

# Medium-term Management Plan KURIYAMA MANAGEMANT PLAN

March 12, 2025

# 01 Overview

- Management Plan Structure
- Long-term Vision: KURIYAMA MANAGEMENT PLAN 2039
- External Environment and Major Initiatives
- Targeted Direction and Basic Strategy
- Where We Aim to Be in 2030
- Group Consolidated Financial Targets by 2030
- Overview of Medium-term Management Plan (FYE12/2025–12/2027)
- Segment Performance Targets in KMP Action 1

2 Business Strategy

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Our new corporate slogan aiming for a 100-year company

# Human-friendly and earth-friendly Something that only we can do

Management Vision\_ What We Aim to Be

Be a company that grasps the needs of its customers and contributes to building a sustainable society

Create prosperous future of success and mutual growth for all

Long-term vision KURIYAMA MANAGEMENT PLAN 2039

Medium-term Management Plan KMP Action 2 2028 – 2030

Medium-term Management Plan KMP Action 1 Provide trust and satisfaction to customers around the world by seeking innovation in products and services that transcends business and organizational boundaries, developing and utilizing outstanding human resources, and pursuing sustainability

Period for Accelerating Growth

> Period for Strengthening Foundation

Be Active

Looking ahead to 2039, our 100th anniversary, we execute the Kuriyama Management Plan to Achieve sustainable growth



**Maximize our** 

corporate value in

2039

	External environment	Initiatives	
Industrial Products Business	Increasing urbanization expected with population growth in both developed and developing countries	Supply sensor, rubber and plastic products that contribute to technological innovation for the agricultural machinery, construction machinery and commercial vehicle markets	
Sports Facility & Construction Products Business	Infrastructure renovation and enhancement of disaster prevention centers expected due to increased safety awareness in Japan	Supply construction materials related to new construction and renovation of educational and railroad facilities	Aiming for social contribution an sustainable growth
Hose Business (North America)	Growth expected in regions with growing populations, due to increased consumption and	Provide a stable supply of hoses to a wide variety of fields in North America, including beverage, civil engineering and construction, and agriculture	based on essential business that are indispensable to people's lives
Hose Business: (Europe, South America, and Oceania)	increased consumption and economic activities	Expand into untapped regions developing their economy and supply high-quality hoses	

#### **Targeted Direction and Basic Strategy**

## **Industrial Products Business**

Targeted direction

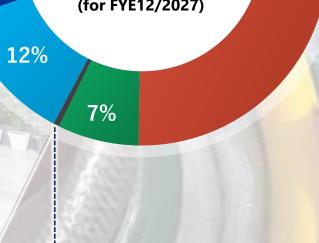
Achieve further growth in agricultural machinery, construction machinery and commercial vehicle markets

- Basic strategy
  - Strengthen manufacturing capabilities through aggressive investment
  - Develop environmental technologies to open up new markets

# Sports Facility & Construction Products Business

- Targeted direction Form a strong revenue base
- Basic strategy
  - Increase the ratio of construction orders
  - Promote comprehensive proposals across markets





50%

## **Hose Business (North America)**

Targeted direction

Pursue superiority in the North American market

- Basic strategy
- Strengthen logistics capabilities throughout North America
- Expand local production for local consumption through a flexible production system

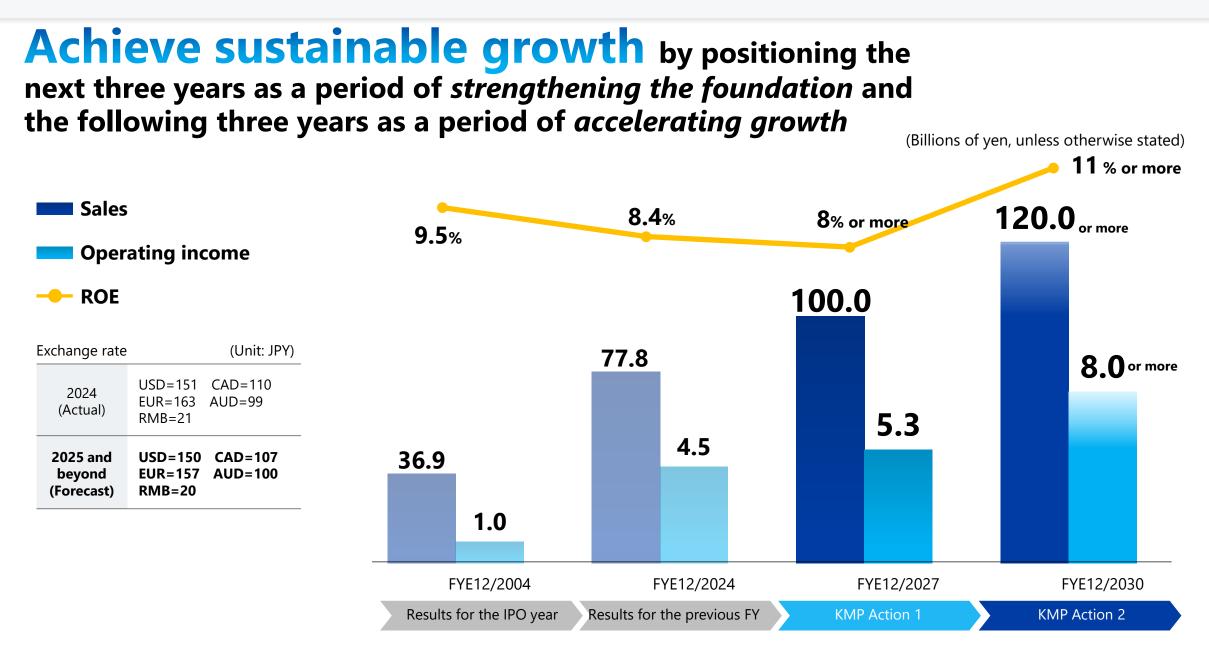
## Hose Business(Europe, South America, Oceania)

Targeted direction

Tap into frontier areas

- Basic strategy
  - Expand sales channels into untapped markets
  - Gain cost competitiveness by improving factory utilization ratio

#### Where We Aim to Be in 2030



#### **Group Consolidated Financial Targets by 2030**

					(Billi	ons of yen, unless oth	nerwise stated)
			КМР А	КМР Ас	tion2		
	FYE12/2024	FYE12/2025	Change	FYE12/2027	2024–2027 CAGR	FYE12/	2030
Sales	77.8	90.0	+15.5%	100.0	+8.6%	120.0	or more
Operating income	4.53	4.0	-11.9%	5.3	+5.3%	8.0 <sub>or</sub>	more
Profit attributable to owners of parent	3.54	3.6	+1.5%	4.2	+5.8%	6.0 <sub>or</sub>	more
ROE	8.4%	7.7%		8.0% or more		11.0%	or more
Сарех	3.03		3-year total: <b>20.0</b> or more			3-year total: 20.0	) or more
Dividend payout ratio	30%		Aim for <b>3(</b>	)% or more		30% or more	Aim for
DOE <sup>*</sup>	3.0%		Aim for <b>3.(</b>	0% or more		<b>3.0</b> % or more	further expansion

\* Dividends paid / Shareholders' equity (Net assets excluding other components of equity, including foreign currency translation adjustments, valuation difference on available-for-sale securities, etc.)

