



# Earnings Briefing Materials for 2Q of the Fiscal Year Ending December 2025

08/08/2025

**Earth Corporation**

- Good afternoon, everyone.

My name is Katsunori Kawabata, Representative Director, President, and CEO at the Earth Corporation.

A few minutes ago, we announced the Company's results for the second quarter of the fiscal year ending December 2025, coupled with a revision to the full fiscal year and dividend forecast.

Today's briefing therefore covers the topics I just mentioned, and we will then conclude with an overview of the progress made so far to further unlock corporate value.

# Executive Summary



## FY25.2Q Results

**Sales: 102.6 B yen (vs. forecast: +0.7%; +660 M yen)**

**Operating Income: 13.5 B yen (vs. forecast: +23.2%; +2.55 B yen)**

- Sales were more or less in line, even excluding the revenue contribution from PROTOLEAF, Inc., which became a consolidated Group subsidiary.
- Margins improved thanks to successful price revisions and changes to the sales mix, leading to an increase in gross profit.
- SG&A expenses grew YoY but remain within an acceptable range in line with the forecast.

## Results & dividend forecasts (revised)

**August 8, 2025: Raised the results & dividend forecast.**

- **Sales** : 178.0 B yen (vs. initial forecast: +3.0 B yen)
- **Operating income** : 8.0 B yen (vs. initial forecast: +1.5 B yen)
- **Dividend/share** : Special dividend (¥5/share), for a total of 125 yen/share

## Forex

**Weaker JPY vs. forecast assumptions**

- JPY weakened around 5% vs. forecast assumption for BAHT, MYR, and PHP.
- Sales impact: +140 M yen
- OI impact: +20 M yen

Forex	24.2Q Results	25.2Q Forecast	25.2Q Results	YoY	Vs. forecast
RMB	22.04	21.00	20.19	8.4% (JPY ↑)	3.9% (JPY ↑)
BAHT	4.36	4.20	4.44	1.8% (JPY ↓)	5.7% (JPY ↓)
VND	0.00632	0.00556	0.00551	12.8% (JPY ↑)	0.9% (JPY ↓)
MYR	34.11	32.07	34.17	0.2% (JPY ↓)	6.5% (JPY ↓)
PHP	2.76	2.48	2.59	6.2% (JPY ↑)	4.4% (JPY ↓)
USD	161.07	153.00	144.81	10.1% (JPY ↑)	5.4% (JPY ↑)



**Earth Corporation**

## **2Q FY 12/2025 – Financial Result Highlights**

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# Financial Result Highlights



- YoY : Increase in sales and profits.
- Vs. forecast : Sales exceeded the forecast, in part thanks to a revenue contribution from PROTOLEAF, Inc., which became a Group consolidated subsidiary.  
Significant operating income overperformance thanks to margin improvements and SG&A expenses within an acceptable forecast range.

(Unit: 0.1 B JPY)

	24.2Q Results		25.2Q Forecast		25.2Q Results		Comparison			
	Amount	% Sales	Amount	% Sales	Amount	% Sales	YoY	YoY(%)	VS. Forecast	VS. Forecast(%)
Sales	970.9	100.0%	1,020.0	100.0%	1,026.6	100.0%	55.7	105.7%	6.6	Forecast
COGS	556.9	57.4%	579.0	56.8%	575.2	56.0%	18.2	103.3%	- 3.7	99.3%
Gross Profit	413.9	42.6%	441.0	43.2%	451.4	44.0%	37.4	109.1%	10.4	102.4%
SG&A	306.4	31.6%	331.0	32.5%	315.9	30.8%	9.5	103.1%	-15.0	95.4%
Operating Income	107.5	11.1%	110.0	10.8%	135.5	13.2%	27.9	126.0%	25.5	123.2%
Ordinary Income	113.3	11.7%	114.3	11.2%	136.5	13.3%	23.1	120.4%	22.2	119.5%
Net Income	76.4	7.9%	80.0	7.8%	93.7	9.1%	17.3	122.7%	13.7	117.2%

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- First are the financial result highlights for sales and each income line item.

We registered 102.66 billion yen in sales and 13.55 billion yen in operating income for a year-over-year increase in both sales and profits.













Sales weren't uniform across all product categories, but overall realized results exceeded Company forecasts, in part thanks to the results from PROTOLEAF, Inc., which became a Group subsidiary.

We delivered gross margin improvements, and SG&A expenses were kept within an acceptable range, and these factors translated into a significant operating income overperformance versus the forecast.

# Business Portfolio



■ Leverage the 4 pillars of our operations in Japan, Overseas, the General Environment and Sanitation Business, and MA-T to grow profits.

Japan	Overseas	General Environment and Sanitation	MA-T
<b>Minimize seasonality effects to secure core profit for our business</b>	<b>Overseas business as a growth driver with a special focus on ASEAN</b>	<b>Secure steady profits</b>	<b>Develop a new business immune to seasonality factors</b>
 Maintain No.1 market share (Insecticides & repellents, bath salts)  Secure profits in homecare products • Mouthwashes & air fresheners • Masks for household use  New growth categories • Gardening products • Pet products	 Achieve No.2 position in the global market for insecticides & repellents  Expand operations with a focus on 24 countries  Nurture global brands: • Insecticides & repellents • Oral care • Air fresheners	 Put in place 3 pillars of technical expertise, training, and specialization  Improve quality control support service through environmental doctors  Expand services to new domains and build a business foundation for sustained growth	 Secure stable profits in the liquid solutions business  Build business model through license PF  Real-world application of MA-T® as a technology capable of helping solve social issues
<b>【Main initiatives in FY2025】</b> <ul style="list-style-type: none"> <li>• Price revision for one of our core profitability lineups: Earth-no-mat.</li> <li>• Increase advertising spend and proactively carry out marketing initiatives to improve WTP.</li> </ul>	<b>【Main initiatives in FY2025】</b> <ul style="list-style-type: none"> <li>• Strategy to capture the Top 15 accounts in each country.</li> <li>• Expand shipments of insecticides &amp; repellent brands. (aerosols, insect repellents)</li> <li>• Grow touchpoints with government agencies.</li> </ul>	<b>【Main initiatives in FY2025】</b> <ul style="list-style-type: none"> <li>• Aim for 70% of sales to come from annual contracts.</li> <li>• Enhance technical R&amp;D and human resources training with the Saito General Research Institute as a main base.</li> </ul>	<b>【Main initiatives in FY2025】</b> <ul style="list-style-type: none"> <li>• Brand awareness campaign at Expo 2025 Osaka, Kansai, Japan to promote real-world implementations of MA-T.</li> </ul>

