Second Quarter of Fiscal Year Ending March 31, 2027 Financial Results Briefing



Orion Breweries, Ltd.

November 13, 2026

The Group ‘s performance forecasts contained in this document are based on judgments and assumptions made at the time of preparation using available information. Actual results may differ due to various factors. Please note that certain figures for prior periods presented in this document are non-public figures from the period before the Group became publicly listed and are provided for reference only.

Executive Summary

FY2027 Q2 Financial Results Highlights

Orion

Fiscal year ending March 31, 2027 Q2 Results

■Net sales decreased both YoY and versus plan, mainly due to the impact of typhoons.
■Operating profit and EBITDA, in line with the plan to concentrate strategic investments in 1H, decreased YoY but exceeded the plan owing to appropriate cost management.

- Net sales: 15.65bn yen (97.8% vs. plan, 99.2% YoY)
- Operating profit: 2.45bn yen (102.6% vs. plan, 90.3% YoY)
- EBITDA: 3.24bn yen (101.6% vs. plan, 92.4% YoY)

Fiscal year ending March 31, 2027 Full-year Outlook

■Expecting record-high net sales, operating profit, and ordinary profit since the shift to the current consolidated structure.

■Despite the typhoon's impact on net sales, the full-year forecast remains unchanged. In addition to the strong contribution from the IP business, prioritized cost execution will keep profits on track with the plan.

Future Initiatives

■Evolve into a platform that connects Okinawa-originated brands to the market, achieving inorganic growth that extends beyond the Alcoholic & Beverages Business and Tourism & Hotel Business.

(Examples)
- Accelerate the growth of the highly profitable IP business and aim to increase the gross market value of Orion merchandise from ¥8.5 billion this fiscal year to approximately ¥16.0 billion by FY31.
- Leverage fermentation technology and track record of "Moromi Vinegar" to expand into multiple health beverages, aiming to grow from 400 million yen this fiscal year to 4.0 billion yen in FY31.

FY2026 Q2 Results Summary

FY2026 Q2 Results Summary

Q2 Financial Results Summary

- Net sales in Alcoholic & Beverages increased YOY due to strong performance outside Okinawa Prefecture and in the IP business. While sales in Tourism & Hotel were on par with the previous year excluding the loss of sales from the transferred Orion Hotel Naha, both segments were impacted by typhoons, resulting in lower sales compared to the plan.
- In terms of profit, both segments saw a decrease YOY as strategic investments were concentrated in the 1H in accordance with the plan.

(Millions of yen)	A FY27/3 1H	B FY26/3 1H	B/A FY27/3 1H YoY(%)	C FY27/3 1H Plan	A/C FY27/3 Vs. plan (%)	D Full year plan	A/D FY27/3 Full year progress (%)
Net sales	15,654	15,784	99.2%	16,001	97.8%	31,119	50.3%
Alcoholic & Beverages Business	12,808	12,406	103.2%	13,092	97.8%	25,700	49.8%
Tourism & Hotel Business	2,846	3,378	84.3%	2,908	97.9%	5,419	52.5%
[Reference] Net sales (excluding liquor tax)	12,898	13,071	98.7%	13,134	98.2%	25,253	51.1%
Operating profit	2,454	2,718	90.3%	2,392	102.6%	4,352	56.4%
Alcoholic & Beverages Business	1,967	2,101	93.6%	1,890	104.0%	3,639	54.0%
Tourism & Hotel Business	492	622	79.1%	507	97.0%	722	68.1%
Ordinary profit	2,465	2,615	94.3%	2,352	104.8%	4,185	58.9%
Net profit attributable to owners of parent	1,688	2,544	66.4%	1,605	105.1%	2,932	57.6%
[Reference] Adjusted net profit attributable to owners of parent	1,688	1,879	89.8%	1,605	105.1%	2,932	57.6%
Net income per share (yen)	40	62	64.3%	38	104.8%	67	57.4%
[Reference] Adjusted net income per share (yen)	40	46	86.6%	38	104.8%	67	57.4%
EBITDA	3,241	3,507	92.4%	3,190	101.6%	5,948	54.5%
Alcoholic & Beverages Business	2,359	2,484	95.0%	2,285	103.2%	4,427	53.3%
Tourism & Hotel Business	882	1,023	86.2%	904	97.5%	1,521	58.0%