Exchange rate	2024 (Actual)	USD=151, CAD=110, EUR=163, AUD=99, RMB=21
Unit: JPY	2025 and beyond (Forecast)	USD=150, CAD=107, EUR=157, AUD=100, RMB=20

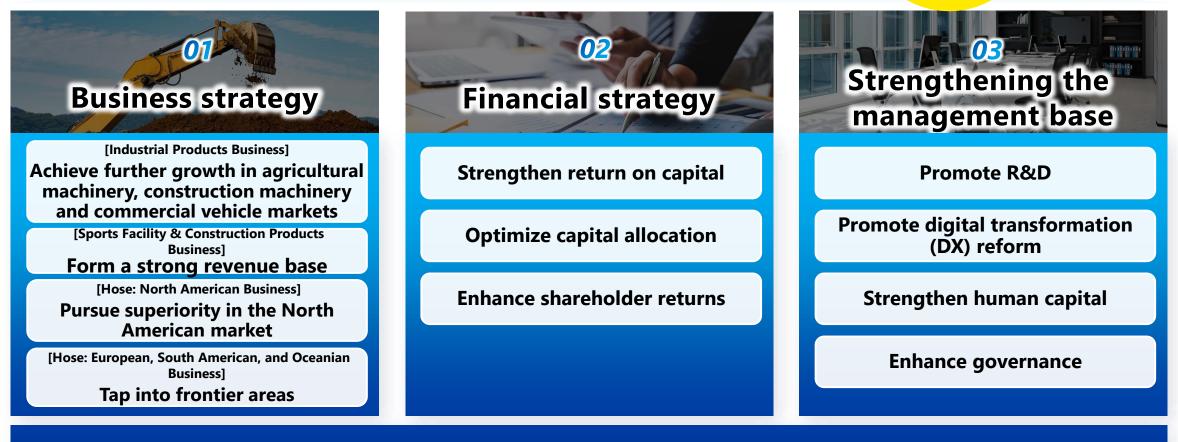
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#### **Overview of Overall Medium-term Management Plan (FYE12/2025–2027)**

# Medium-term Management Plan

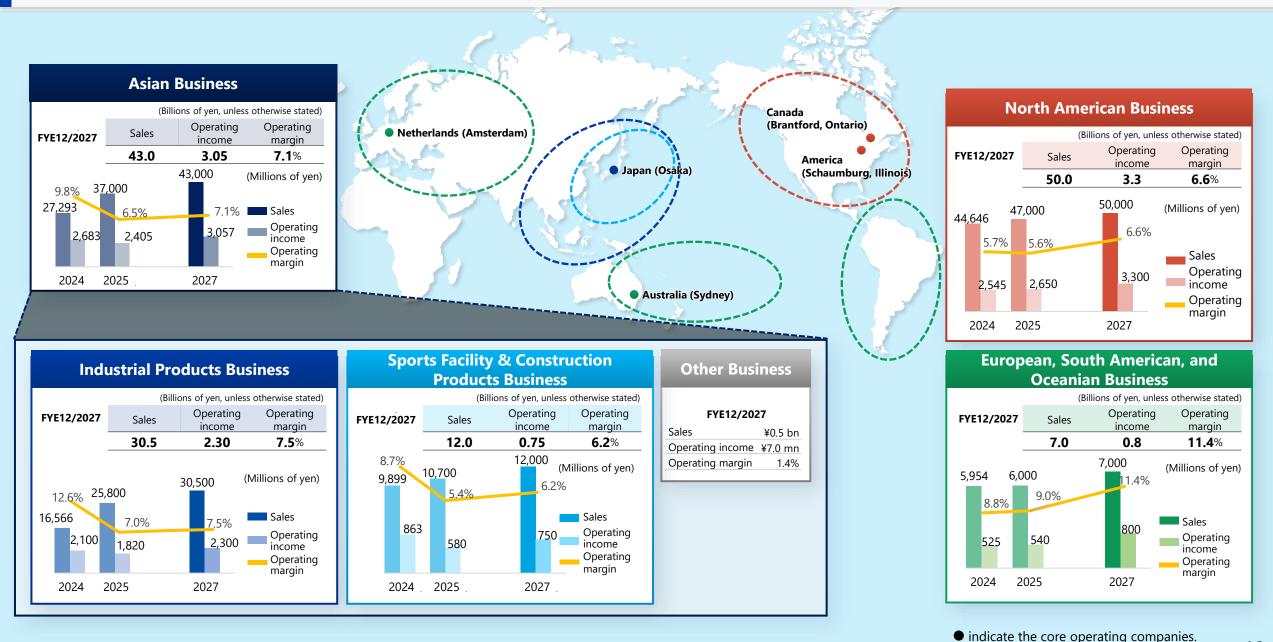
### **KMP** Action 1

Achieve PBR over 1x at the earliest possible stage



## **Enhance IR activities**

#### Segment Performance Targets in KMP Action 1



1 Overview

# 02 Business Strategy

02	<b>Business Strategy</b>
03	Financial Strategy
04	Strengthening the

<	) Βι	JSINESS	Environmen	t :	Indust	rial P	roducts	s Business	

- : Sports Facility & Construction Products Business
- : Hose Business (North American Business / European, South American, and Oceanian Business)
- Business Strategy
- : Industrial Products Business
  - : Sports Facility & Construction Products Business
  - : Hose Business (North American Business)
  - : Hose Business (European, South American, and Oceanian Business)

Topics

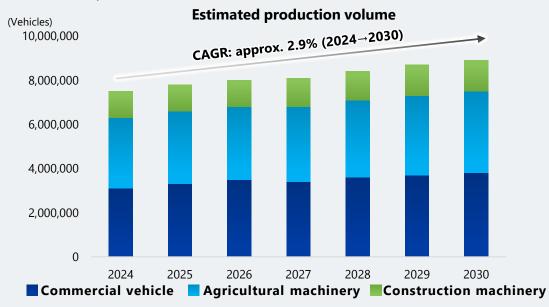
- : Industrial Products Business Maximizing M&A Effects (Synergies with Mitoyo Co., Ltd.)
- : Sports Facility & Construction Products Business Initiatives to Increase Construction Order Ratio
- : Hose Business Evolution of the U.S. Logistics Platform
- : Hose Business Development of Production System in North America
- : R&D Creation of Added Value by Kuriyama R&D Inc.
- *[KMP Action 1]* Investment Policy

**KURIYAMA** 

Business outline A global Tier1 supplier to agricultural machinery, construction machinery and commercial vehicle manufacturers offering products and services with safety, high quality, and advanced technology

#### **External conditions**

- Demand expected to grow for agricultural machinery, construction machinery and commercial vehicle as the global population increases
- Environmental technology market expected to continue its growth with tightening environmental regulations
- Supply chain expected to be more difficult to maintain due to population decline in Japan



Source: Our estimates based on various data

Core products







#### Our advantages • Advanced sensor technology - Only manufacturer in Japan and world's first Core essential businesses proprietary technology (Businesses that we consider essential to society) • Trusted relationship cultivated through years of experience Ъι Agricultural - Business channels with major agricultural machinery, 0 machinery construction machinery, and commercial vehicle manufacturers in Japan - Commercial channels with shipbuilding and heavy Construction $\Delta$ machinery industry sectors Ē Sales channels to the automotive and commercial vehicle markets Commercial vehicle • Development and manufacturing capabilities for rubber and plastic products in Japan and Southeast Asia

Business outline A comprehensive manufacturer of flooring materials that handles everything in development, sales, and installation of world-standard, proven overseas products and our own original products