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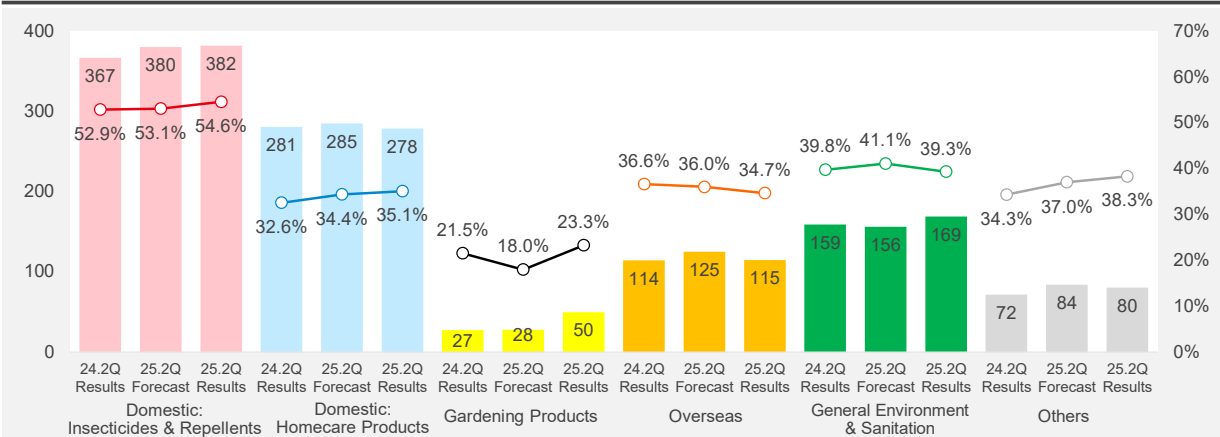
- Next is our business portfolio—expressed by the Group’s Medium-Term Business Plan and growth strategy.
- As you can see, we position operations in Japan and Overseas, the General Environment and Sanitation Business, and MA-T as our 4 key business pillars.
- Looking at each pillar individually, we position our operations in Japan as the Group’s current profit engine and the overseas market as our core growth driver going forward.
- We are working to grow the scale of the General Environment and Sanitation Business, and lastly, we continue investment in MA-T.

# Management Accounting Basis: Sales / GPM (24 vs 25)

- Domestic – Insecticides & Repellents: Higher sales & price revisions led to a profit improvement.
- Domestic – Homecare Products: While this category struggled in terms of sales, profitability improved, especially for products like bath salts and oral hygiene products.
- Gardening Products: Sales grew thanks to the acquisition of PROTOLEAF, Inc. as a consolidated subsidiary.
- Overseas: Despite variance on a per-region basis, overall results were in line with LFY.  
Underperformance vs. forecast.
- General Environment & Sanitation: Continued delivering stable growth.

Sales / GPM by Portfolio

(Unit: 0.1 B JPY)



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\*On a management accounting basis. Consolidated adjustments, e.g., internal eliminations not included. 5

Next is an overview of portfolio results on a management accounting basis.

Following the acquisition of PROTOLEAF, Inc., we now show gardening products as a discrete product category.

Because of the timing of consolidation, we only get 9 months' worth of results from PROTOLEAF this year—corresponding to the period between April and December.

I will be going over the results of our operations in Japan in a moment, but, in broad strokes, higher sales and a steady lift from price revisions have led to a profit improvement.

In the first half, the overseas segment, which we position as the key driver of the Earth Group's growth strategy, saw a slight worsening in profitability.

We have successfully identified the cause of this, so we will be applying corrective measures to reverse this trend in the second half and into next fiscal year.

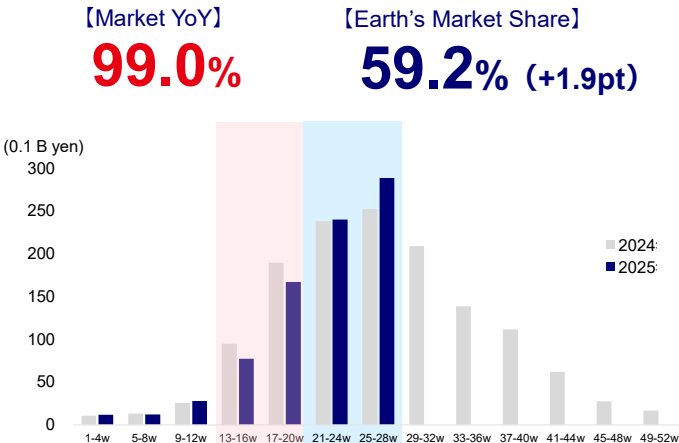
Lastly, the General Environment & Sanitation business continued delivering stable growth.

# Domestic: Insecticides & Repellents Status Update



- Weak performance through mid-May negatively impacted the overall market, which was down to 99% of LFY levels as of June 30, 2025.  
**Other industry players lost sales (94.6% vs. LFY) while Earth grew (102.3% vs. LFY)**
- Insect repellents & insecticides for cockroach & pest control, including new products, boosted results.
- GPM improvement thanks to changes in the sales mix.

## Market Size & Earth's Market Share as of June 30, 2025



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## Key New Product Releases – Trends



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- I would now like to give you a status update on the category of insecticides & repellents in the domestic Japanese market.  
The market for insecticides & repellents was off to a very weak start in 2025, with relatively low temperatures continuing all the way through to the start of the Golden Week holiday season in late April and early May.  
Because of this, using June 30th as the cutoff date, the overall market was down 1% on a year-over-year basis.  
This was not the case for the Earth Corporation, as we pulled ahead of our competitors and delivered a year-over-year growth of 2.3% in the first half of the year.

In other words, our competitors brought down the overall market average.  
We are very much market share-oriented, since this number reflects consumer opinion about our products, and so we develop and bring to market products that we think reflect and are capable of addressing the needs of our customers.  
Earth Corporation works closely with its business partners to grow the market in Japan, and we were able to grow our market share by close to 2% in the first half of the fiscal year.  
This was a very positive development for us.

Looking toward the second half, and without wanting to sound overly optimistic, we do expect the ongoing heat wave to linger, as this has been the case going back to 2023, with high temperatures continuing well into the months of September, October, and even into the early weeks of November.

We expect this to result in market growth, and we intend to drive the overall market through our position as top manufacturers with a loyal customer base.