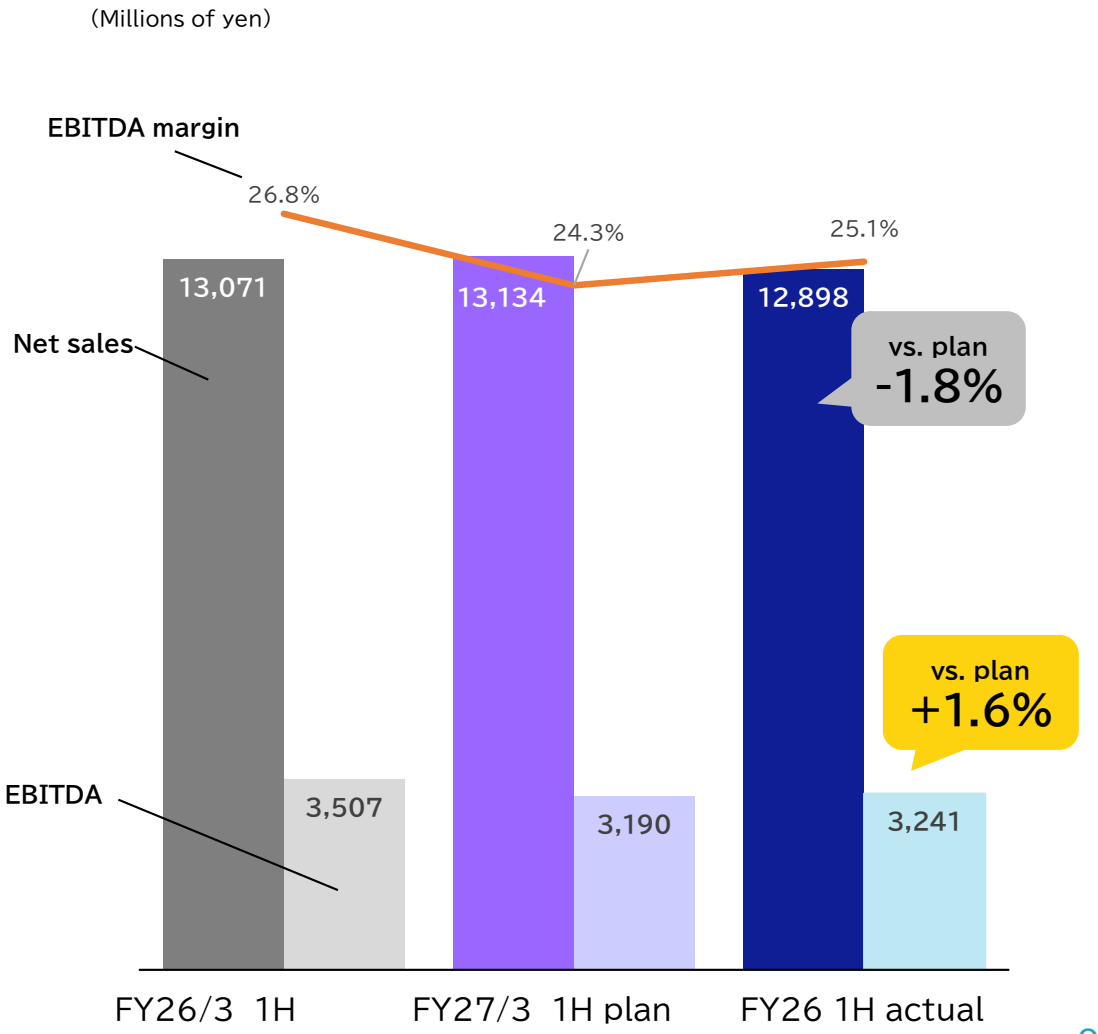
Note 1 : EBITDA = Operating profit + Depreciation + Goodwill amortization + Share-based compensation expenses