#### **External conditions**

- Demand expected to increase due to measures to address aging infrastructure facilities, etc., as part of efforts to strengthen national resilience
  - The ratio of facilities that are 50 years old to increase in the civil engineering field
  - The demand for the use of educational facilities such as gymnasiums as local disaster prevention centers to expand
  - The number of platform doors to increase as safety measures at train stations
- Demand expected to grow for ecology-conscious products in a trend toward greater emphasis on sustainability
- ✓ Labor shortage occurring due to declining population

#### Core products







#### Our advantages

- Product lineup enabling comprehensive proposals that are not restricted to any one field
- Expertise-based construction know-how
- · Competitive product features and international brand value
- Sales channels with partner companies cultivated through years of experience
- Human resources capable of generating ideas for improving products and constructions based on their extensive careers, and the development capabilities to achieve them

#### Core essential businesses (Businesses that we consider essential to society)



#### **Business Environment: Hose Business**

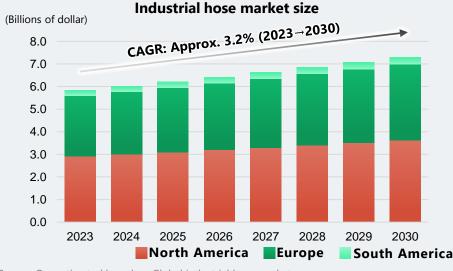
(North American Business/European, South American, and Oceanian Business)

Business outline

An industrial hose manufacturer that boasts industry-leading technology and diverse product line, that supplies over 8,500 types of hose-related products to a wide range of industrial fields

#### External conditions

- The market expected to maintain steady growth against the backdrop of economic growth in various countries
- The needs for disaster prevention and mitigation expected to increase due to climate change
- The re-evaluation of supply and demand balance of the global economy and regional competitiveness expected to progress



Source: Our estimated based on Global industrial hose market.

#### Core products





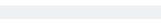


#### Our advantages

- Industry-leading technology and diverse product line that we provide to various industrial fields
- Five manufacturing bases in the United States and Canada and a logistics network covering the entire North American region
- A wide-ranging distributor network of over 2,000 companies
- Localized management system developed over more than 50 years of history
- Manufacturing capacity for highly durable rubber and TPU layflat hose products fitting for long distance transportation and large diameters
- The only manufacturer to manufacture firefighting hoses and nozzles in-house in Europe area
- Trust and proven track record of supplying high quality hoses in Europe for over 60 years



and construction





#### **Business Strategy: Industrial Products Business**

### Targeted direction

Achieve further growth in agricultural machinery, construction machinery and commercial vehicle markets



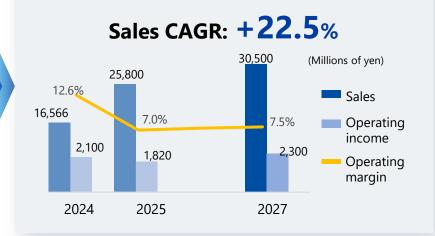


**Priority measures** 

Common		<ul> <li>Maximize value chain through M&amp;A synergies</li> </ul>
Agricultural machinery, construction machinery	Overseas	<ul> <li>Strengthen supply chain management in North America and Asia</li> <li>Cultivate new markets by developing Japan-origin business model in North America</li> <li>Develop new functional sensors</li> <li>Develop new products through synergy with North American Hose business</li> </ul>
and commercial vehicle	Japan	<ul> <li>Strengthen superiority by improving performance of urea water quality sensors</li> <li>Expand sales ratio of in-house products</li> <li>Improve logistics functions by consolidating warehouses</li> </ul>
Ships and oth	ners	<ul> <li>Expand market share in the ship flooring materials field</li> </ul>