We have made a number of key new product releases.  
For example, we released HADAMAMO, a new mist-type insect repellent for personal application; this product has been well received by consumers, as have our other product lineups.



# Domestic: HomecareProducts Status Update

- Fairly anemic growth of bath salts amidst overall strength translated into a loss in market share.
- While oral hygiene products fell short of the ambitious result targets for this category, results were in line with LFY.

Bath Salts (as of June 30, 2025)		Oral Hygiene Products (as of June 30, 2025)	
【Market YoY】	【Earth's Market Share】	【Market YoY】	【Earth's Market Share (mouthwashes)】
105.6%	42.4% -1.3pt	96.7%	18.5% +0.5pt
Flagship Products - Trends		Flagship Products - Trends	
<ul style="list-style-type: none"><li>Onpo</li></ul> <div>vs. forecast 100%</div>		<ul style="list-style-type: none"><li>Mondahmin (Regular)</li></ul> <div>vs. forecast 91%</div>	
<ul style="list-style-type: none"><li>Kikiyu</li></ul> <div>vs. forecast 103%</div>		<ul style="list-style-type: none"><li>Premium Care</li></ul> <div>vs. forecast 89%</div>	



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- As we’ve discussed on previous occasions, the Homecare Products category continues facing a number of challenges.

Case in point, while we have the largest share in the market of bath salts, we have been losing share, which we view as a barometer of consumer opinion and purchaser loyalty.

In light of the planned merger between the Earth Corporation and BATHCLIN, over the past year, we have taken it upon ourselves to review SKU numbers and re-evaluate the way we carry out product releases.

As such, while some challenges remain, we have been able to put in place a stable structure that we believe will allow us to turn things around over the course of the second half and into next fiscal year.

In summary, we expect to have positive results for stakeholders during the next earnings briefing covering the full fiscal year results, or perhaps during the earnings briefing for the second quarter of next year.

Furthermore, we grew market share in the category of oral hygiene products, with our results outpacing the overall market growth.

That said, the numbers—the consumers—are telling us that we need to make changes to MONDAHMIN.

We will be going over the details later on, but, in the second half, we are executing a full-scale revamp of our MONDAHMIN lineup.

Through the steady execution of initiatives and measures within this scope, we want to breathe new life into this category and boost sales.



# Overseas Expansion: Insecticides & Repellents – Global Market Share



**2024 – Earth Corp retains No. 2 global market share\***



**2024  
No.2**

**Towards global share  
of 10%**



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\*Estimates by Earth Corp. 8

- I would now like to discuss the overseas segment.

As I stated earlier, we position the overseas market as our core growth driver going forward.

In 2023, the Earth Corporation was the third largest company in the global market for insecticides & repellents, by market share, behind S. C. Johnson and Reckitt Benckiser.

As of fiscal year 2025, the Earth Corporation is now the second largest player in this space by market share.

Naturally, we are gunning for the pole position, but as we work to secure a global market share of 10%, we are now the second largest player in this industry, which is great news.

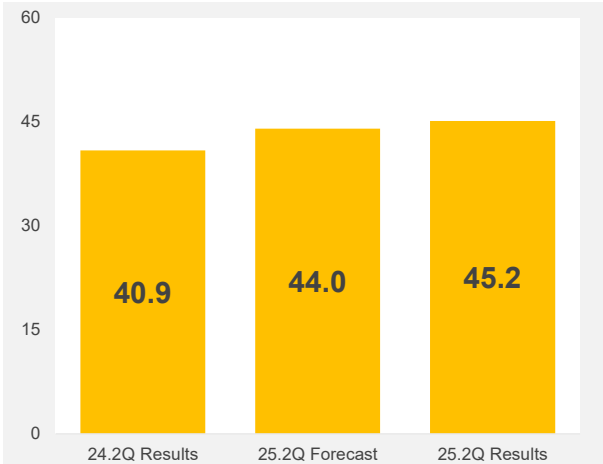
# Overseas: Status Update (ASEAN Core)



(Unit: 0.1 B JPY)

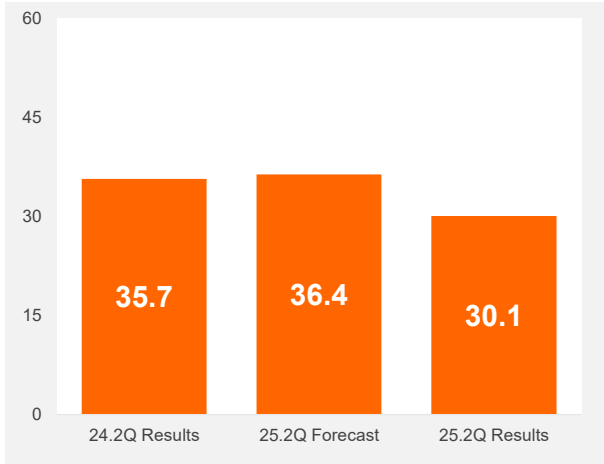
## Thailand

- Met yen-denominated sales target.
- Significant growth in shipments to core accounts.
- Maintained no. 2 market share in insecticides & repellents.



## Vietnam

- Changes to our sales system and a sales shortfall in 1Q impacted results and led to an underperformance vs. yen and local currency-denominated sales targets.



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- Our overseas portfolio is concentrated around our core business in ASEAN, so allow me to drill down on the results from our local subsidiaries in this region.

We are seeing strong results from our operations in Thailand, where we are making steady progress in securing the largest market share after Japan.

In fact, I don't think it will take too long before we can proudly report to stakeholders that the Earth Corporation now has the largest market share in Thailand.

We want to continue the steady and careful execution of efforts to this end.

Alongside Thailand, Vietnam is another core market within the overseas business; we have plans to accelerate a number of initiatives over the course of the ongoing fiscal year.

We have different product offerings and employ different sales methods in Vietnam compared to Thailand, and we are currently making changes to the sales structure, capitalizing on the relative strength of this business.

These changes took place starting in the first quarter and so far have led to an underperformance versus the sales targets.

In the third and fourth quarters, we will be working to catalyze sales against the backdrop of this new structure.