FY2026 Q2 Results Summary

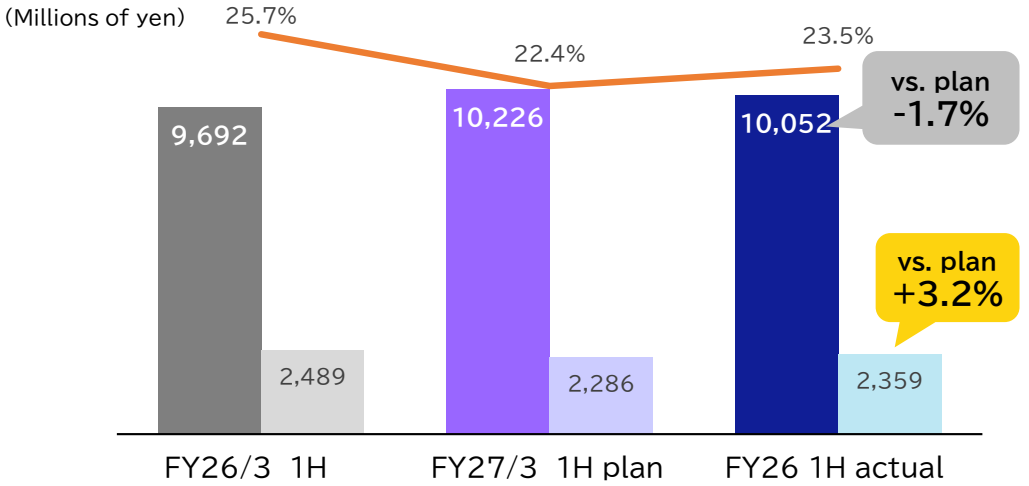
Q2 Net Sales and EBITDA by Segment

- The YoY decrease in consolidated EBITDA was an expected fluctuation due to the timing of strategic investments.
- Alcoholic & Beverages Business: The strong IP business absorbed the impact of typhoons, showing solid performance. Made concentrated investments toward revamping core products.
- Tourism & Hotel Business: Revenue decreased due to the absence of Orion Hotel Naha and the impact of typhoons. Implemented strategic investments such as value-up-related expenses.

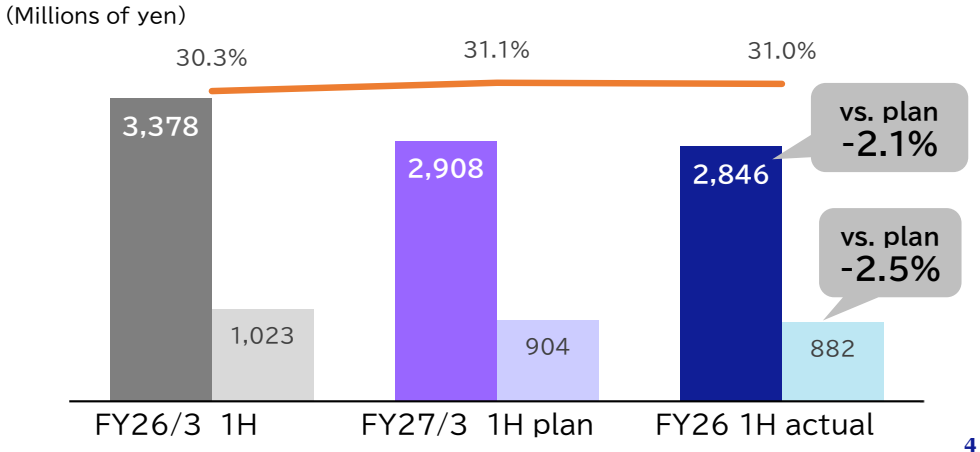
Net Sales (excluding liquor tax) and EBITDA