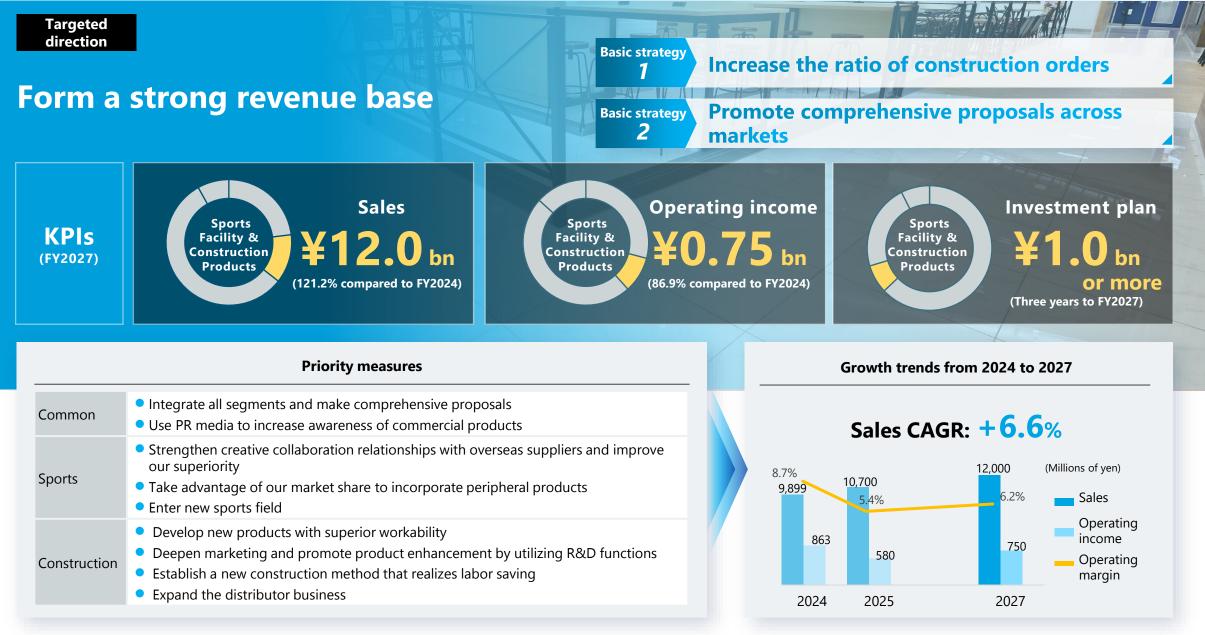
Growth trends from 2024 to 2027

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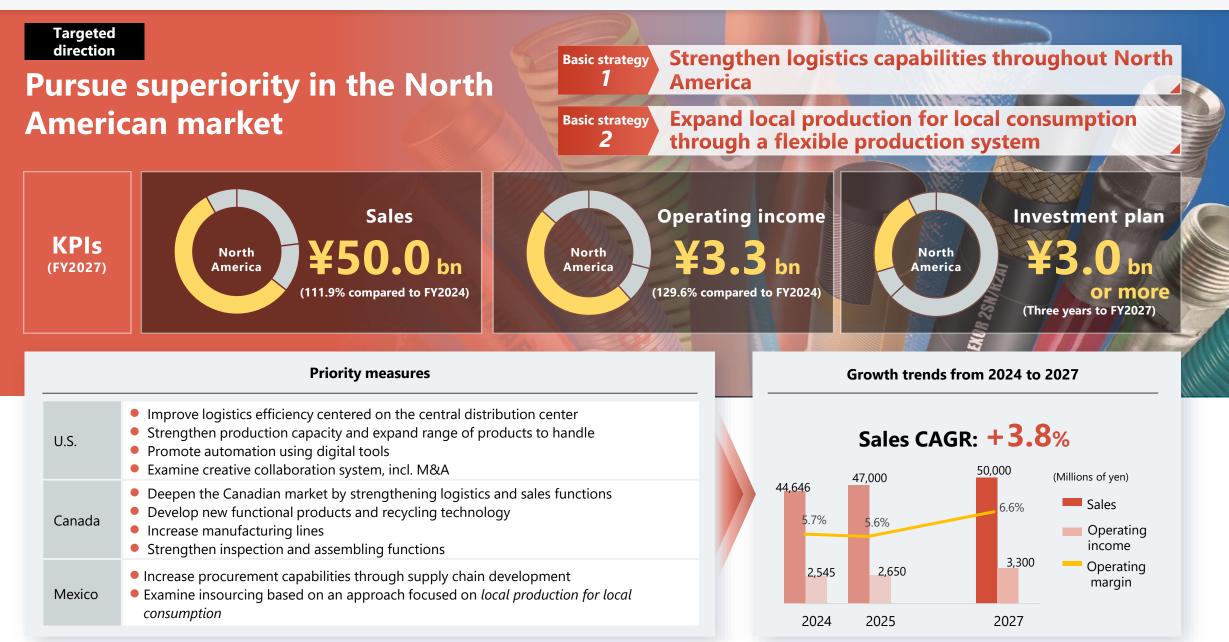


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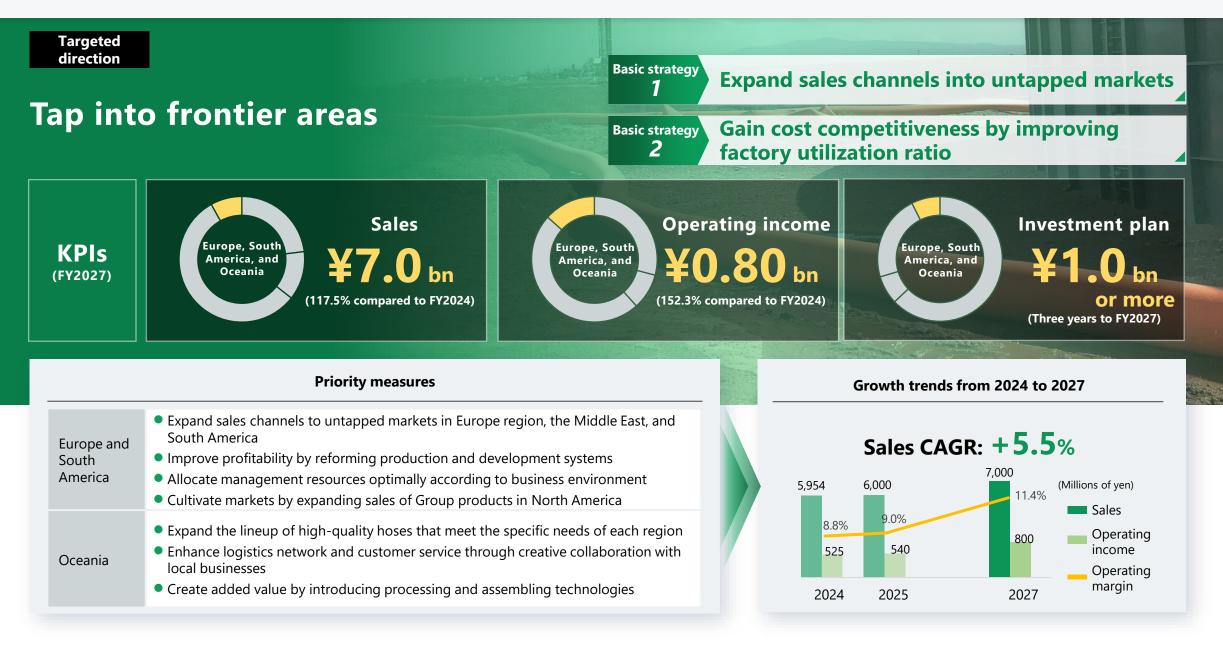
### **Business Strategy: Sports Facility & Construction Products Business**



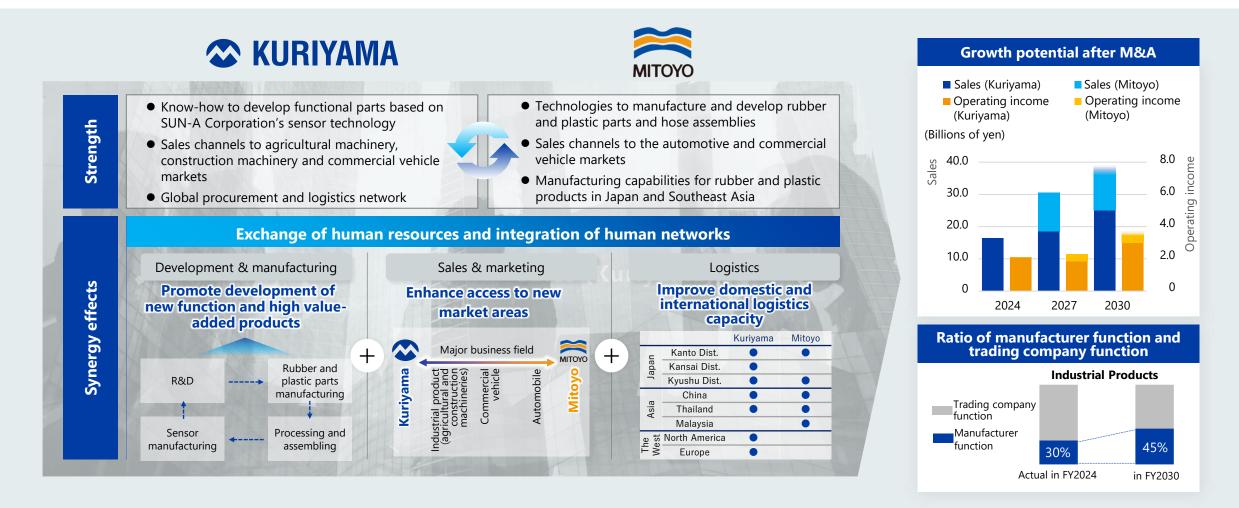
### **Business Strategy: Hose Business (North American Business)**



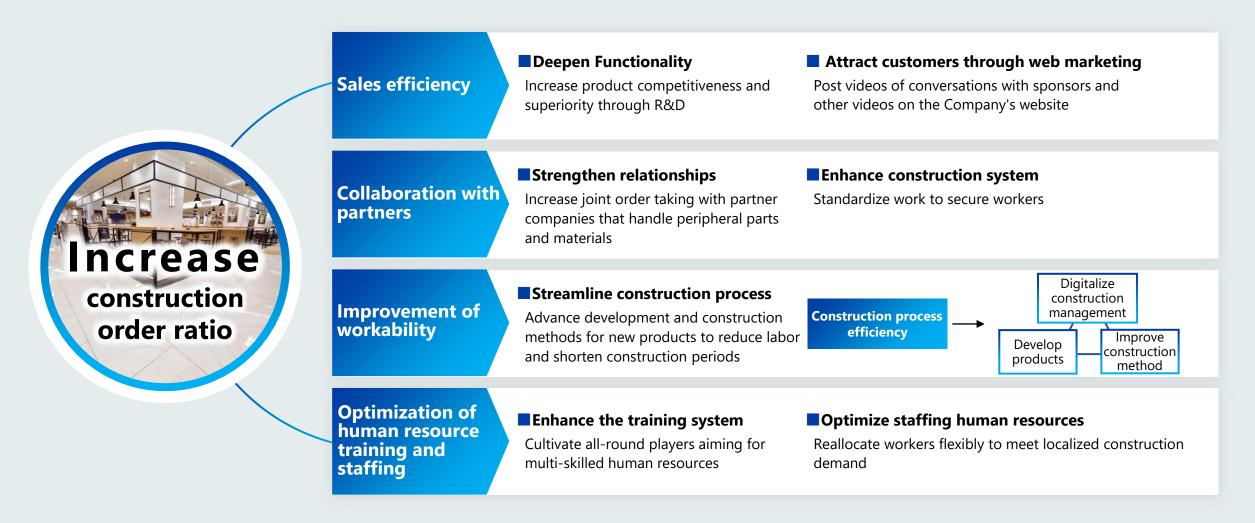
#### **Business Strategy: Hose Business (European, South American, and Oceanian Business)**



We aim to expand the manufacturer function and develop into a business with manufacturing and distribution functions on a global basis by complementing each other's value chain.