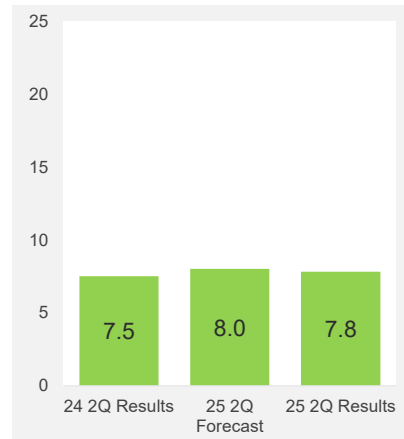
# Overseas: Status Update (Expansion in ASEAN, China, Exports)



(Unit: 0.1 B JPY)

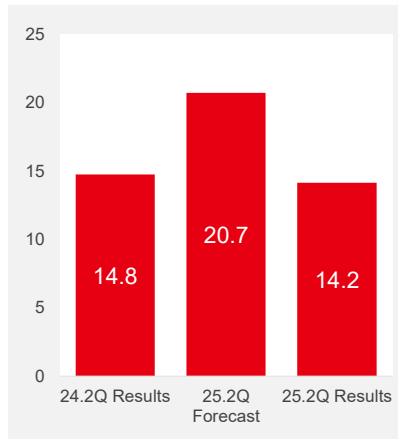
## Growth Areas (Malaysia & Philippines)

- Malaysia: Strong growth in insecticides & repellents and air fresheners as large accounts adopt more year-round staple products.
- Philippines: Sales headwinds due to inventory shortages.



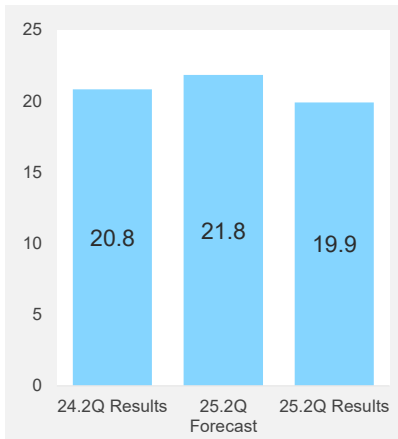
## China

- Failed to offset the sales impact of delays in the launch of insecticide & repellent products at major companies; results came in below target.



## Exports

- Market weakness in Saudi Arabia and Hong Kong led to a sales contraction.
- Strong results in Taiwan.



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- Next is an update on our operations in Malaysia and China, as well as our export business.

While the scale of our operations in Malaysia is still small, we are making great strides as clients adopt more and more of our products, underscoring strong growth. We built our presence in Malaysia from scratch, rather than going the M&A route, and we are seeing very strong demand in this market.

On the other hand, the Philippines is a market we expanded into via M&A, and we ended up having some inventory shortages this fiscal year during the post-M&A transition period. These shortages came as a surprise and prompted us to rethink a series of initiatives going forward. We recorded a sales underperformance in the Philippines as of the end of the second quarter, but as is the case with Vietnam, we want to regain some ground in the third and fourth quarters.

Another market where sales fell short of the forecast was China, but this underperformance is of a qualitatively different nature. The overall market in China has seen some weakness; while this was a factor, delays in the execution of initiatives in the country were a cause of this underperformance. Our market share in China is still relatively low, so we will be further advancing efforts to review our sales structure in the country, while also prioritizing an overseas sales organization that doesn't rely on China.

In summary, our efforts pertaining to China will take into account this market's positioning within our overall overseas business. In the export business, we saw some market weakness in our core areas of Saudi Arabia and Hong Kong.

Conversely, we recorded strong results in Taiwan, where we grew our market share. The export business is very important in helping us determine which countries and markets to create new local subsidiaries in.

All in all, I'd say things are going fairly well in the Overseas business, and I've just given you a bird's-eye view of each core section of this business, which we need to grow further.

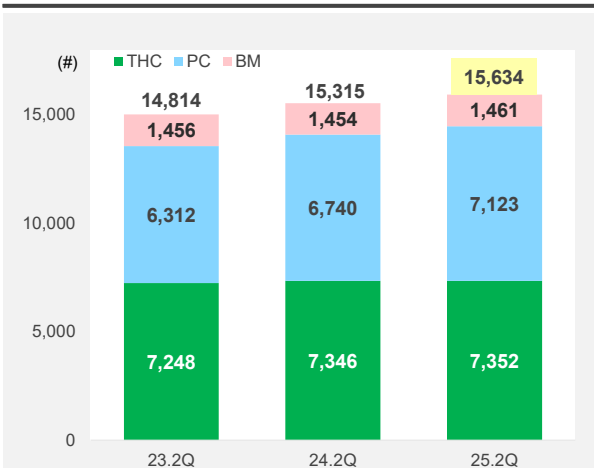
In the second half, we will be reforming areas that need improvements and leaning into areas that are working well. We have very ambitious targets, and we will work to make good on these commitments.

# General Environment and Sanitation Business Status Update



- Steady growth in the number of contracts & contract amounts, thanks to greater demand for hygiene control services leveraging Earth's expert knowledge and knowhow, in part driven by external tailwinds.

General Environment and Sanitation Business –  
Trend in Annual Contract Numbers



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Reasons Behind this Strong Performance

- | Category | Reasons  |
|----------|--|
| External | <ul style="list-style-type: none"><li>■ Reports of foreign material contamination and changes in domestic legislation have led to greater client interest in hygiene control solutions.</li><li>■ Increased capex spending in the manufacturing industry.</li></ul>        |
| Internal | <ul style="list-style-type: none"><li>■ Proactive investment toward the further development of expertise and technical R&amp;D.</li><li>■ Expand our testing facilities in the field of life sciences.</li><li>■ Commercialize monitoring systems leveraging AI.</li></ul> |

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- Next is the General Environment and Sanitation Business.

As I stated earlier, this business posted strong results, and, furthermore, over time, we expect this business to become the Earth Group's second core business pillar.

Demand for hygiene control solutions is growing, prompted by reports of foreign material contamination, among other factors, and this has allowed us to grow our annual contract numbers.

In fact, we are the top player in this industry and boast considerable proprietary expert knowledge and high service quality.

Going forward, we want to build upon our strengths here and offer even better service, allowing us to secure an even greater number of contracts.

This business has been showing strong results, so we will continue carrying out successful operations in this business.

# Progress in the MA-T® Business

## Minister of State for National Resilience Award

- Received an award for a framework that leverages MA-T® and SIRIUS Co., Ltd.'s Switle BODY portable shower to ensure sanitary conditions and prevent infectious diseases at evacuation sites.



