual corporate value.

### 4. Impact on financial results

The impact of this matter on the Company's financial results is currently minimal and will not immediately affect its performance. Should circumstances arise in the future where the impact on financial results can be reasonably calculated, we will promptly provide notice.