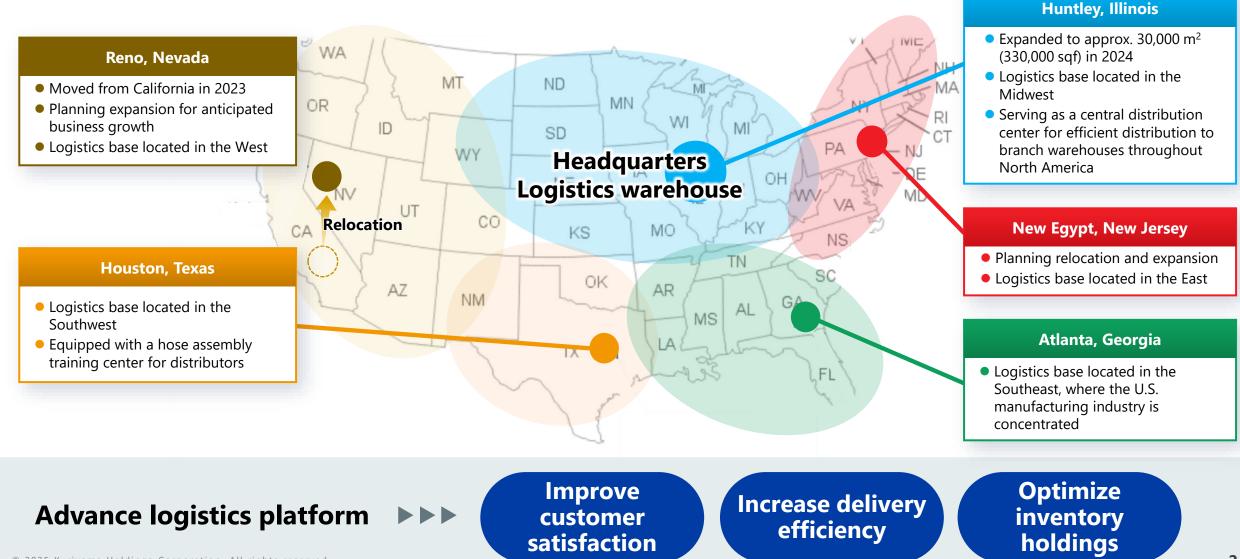


We ensure our competitive advantage and form a solid revenue base by raising the ratio of construction orders for our products.



#### **Topics: Hose Business** *Evolution of the U.S. Logistics Platform*

# We enhance competitive advantage in the U.S. market by enhancing customer service through appropriate inventory management and placement.



#### **Topics: Hose Business** Development of Production System in North America

We promote QCD improvements in the North American Hose business by establishing a production system that meets current trends and market needs.

	Ui	nited States			Canada	
Kuri Tec	Manufacturing, Inc.		and the		Kuriyama	Canada, Inc.
Site area:	Approx. 15,000 m <sup>2</sup> (162,000 sqf)	Wurl Yee Menui	Shit	ft A Rose	Site area:	Approx. 12,000 m <sup>2</sup> (139,000 sqf)
Location:	Williamsport, Indiana	No. of Concession, Name	product	tion as	Location:	Brantford, Ontario
Main functio	<ul> <li>Manufacture of plastic hoses</li> <li>Manufacture of metal hoses</li> <li>Logistics hub</li> </ul>		need	led and a second	Main functions:	<ul> <li>Manufacture of raw material compounds</li> <li>Manufacture of plastic hoses</li> <li>Assembling of hoses and fitting</li> <li>R&amp;D</li> <li>Distribution within Canada</li> </ul>
Inc	roaco tho produc	tion lines for plasti	c hosos	Transfer the log	nistics and as	semblina functions
	-	ction lines for plastic		Transfer the <i>log</i>		sembling functions
	-	ction lines for plastic on for local consumption		-	to the new s	site
	-			-	to the new s	-
	-			-	to the new s	site
to pron	note local productio	on for local consumption	n in the U.S.	to enhance the <i>mar</i>	to the new solution the new solution the new solution of the new solutin of the new so	<b>Site</b> <i>I development</i> functions

#### Topics: R&D Creation of Added Value by Kuriyama R&D Inc.

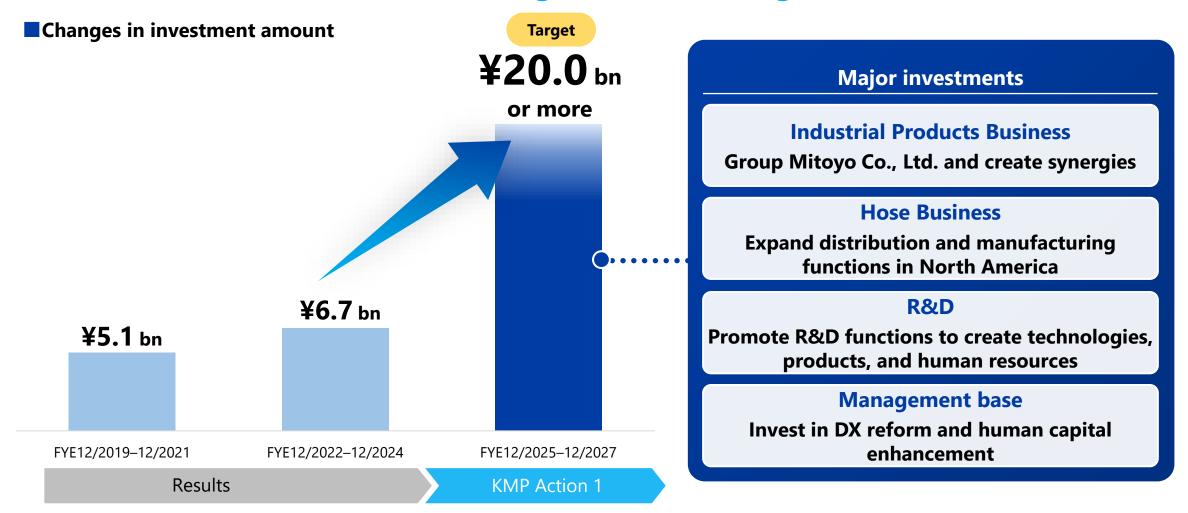
As a R&D platform, we consolidate information, technologies, human resources and intellectual property across business categories to achieve the development of new products and functionality.

