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ORION BREWERIES, LTD.

**Orion Breweries Makes First Overseas Investment in Sunrise Beverages Ltd.,
Accelerating Asset-Light International Expansion**

ORION BREWERIES, LTD. (Headquarters: Tomigusuku City, Okinawa Prefecture; Representative Director, President & CEO Hajime Murano) today announces a £1 million equity investment in Sunrise Beverages Ltd. (Headquarters: London; CEO & Co-Founder Richard Mather) to deepen its strategic partnership and accelerate an asset-light expansion into overseas markets.

Since its founding in 1957 as Okinawa's original island lager, Orion has solidified its position in the Okinawan market and achieved steady growth across the rest of Japan. In recent years, Orion has focused on international development, promoting the "Chill Side of Japan" and "Japan Quality" concepts. Its smooth mouthfeel, gentle malt sweetness, and exceptionally refreshing finish have earned strong support from consumers overseas. As a result, export volumes have increased by approximately 400% over the past six years.

Since September 2025, the two companies have initiated licensed production and sales in the United Kingdom, one of the world's leading premium beer markets. Orion is now listed with high-value retailers and hospitality operators such as Waitrose, Portobello Pub Company, and Duck & Rice, demonstrating robust demand for Japanese beer brands in markets that value premium quality and compelling brand stories. This new investment will expand Sunrise's production capacity and accelerate brand awareness, preference, and distribution of Orion products in the UK.

Going forward, Orion and Sunrise will strengthen joint marketing investments to steadily increase consumer touchpoints, enhance in-store and on-trade experiences, and further establish Orion as the "premium Japanese lager of choice" across both retail and hospitality channels. By deploying an asset-light business model in the UK, the partnership aims to create a sustainable growth trajectory and enter the next growth phase, including broader expansion into European markets.

Patric Dougan, Senior Managing Executive Officer of ORION BREWERIES, LTD., said:

“The UK remains one of the world's most exciting premium beer markets and we believe Orion has a substantial opportunity to build its presence and awareness with British consumers, and introduce them to the real Chilled Japan.

Sunrise have impressed us even in our initial partnership with their deep expertise in the on-trade, proven track record of delivering exceptional customer service and a genuine commitment to long-term brand building. They have established themselves as a trusted partner for Orion and we are excited to deepen our relationship through this renewed agreement and our first investment in an overseas partner.

We look forward to working together to introduce more UK consumers to the taste and spirit of Okinawa.”

Richard Mather, CEO & Co-Founder of Sunrise Beverages Ltd., said:

“We're delighted to further strengthen our partnership with Orion through this long-term agreement. Orion is one of Japan's most iconic beer brands, with a unique heritage, exceptional liquid and a proposition that is increasingly resonating with UK consumers.

Over the last few years we've demonstrated that there is a significant opportunity for Orion in the UK, particularly across premium retail and hospitality channels. Together we've built a fantastic partnership and this agreement gives us the confidence to continue investing behind the brand for many years to come.

The decision by Orion to invest in Sunrise is a strong endorsement of our strategy, our people and the opportunity we see ahead.”

About Sunrise Beverages Ltd.

Sunrise Beverages is building a portfolio of independent beer brands with a mission to become the UK's most successful independent beer company. Its portfolio includes international names such as Efes and award-winning domestic breweries including Gipsy Hill, Days Brewing, Curious, Portobello, and St Peter's.

<https://www.sunrisebeverages.co.uk>

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