[https://www.cao.go.jp/minister/2411\\_m\\_sakai/photo/2025\\_023.html](https://www.cao.go.jp/minister/2411_m_sakai/photo/2025_023.html)

## Developed new method to synthesize biomethanol

- Joint research with Osaka University & DAIWA HOUSE INDUSTRY into a new method to synthesize biomethanol from methane in biomass at room temperature under normal atmospheric pressure conditions, achieving high reaction yields.
- This technology allows for the synthesis of methanol from non-fossil biomass and is thus a promising development in the move to a decarbonized society.
- It also allows for the miniaturization of methanol manufacturing equipment and is useful in the reduction of greenhouse gases.

<https://corp.earth.jp/jp/news/2025/pdf/20250424-04.pdf>

## Exclusivity deal with Anicom Insurance, Inc., Japan's No.1 provider of pet insurance

- Signed exclusivity deal with Anicom Pafe—a subsidiary of Anicom Insurance, Inc., Japan's no. 1 provider of pet insurance solutions. This contract is for the use of an oral care gel product leveraging MA-T® tech.
- Anicom Pafe has exclusive rights to the sale of this oral care gel at animal hospitals and pet shops.



<https://corp.earth.jp/jp/news/2025/pdf/20250424-03.pdf>

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## Exhibition in Expo 2025 Osaka, Kansai

- Japan MA-T Industrial Association is holding an exhibition titled "Future Healthcare" at the Osaka Healthcare Pavilion. It's an opportunity to experience MA-T® tech through oral gels for pets, mouthwashes, and a 'shower gate' that cleanses visitors' clothes as they pass through the gate.



<https://corp.earth.jp/jp/news/2025/pdf/20250424-05.pdf>

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- Next is the MA-T business, which we position as our fourth business pillar.

We expect this business to go through a number of phases, starting with upfront investment, efforts to build brand recognition for this new technology, and then the gradual adoption of MA-T in a real-world setting.

This is phase one, and I think we've made considerable progress in this area, including through the creation of the Japan MA-T Industrial Association.

In fact, single-year profitability is now in sight. While cumulative profitability is still some ways out, we are making progress in the right direction.

We continue spreading the word about MA-T and its value proposition, and have been able to start a number of initiatives and collaborations in this area.

For example, we have a partnership with Anicom Insurance, Inc.—Japan's number 1 provider of pet insurance—offering them exclusive rights to the sale of an oral care gel that uses MA-T.

This partnership is ongoing, and a more recent initiative is a partnership with SIRIUS Co., Ltd.

The details of this partnership can be found on the next page.

## Earth Corporation X SIRIUS Co:

### "Switle BODY" Certified for Discounts Under the Caregiving Technology Adoption Support Program



## Switle BODY (device which will include MA-T tech) has been certified for discounts under the Caregiving Technology Adoption Support Program

#### ● Purpose

- Technological support to nursing care providers working to improve workplace conditions.

#### ● Coverage

- **75%** (Up to ¥300,000 per device)

\*Switle BODY list price: ¥184,800 ⇒ **¥46,200**

#### ● Business model (flow of funds)



#### ● Start date

- 7/7/2025



**Liquid formulation for exclusive use with Switle BODY slated for release in August!**

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- This partnership centers around SwitleBODY, which is a portable bedside shower system used in a nursing care setting.

In light of its usefulness, SwitleBODY has been certified for discounts under the Caregiving Technology Adoption Support Program.

This shower system uses an MA-T liquid formulation, slated for release in August, and this initiative is a great step forward in the mainstream adoption of MA-T, as well as in terms of revenue generation associated with this business pillar.



# Earth Corporation X ATAM GIKEN CO., LTD: Incorporate MA-T into Mattress/Air Mattress Cleaning Equipment

ATAM GIKEN CO., LTD started operating mattress/air mattress washing machines (for exclusive MA-T use)

## World's first\* MA-T®-compatible mattress/ air mattress washing machine

~Shorten rinse cycle times by approx. 30 mins by using MA-T®,  
streamlining on-site processes~

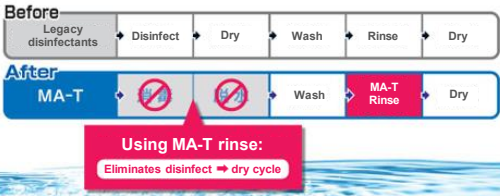
The Earth Corporation (HQ: Chiyoda-ku, Tokyo; President & CEO: Katsunori Kawabata; hereafter 'Earth Corp') and ATAM GIKEN Co.,Ltd. (HQ: Fuso, Niwa District, Aichi; Representative Director, Chairperson: Yoko Inoue; hereafter 'ATAM GIKEN') are proud to announce the successful joint development of [MR II-2171M]—a double-unit mattress washer-extractor—and [AM II-2702M]—a two-tier air mattress washing machine. Both machines are the first application in the nursing care services industry\*<sup>1</sup> of MA-T® in the rinse cycle.



Double-unit mattress washer-extractor  
MR II-2171M



Two-tier air mattress washing machine  
AM II-2702M



## 【Benefits of incorporating MA-T into cleaning equipment】

- ✓ Reduces cleaning times by at least 30%.
- ✓ Improves throughput per machine.
- ✓ Lower disposal rates through use of formulation less likely to damage the material and good at removing odors.

## 【Timeline of rollout of other machines using MA-T】

- ✓ Multi-purpose washing machines (Starting October 2025)

### MA-T System®-compatible machines



Multi-purpose washing machine (batch type)  
[ TS-1204 ]



Double-unit mattress washer-extractor  
[ NRE-2171 ]



Two-tier air mattress washing machine  
[ AME-2702 ]

- Next is our partnership with ATAM GIKEN, which started using MA-T in its mattress washing machines.

Incorporating MA-T allows for the reduction of cleaning times, improves throughput per machine, and makes it less likely that the material gets damaged during the washing process.

These are just a couple of examples, as we keep expanding our deal pipeline with other companies in other areas as well.

Things have been going well, and single-year profitability is now in sight, meaning we are on track to turn MA-T into another key portfolio pillar for the Earth Group—in line with what I have been promising over the years.