Industrial Products Business	Develop products through innovation of elemental technologies Gain advantages in agricultural machinery, construction machinery and commercial vehicle markets	Verify product functionality Establish global supply system Promote group synergy
Sports Facility & Construction Products Business	<ul> <li>Verify performance of flooring materials</li> <li>Improve customer satisfaction and brand strength</li> </ul>	<ul> <li>Analyze verification data Maintain quality and improve performance Realize energy and labor savings in construction work</li> </ul>
Hose Business	Develop new products that satisfy distinct local needs     Accelerate global expansion	5

#### **KMP Action 1: Investment Policy**

## In KMP Action 1,

we promote to strengthen the foundation through investment, and link it to KMP Action 2 aiming to accelerate growth.



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Business Strategy

03 Financial Strategy

4 Strengthening the Management Base

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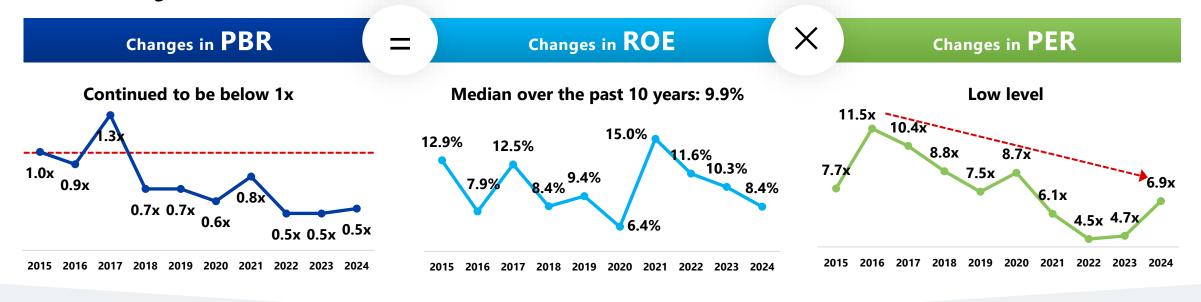
# **03** Financial Strategy

- Achieving Management with Conscious of Capital Cost and Stock Price (Current Analysis & Action Plan)
- ROE and Cost of Equity
- Capital Allocation
- Shareholder Return Policy

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### Achieving Management Conscious of Capital Cost and Stock Price (Current Analysis & Action Plan)

- PBR is continuously below 1x. ROE has averaged about 10% over the past 10 years but is trending downward. PER is low.
- We aim to quickly raise PBR above 1x through steady implementation of the business strategy in the Medium-term Management Plan, incl. enhancement of return on capital; enhancement of shareholder returns based on stability and continuity; and strengthening of investor relations activities through timely and appropriate information disclosure and careful dialogue.

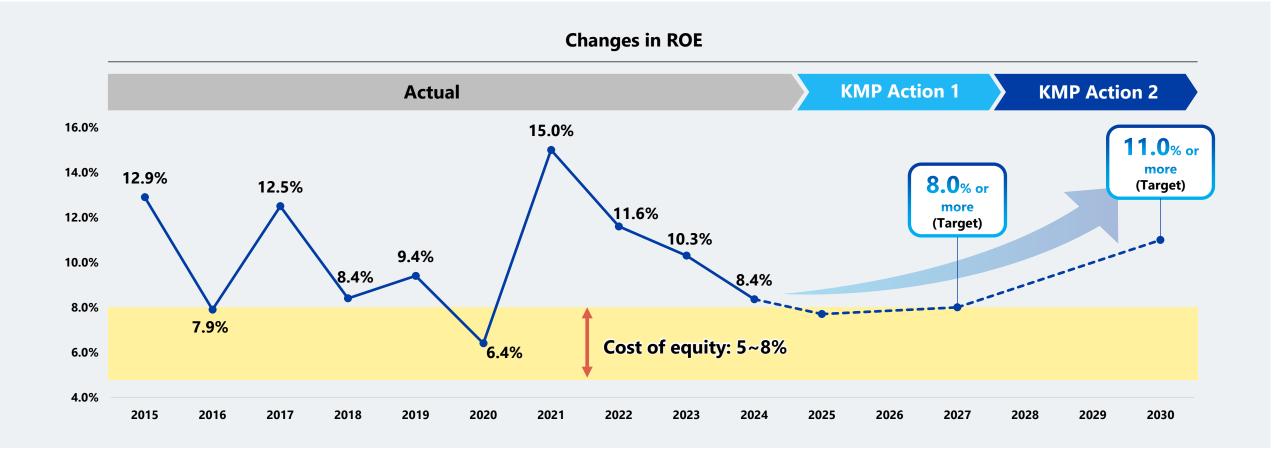


#### Measures to be taken

Cheedilla	Raise return on capital		Achieve stable and consistent shareholder returns		Promote information disclosure and dialogue, and increase loyal shareholders
Steadily implement business strategy in the MTMP	<ul> <li>Strengthen profitability and foster growth expectation by steady implementation of the business strategy</li> <li>Strengthen the foundation and accelerate growth by investing in growth, incl. M&amp;A</li> <li>Support return on capital and financial stability at the same time</li> </ul>	Enhance shareholder returns	Aim to further increase shareholder returns while adhering to stable and consistent shareholder returns	Enhance IR activities	<ul> <li>Disclose information in timely and appropriate manner</li> <li>Continue careful dialogue through briefings for individual and institutional investors and one-on-one meetings</li> <li>Increase loyal shareholders by introducing a shareholder incentive program to reward medium- to long-term shareholders</li> </ul>

#### **ROE and Cost of Equity**

- With the recognition that our cost of equity is within the range of 5% to 8%, ROE has generally been above the cost of equity.
- We will reverse the downtrend of ROE by improving return on capital through steady implementation of the business strategy and appropriate control of net asset.



#### **Capital Allocation**

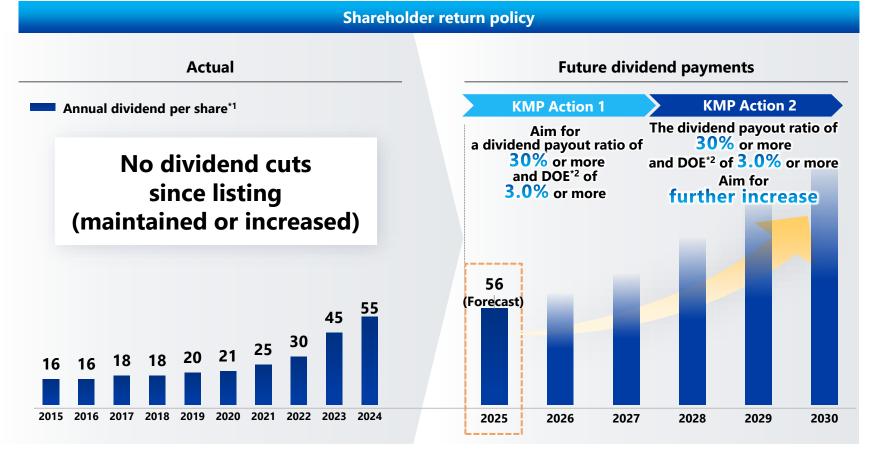
- Under KMP Action 1, we actively allocate funds from operating cash flow (CF), borrowings, and cash and deposits to growth investments.
- We enhance shareholder returns by comprehensively considering business performance, financial position, investment plan, and other factors.