Alcoholic & Beverages Business



Tourism & Hotel Business



Orion Hotel Motobu RevPAR

26/3 1H actual: 36,201 yen

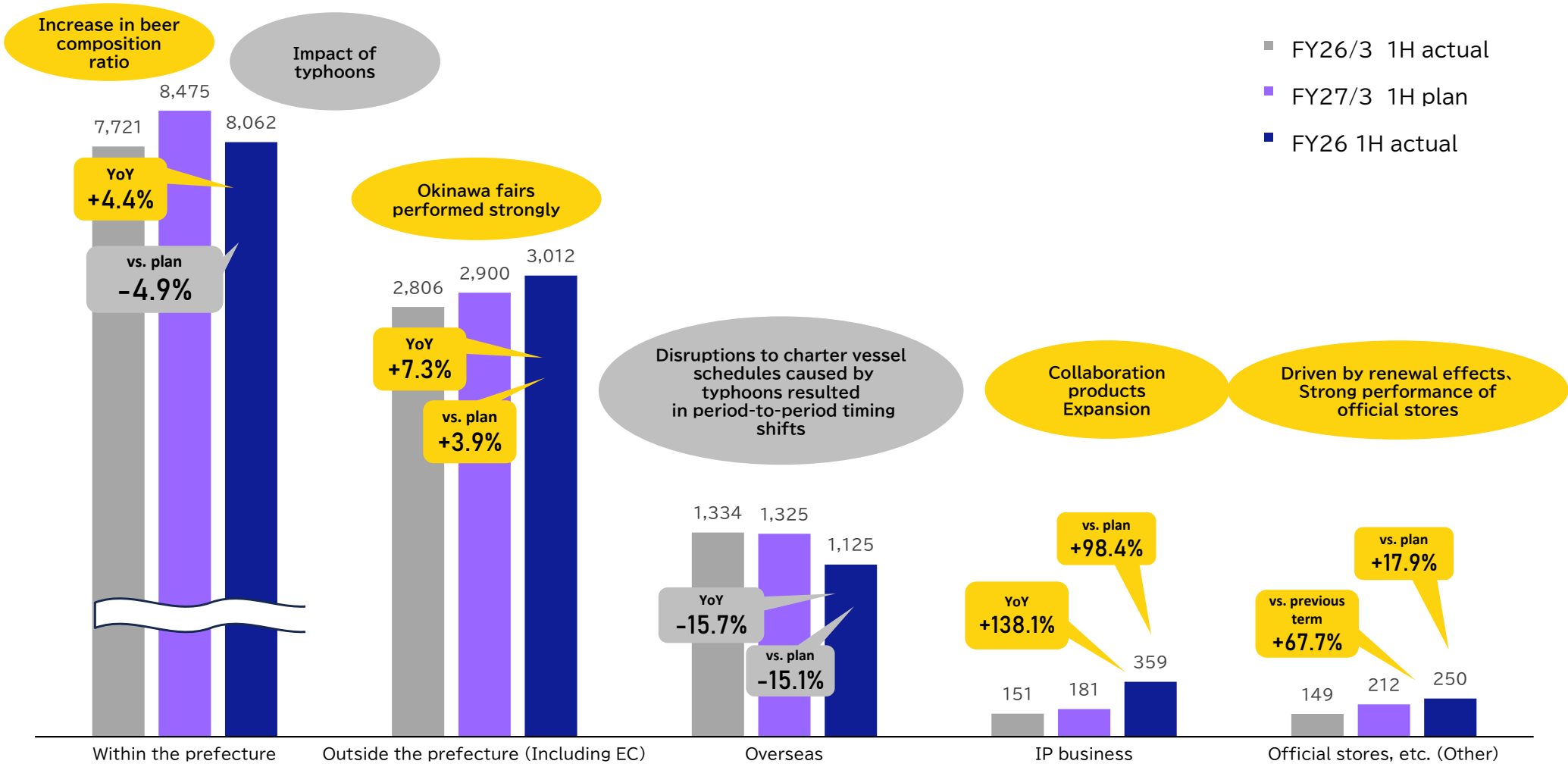
27/3 1H actual: 34,915 yen

Q2 Net Sales by Region

- Despite sales declines caused by typhoon impacts domestically and timing shifts related to revenue recognition standards in overseas, growth momentum was maintained.
- Outside the prefecture, promotional initiatives such as Okinawa fairs performed well. The IP business significantly exceeded both the previous year's level and the plan due to the expansion of collaboration products etc. Higher sales was also achieved in other areas thanks to the strong performance of official stores.

Net Sales by Region (Alcoholic & Beverages Business)

(Millions of yen)



Full-Year Outlook for the FY2026

Full-Year Plan for FY2026

- The full-year forecast remains unchanged from the figures announced on May 14, with record-high net sales, operating profit, and ordinary profit projected.
- Although the impact of typhoons in 1H will remain in the full-year sales plan, through coverage by the highly profitable IP business and prioritized cost execution, we will secure profit in line with the plan.
- Alcoholic & Beverages: Factoring in the increased burden resulting from the abolition of the Special Measures Act, we aim to expand sales by strengthening sales capabilities within the prefecture and expanding outside the prefecture, overseas, and through licensing, and secure profit on par with the previous year through cost reductions and optimization.
- Tourism & Hotel: Improve profitability through the effects of value-up investments made from the previous 2H through the current 1H, securing profit growth.