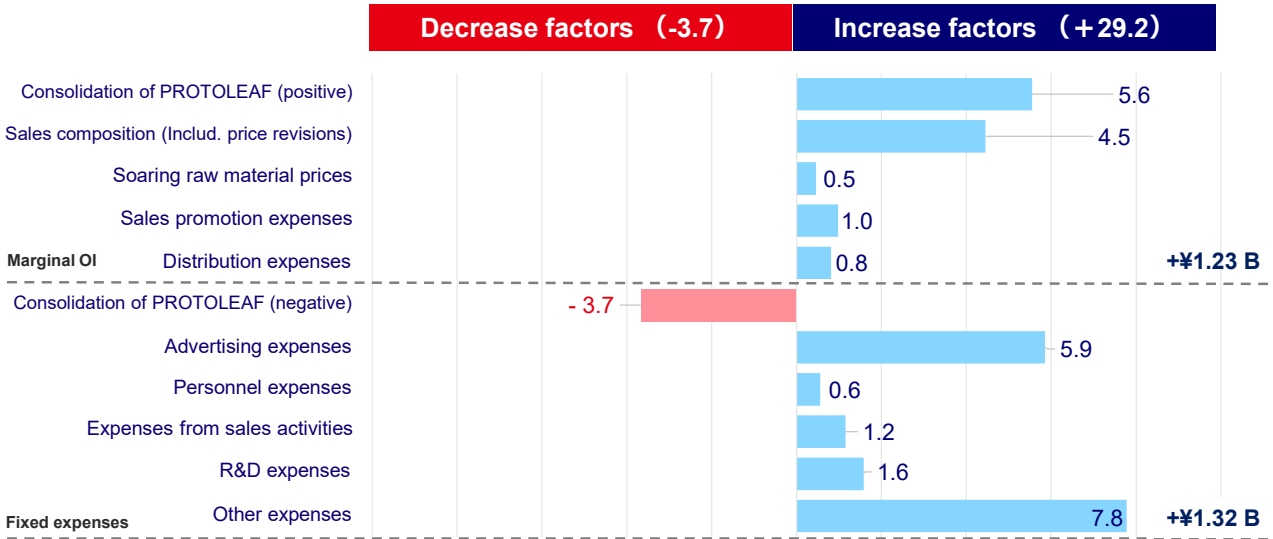
The MA-T business now moves on to phase two.

# Operating Income Change Factors (vs. Forecast)



- PROTOLEAF, Inc. became a consolidated subsidiary and positive changes to the sales composition, including a boost from price revisions, led to a profit overperformance.
- We will be deploying advertising spend in 2H.

(Unit: 0.1 B JPY)



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- This page shows the operating income change factors versus the forecast.

As previously mentioned, PROTOLEAF, Inc. became a consolidated subsidiary, and, furthermore, we also carried out price revisions.

This led to a change in the sales composition, and, as you can see here, profit increase factors dominated alongside benefits from price revisions.

Lastly, some expenses associated with structural reform and advertising expenses for TV ads will end up falling into the second half, but we expect overall full fiscal year expenses to be in line with the forecast.





# Earth Corporation

## **Revision to FY 2025 & Dividend Forecasts**

- This concludes my review of second quarter results.

I would now like to discuss the revision to fiscal year 2025 result and dividend forecasts, as announced by the Company today.

# Revision to Full-year Forecast (8/8/25)



- Raised full-year guidance to reflect the consolidation of PROTOLEAF, Inc. and a strong results performance in recent months.
- **Expect to achieve the profit target for the final year of the ongoing MTBP one year ahead of schedule.**

(Unit: 0.1 B JPY)

	2025 Fcst.	2025 Rev.	Diff.	Key Forecast Revision Factors	2024 Res.
Sales	1,750	1,780	+30.0	• Contribution from the consolidation of PROTOLEAF, Inc.	1,692
Gross Profit	723.0	738.0	+15.0	• We now expect better gross profit margin than originally anticipated, thanks to the benefits of price revisions and changes in sales composition.	689.6
SG&A	658.0	658.0	0.0	• Expect to use part of budget left over from 1H. Streamline costs to cover expenses associated with the consolidation of PROTOLEAF.	625.4
Operating Income	65.0	80.0	+15.0		64.2
Net Income	43.0	53.0	+10.0		34.7
ROE	6.2%	*7.6%	+1.4pt		5.1%

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\*Simulated on the basis of the revised consolidated result forecast figures announced on Aug. 8, 2025

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- We have raised sales guidance by 3 billion yen, to 178 billion yen, on account not just of the sales boost from the consolidation of PROTOLEAF, Inc. but also that the homecare products category and our business overseas will also be able to deliver results in line with the forecasts.

In light of this, we believe the addition of PROTOLEAF, Inc. to the scope of consolidation will boost sales by 3 billion yen.

While we had initially opted for a more conservative profit margin forecast, margins have improved, and, furthermore, even including the costs incurred in the consolidation of PROTOLEAF, Inc., we nevertheless expect SG&A results in line with the initial forecast, so we are now guiding for 8 billion yen in operating income.

In other words, we are now guiding for an operating income overperformance of 1.5 billion yen versus the initial plan.

In light of these factors, we are now guiding for a net income overperformance and a higher ROE of 7.6%.

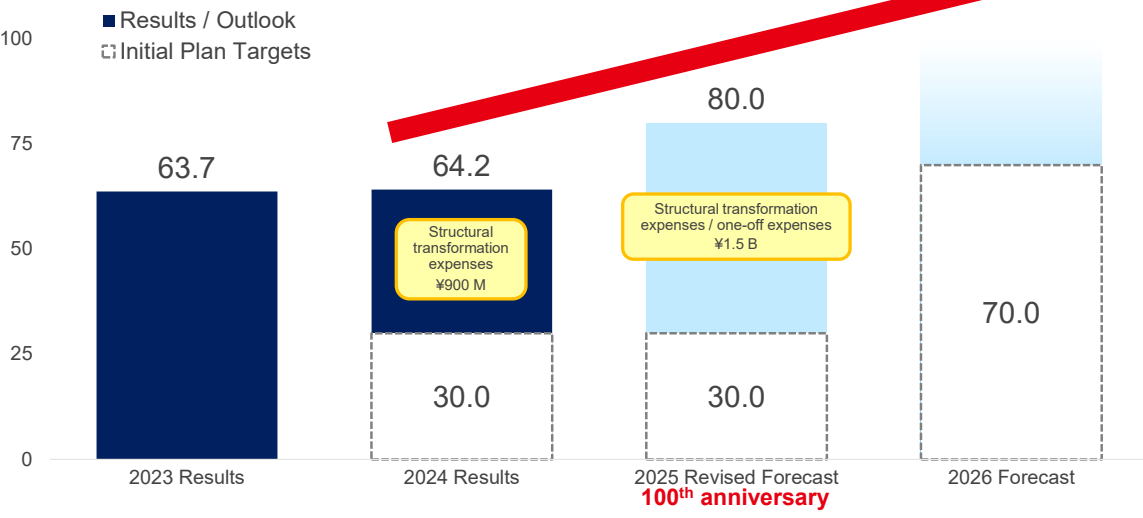
As a result of these various revisions, we expect to be able to meet the profit target for the final year of the ongoing Medium-Term Business Plan—one year ahead of schedule.