**KMP Action 1 (FY2025–FY2027)** 



#### **Shareholder Return Policy**

- KMP Action1: We aim to achieve stable and consistent shareholder returns by *strengthening the foundation* for the next stage of growth.
- KMP Action2: We aim to further enhance shareholder returns by accelerating growth through manifesting investment effects.



#### IR topic

# Resumption of shareholder benefits

- Reward medium- to long-term shareholders
- Increase loyal shareholders

#### **Reason of the resumption:**

We intend to increase the appeal of investment and encourage more shareholders to hold our shares continuously over the medium to long term.

# of shares	Holding period	QUO Card
200 or more	1y or more	¥1,000
200 01 11010	3y or more	¥2,000
1,000 or more	1y or more	¥2,000
1,000 01 11012	3y or more	¥4,000
2,000 or more	1y or more	¥4,000
2,000 or more	3y or more	¥8,000

\*1:On January 1, 2019, we executed a 2-for-1 stock split for each share of common stock.

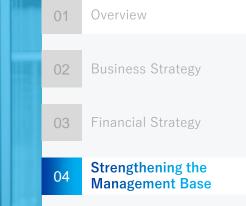
For side-by-side comparison, dividends per share after the stock split are shown for 2019 and before.

\*2: Dividends paid / Shareholders' equity (Net assets excluding other components of equity, including

foreign currency translation adjustments, valuation difference on available-for-sale securities, etc.)

# 04 Strengthening the Management Base

- Summary
- Promotion of R&D
- Promotion of DX Reform
- Enhancement of Human Capital and Governance





# Be a company that is unceasingly develops by leveraging diverse human resources and coordinating their functions

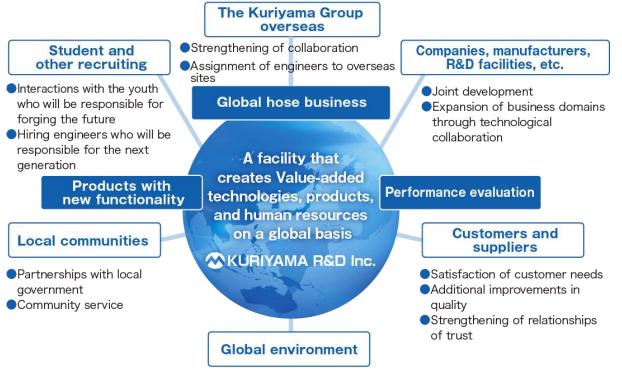
<ul> <li>Achieve a global platform for information, technology, human resources, and intellectual property</li> <li>Promote the inheritance of technology and the conveyance of knowledge to the next generation</li> </ul>	<ul> <li>Promote DX literacy and mindset education for Group employees</li> <li>Pursue automation and efficiency in sales, manufacturing, and logistics through DCM and SCM reforms</li> </ul>
<ul> <li>Boost engagement by introducing Restricted Stock (RS) Grant Program for employees</li> </ul>	<ul> <li>Enhance compensation system linked to progress in the Medium-term Management Plan</li> <li>Appoint outside directors with knowledge of management, finance, legal affairs, etc.</li> </ul>

#### **Strengthening the Management Base: Promotion of R&D**

# Kuriyama R&D Inc. takes the lead in promotion of the inheritance of technology to the next generation and R&D activities

#### **Concept of Kuriyama R&D**

- Train engineers and create a network base of engineers within the group
- Establish a R&D organization for integrating technologies and developing new products and materials
- Create and manage the Kuriyama Group's intellectual property
- Enrich our various testing and inspection functions



 Development of environmentally friendly products and materials
 Development and manufacture of products that comply with emissions regulations

#### **Strengthening the Management Base: Promotion of DX Reform**

# Aim to create new value by using digital technology to understand the true needs of customers,

#### Raise corporate value

Increase profitability

#### Themes to be addressed

Human resources<br/>and organizationTraining and recruitment of DX human resources,<br/>and establishing an organization adapted to DXSalesDCM (demand chain management) reform

SCM (supply chain management) reform

Collaboration

logistics

Manufacturing,

operations, and

Strengthening collaboration between DCM reform and SCM reform

#### Actions taken in Japan and globally

#### **Initiatives in KMP Action1**

- Continue digital and information security education
- Introduce SFA\* on a trial basis to achieve automation and efficiency
- Adopt performance visualization tools to realize data-driven management
- Maintain DX certification (acquired in January 2025)
- Use cutting-edge technologies:

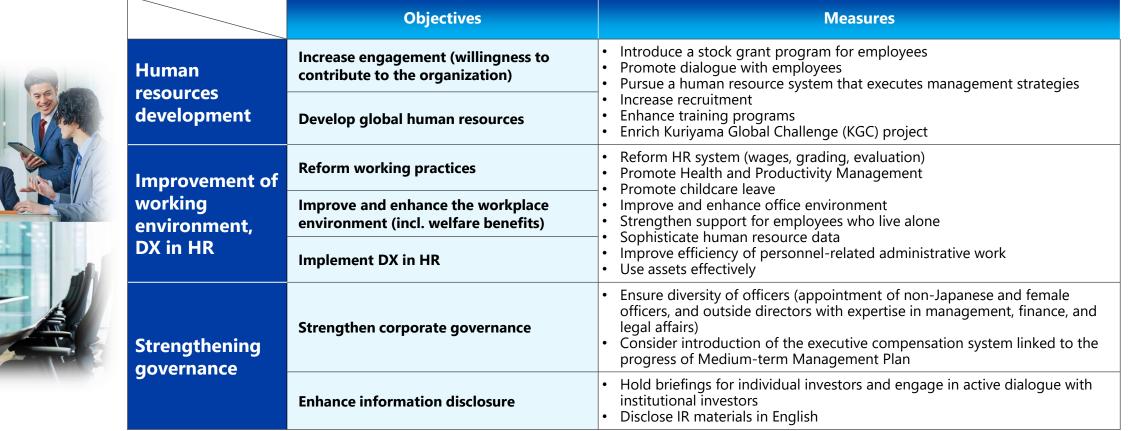
use ChatGPT in unique way, promote inter-group information sharing through use of AI avatars, use real-time translation, and introduce AI meeting minutes on a trial basis \* SFA: Sales Force Automation, a system for automating and streamlining sales department operations.

#### Initiatives by 2024

- Established DX Promotion Team
- Created company-wide DX vision and strategy
- Introduced pilot AI (ChatGPT)

#### Strengthening the Management Base: Enhancement of Human Capital and Governance

# Build a human resources foundation that contributes to the enhancement of corporate value by proactively invest in human capital and strengthen governance



# 05 Supplementary Material

• Company Overview : About Kuriyama

: Group Organization

: History

: Performance Track Record

**& KURIYAMA** 

#### **Company Overview: About Kuriyama**

Based on a long track record of achievement and trust, we develop *essential business* globally and from variety of perspectives, that are indispensable for our safe and secure lifestyles and the smooth functioning of society

		Kuriyama	in numbers		
Year of foundation		Number of Group Companie (of which overseas subsidiaries)	25	Consolidated sales for FY20 (of which overseas sales ratio)	)24
1939	2025 is the 86th year since the founding	Consolidated subsidiaries, 2nd tier subsidiaries, and associates <b>32 (24) companies</b>	Operating business in 11 countries incl. Japan	<b>¥77.8</b> bn ( <b>68.1</b> % <sup>*</sup> )	Promoting global expansi
				* Incl. overseas	s sales in the Asian Busine
		Business outline an	d sales composition		
Asian Busin Manufacturing rubber and pla urea SCR-relate etc. for agricult machinery, cor machinery, cor vehicle, ship, an	astic products, ed products, tural nstruction mmercial	21% Sa	Ales 7.8 bn	<b>Se Business (North American Business</b> ufacturing and sales of industrial es and fittings or beverage, civil engineering, griculture, mining, oil, gas, nd others <b>Se Business (European, South Americ</b>	
Asian Busine Business	ess / Sports Facility & Constru		2/2024) 57% Busine	=	can, and Oceania