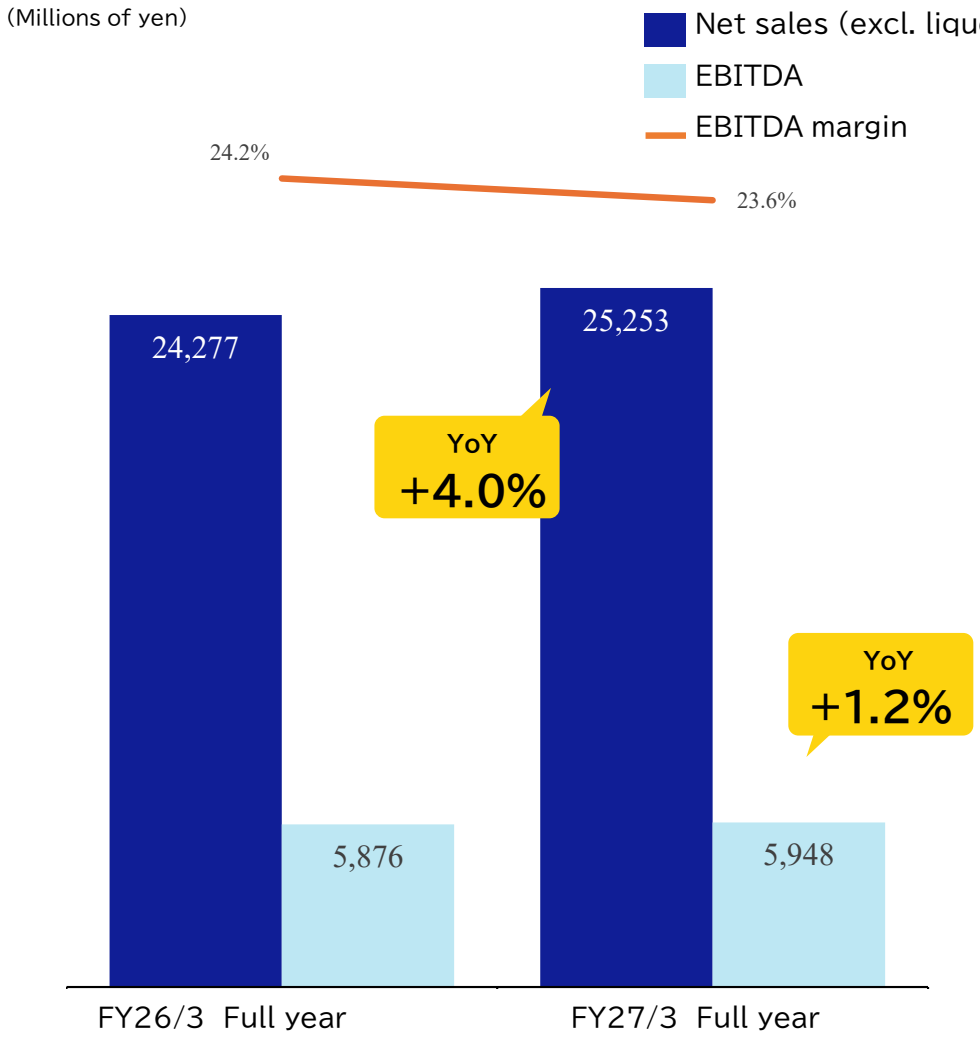
(Millions of yen)	A FY27/3 plan	B FY26/3 results	A/B YoY cahnge (%)	C FY27/3 1H results	D(A-C) FY27/3 2H forecast	E FY26/3 2H results	D/E YoY cahnge (%)
Net sales	31,119	29,713	104.7%	15,654	15,465	13,928	111.0%
Alcoholic & Beverages Business	25,700	23,921	107.4%	12,808	12,892	11,515	112.0%
Tourism & Hotel Business	5,419	5,791	93.6%	2,846	2,573	2,412	106.7%
[Reference] Net sales (excluding liquor tax)	25,253	24,277	104.0%	12,898	12,355	11,222	110.1%
Operating profit	4,352	4,314	100.9%	2,454	1,898	1,596	118.9%
Alcoholic & Beverages Business	3,639	3,634	100.1%	1,967	1,673	1,533	109.1%
Tourism & Hotel Business	722	690	104.7%	492	231	68	339.5%
Ordinary profit	4,185	4,118	101.6%	2,465	1,721	1,503	114.5%
Net profit attributable to owners of parent	2,932	3,641	80.5%	1,688	1,244	1,096	113.5%
[Reference] Adjusted net profit attributable to owners of parent	2,932	3,030	96.8%	1,688	1,244	1,150	108.2%
Net income per share (yen)	69	88	78.4%	40	30	26	113.8%
[Reference] Adjusted net income per share (yen)	69	73	94.2%	40	30	27	109.6%
EBITDA	5,948	5,876	101.2%	3,241	2,708	2,368	114.3%
Alcoholic & Beverages Business	4,427	4,409	100.4%	2,359	2,068	1,924	107.5%
Tourism & Hotel Business	1,521	1,466	103.7%	882	639	443	144.3%