# MTBP – Profit Outlook



(Unit: 0.1 B JPY)

- Having achieved the original profit target within COMPASS 2026 ahead of schedule, we have now raised guidance for FY26.
- Improve profitability in the categories of homecare products & gardening products in Japan, Also accelerate growth overseas.
- Specific quantitative targets to be disclosed at a later date.



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- Next is the profit outlook within the scope of COMPASS 2026—the on-going Medium-Term Business Plan.

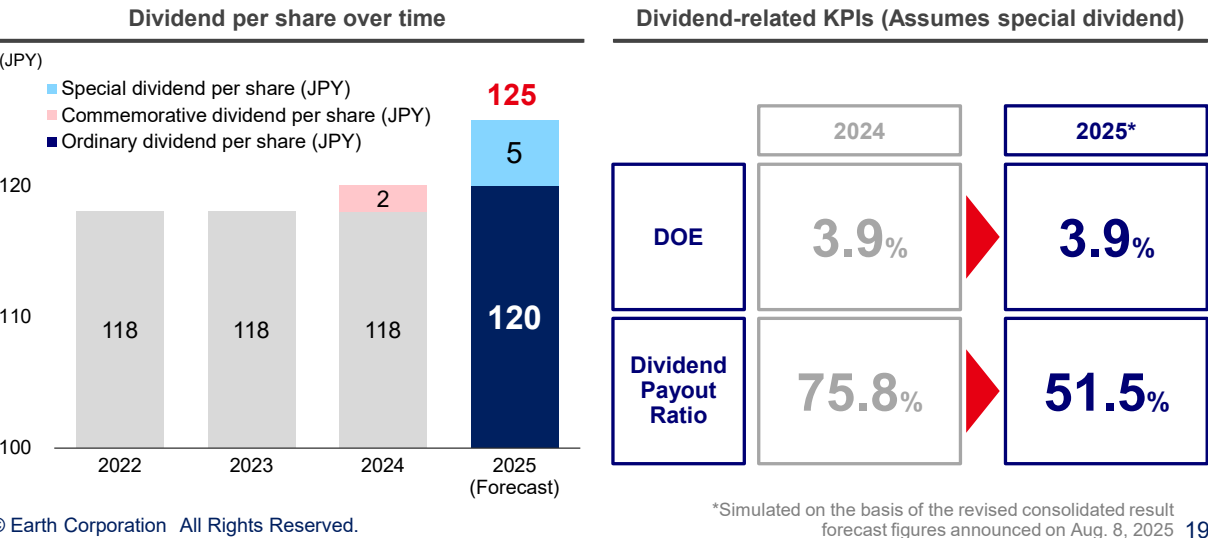
As we went over earlier, we have already achieved the original profit target one year ahead of schedule, so we have opted to raise guidance for the 2026 fiscal year.

Specific quantitative targets will be disclosed at a later date, but the main gist is that we will be raising the profit target.

# Higher Dividend Guidance



- As announced on August 8, 2025, the Earth Group will be issuing a special dividend reflecting strong operating results.
- In 2025, we are guiding for a **total dividend of 125 JPY/share, which includes a special dividend of 5 JPY/share.**



- Normally, we would raise our dividend guidance in the third or fourth quarter.

However, given the vital importance of our dividend policy to stakeholders, we have announced a special dividend of 5 yen per share in the second quarter.

Our simulation on the basis of the revised consolidated results forecast indicates a DOE of 3.9% in 2025—in line with our DOE target of around 4%.

We expect a dividend payout ratio of 51.5%.



# Earth Corporation

## **Initiatives to Improve Corporate Value**

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- Further Enhance Brand Value
- Progress in Group Reorganization

- If you'll forgive us for the somewhat grandiose title, let us now go over initiatives to improve corporate value.

# Value Proposition of New MONDAMIN Line



**Improve your oral health for a younger look and a more vibrant and healthier you**



The new logo is an abstract representation of a radiant smile, born from the feeling achieved with MONDAMIN.

It's the instant freshness for the mouth that uplifts the spirit.

The contiguous triangular shape communicates effortless convenience, making MONDAMIN a seamless part of any daily routine.

Lastly, we went with a universally-understood logo to establish MONDAMIN as a global brand.

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- We have designed a new logo for MONDAMIN to reflect this product's new slogan of "improve your oral health for a younger look and a more vibrant and healthier you."

Our key strategy is to establish MONDAMIN as a global brand, which is why we now boldly display the product name in Roman letters alongside the katakana spelling.

The new branding also reflects our efforts to appeal to a younger demographic.

## MONDAMIN's Largest TV Ad Campaign Ever



**Upon its release, we will be launching a comprehensive ad campaign fully showcasing the new MONDAMIN lineup**

**TV ad campaign slated to air between  
September and December 2025**

**Largest  
campaign  
ever**

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- Coupled with the release of MONDAMIN's revamped lineup, we will be launching this product's largest TV ad campaign to date in Japan.

Building a brand isn't a single-player game and thus requires a team effort together with our retail partners and other entities.

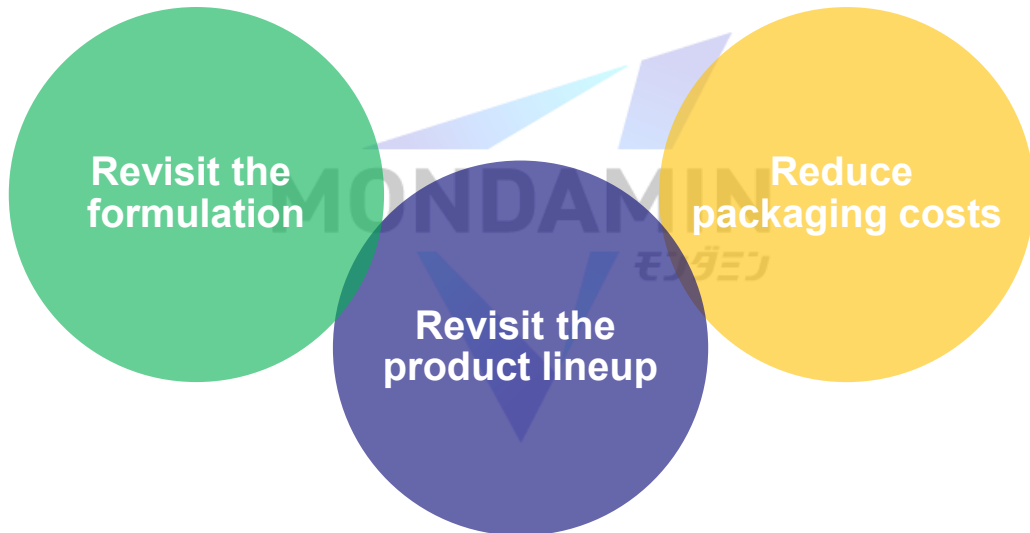
Having completed our preparations, we are now poised to get things started on this front, with the first shipments taking place after the Obon holiday season.