Sales and installation of sports facility materials, flooring materials and tiles for railway facilities and commercial facilities

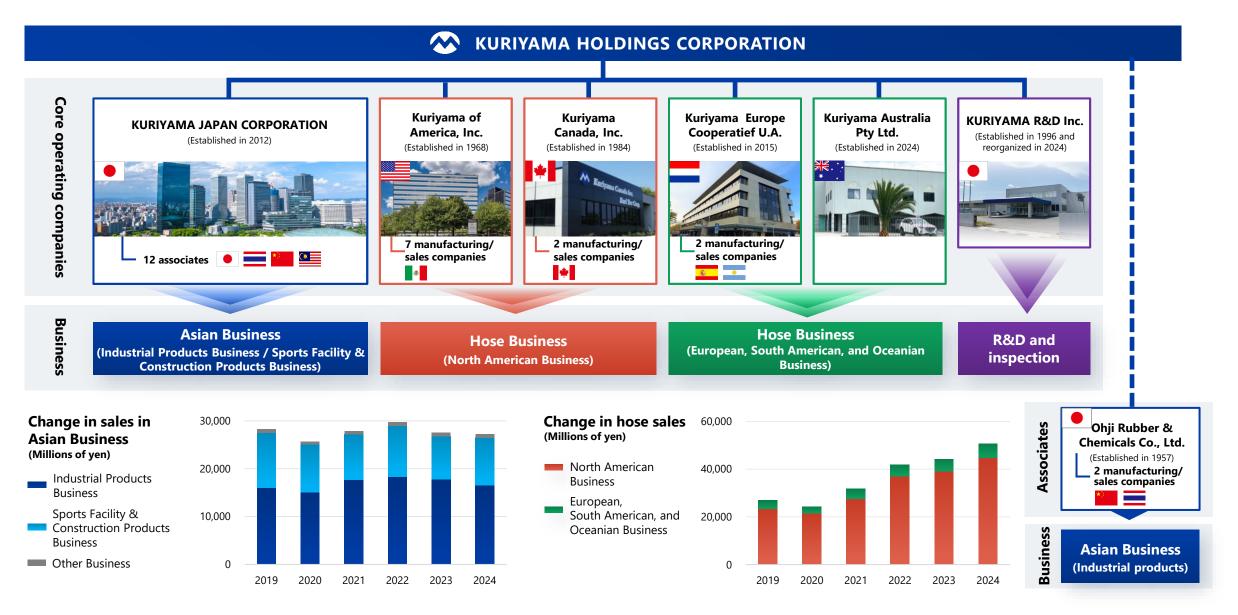


i---> Asian Business / Other

For fire fighting, agriculture,

oil, gas and others

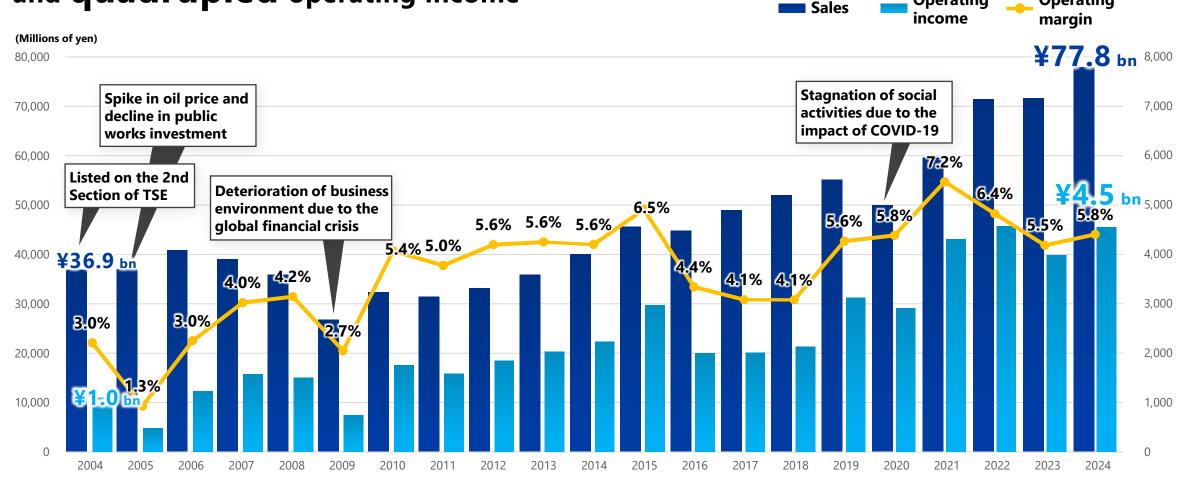
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### **Company Overview: History**

Launched Industrial Products Business	Increased import transactions led to expansion into sports facility & construction product field			Evolved into a tile manufacturer		Bolstered manufacturing capabilities in the industrial field		
Started with rubber Yoshio Kuriyama established the company as a wholesaler of rubber products in Osaka.	Expanded handling areas with increased import transactions Started to manufacture rubber products	Import busines Company into market Kuriyama started sa European sports flo materials in Japan.	the sports	<b>tiles</b> Kuriyama esta	velopment of original blished a tile manufacturing to develop and manufacture og materials.	Grouped a sensor manufacturing compa- contributes to emission regulations Kuriyama grouped SUN-A Co which develops, manufacture urea quality sensors and other sensors.	industrial Asia Kuriyama gro which manuf automotive r	a manufacturer of materials based in ouped Mitoyo Co., Ltd., actures and sells ubber, plastic and metal l industrial materials.
<b>1939</b> 1948	1957 190	58 1978 1	981 1984		2004 2007	2012 2015	5 2024	2025
Established					Listed on the 2nd Section of TSE	Transitioned to a holding company structure		_
Entered overseas market	Launched Hose business			Expanded into Canada		Expanded into Europe and South America	Reorganized R&D facilities	Entered into Oceania
Launched an export business Kuriyama exports to sell Japanese rubber and plastic products to overseas.	Entered the U.S. market and started sales of rubber and plastic products	Began manufacturing plastic hoses in the U.S.	Began manufacturing and selling plastic hoses in Canada		Expanded Hose business in North America Kuriyama expanded production and sales bases through a series of M&A deals in North America.	<b>Grouped a European</b> <b>hose manufacturer</b> Kuriyama grouped the manufacturer and distributor of lay-flat hoses based in Spain and Argentina.	Established the Group's comprehensive R&D facility The facility promotes development as a base for creating value-added tachnelogue orducts and	Established a hose sales company in Australia
N T IS SO I					Karlyana Group Company		technology, products and human resources on a global basis.	

# In the 20 years since listing, we **doubled** sales, and **quadrupled** operating income



Operating

Operating



#### Disclaimers

The information provided in this document contains information on forecasts. This information, other than historical records, may be affected by risks and uncertainties related to competition, markets, and various systems in the industry in which our company operates. As a result, please be aware that the expectations based on assumptions and speculations made from the information currently available to the company may differ from actual results and performance in the future.