In fact, there's a good likelihood you'll see our new MONDAMIN lineup at your local store of choice: this is a fundamental renewal of a brand with a long track record going back 38 years, so there's a lot of history and dedication behind the new lineup.

# MONDAMIN Brand – Profitability Assessment



## Significant profitability improvement driven by revamped lineup



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- Naturally, improving profitability is one of the key drivers of this brand renewal effort.

We revisited and reevaluated the product formulation from scratch, revisited the product lineup, and focused on reducing costs—including packaging costs—so we now expect to be able to enjoy better margins.

These efforts require a bit in terms of upfront investment, but the new MONDAMIN boasts better margins, so we hope to drive volume on this front and for this new lineup to make a good results contribution next fiscal year and beyond.



# Progress in Group Reorganization

## Group reorganization efforts to enhance the Earth Group's management capabilities

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Earth Corporation



BATHCLIN

Robust progress ahead of the planned January 2026 merger

2

**Transition to a holdings structure**

Seriously review our options starting in 2026

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- We continue our Group reorganization efforts.

As I've shared with you on previous occasions, we have two key reorganization milestones we want to accomplish over the course of COMPASS 2026—the ongoing MTBP.

The first milestone is the planned merger of BATHCLIN into the Earth Corporation, and this merger is in the final stages of completion, as we believe we will be able to start PMI once the process is finalized in January of next year.

We are making very good progress overall.

The second milestone is the transition to a holdings structure, and we will now start seriously reviewing our options here, in the process of moving forward with this transition.

We have already started discussions, including with the C-suite and Directors at each of our Group companies, so, all in all, we are making steady progress in the execution of the comprehensive Group reorganization efforts we have talked about over the past number of quarters.

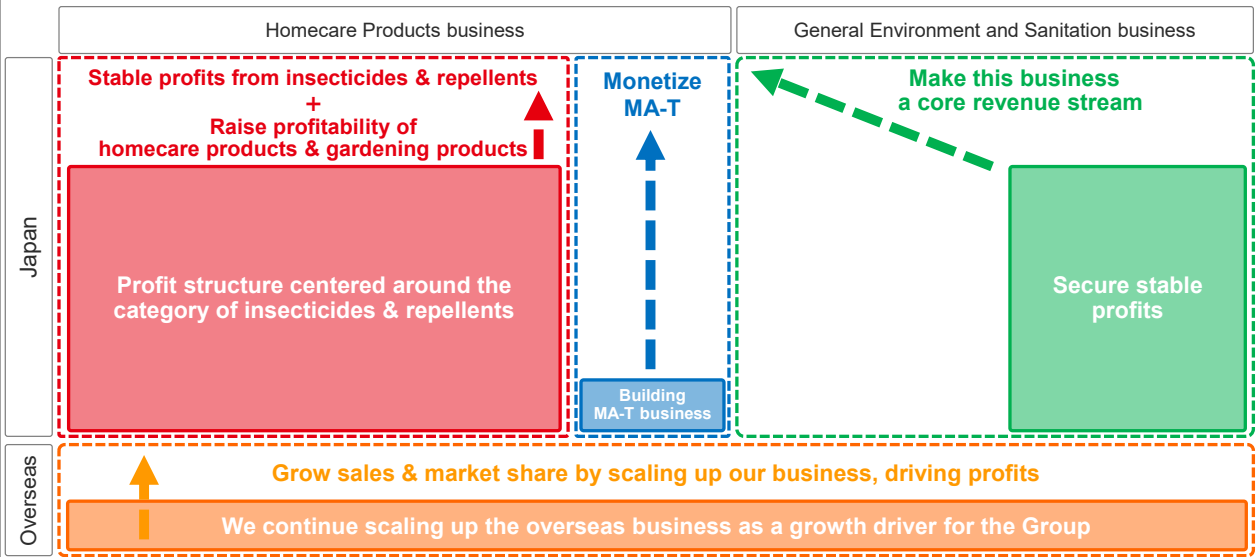
In summary, the first milestone is near completion, and we now want to move on to the second milestone.

We are making good progress.



# Our Blueprint for the Future

## Build a robust management foundation with multiple revenue streams



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- I would now like to discuss our blueprint for the future.

The Earth Corporation is a product manufacturer; fundamentally, we offer products to help customers overcome certain pain points, and this has allowed us to build a loyal customer base over time.

That said, one thing that sets us apart from other product manufacturers is the fact that we also operate businesses outside of manufacturing.

Case in point is the General Environment and Sanitation business, which, like I stated earlier, is an area we want to grow in.

There is growing market demand for these types of services, so, in addition to our manufacturing arm focusing on homecare consumer goods, we want to grow the General Environment and Sanitation business.

In other words, our blueprint for the future involves a two-pronged business structure containing these two disparate core businesses.

Our operations in Japan cover these two core businesses, as does the overseas business, which we position as a growth driver for the Group.

Lastly, we have MA-T as a future fourth portfolio pillar.

This covers the outline of our blueprint for the Earth Group’s future, which we will be incorporating into the next Medium-Term Business Plan and in communicating to stakeholders our growth strategy for the Company.



This presentation contains forward-looking statements and financial results forecasts. These forward-looking statements and financial results forecasts were formulated on the basis of company assumptions based on the information available when the present document was created.

These statements and forecasts are subject to risks and uncertainties that could cause actual results to differ materially from those described.

- This concludes today's overview of the financial results for the second quarter of the fiscal year ending December 2025, together with a discussion of initiatives to be carried out in the second half.

The 2026 fiscal year is the final year of the ongoing MTBP, so I also used this opportunity to share with you our thoughts in terms of things like the profit targets.

This concludes today's presentation.