Note 1 : EBITDA = Operating profit + Depreciation + Goodwill amortization + Share-based compensation expenses

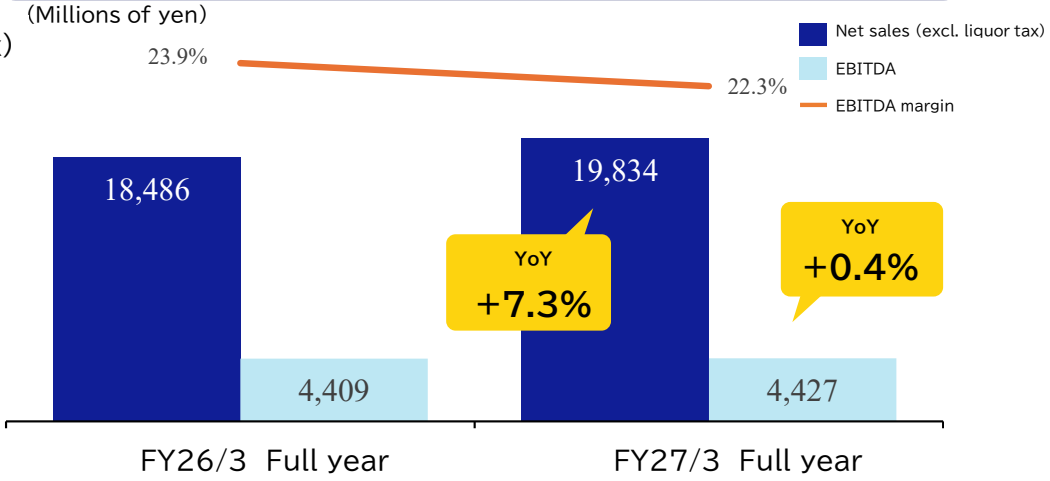
Full-year Net Sales and EBITDA Plan by Segment

- Alcoholic & Beverages: While factoring in the increased burden from the abolition of the Special Measures Act, through building a strategic product portfolio, we expect sales growth by maintaining competitiveness within the prefecture and expanding sales outside the prefecture and overseas. In addition to the effect of sales growth, we will secure profit at the same level as the previous year through prioritized cost execution.
- Tourism & Hotel: Raise RevPAR through renewal, renovation, and enhanced activities, achieving growth in both sales and profit.

Net Sales (excluding liquor tax) and EBITDA

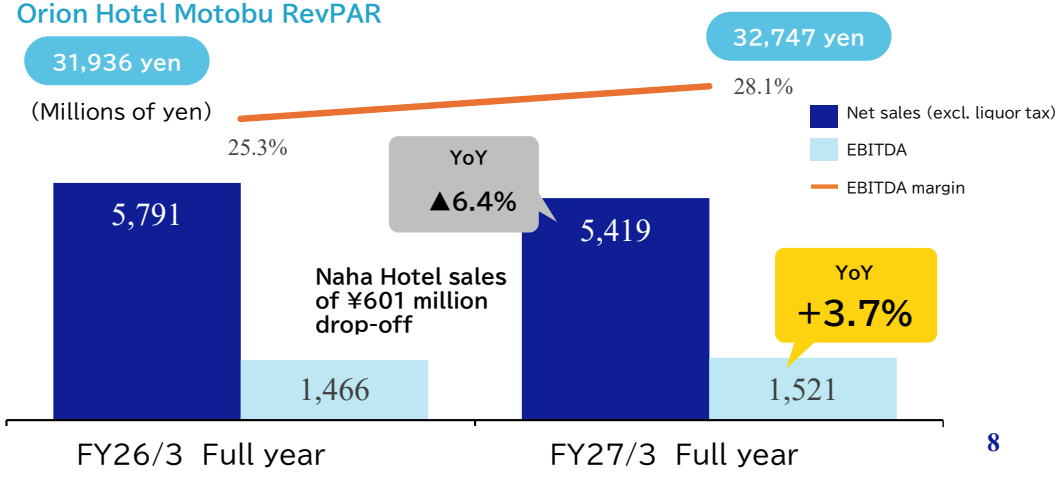


Alcoholic & Beverages Business



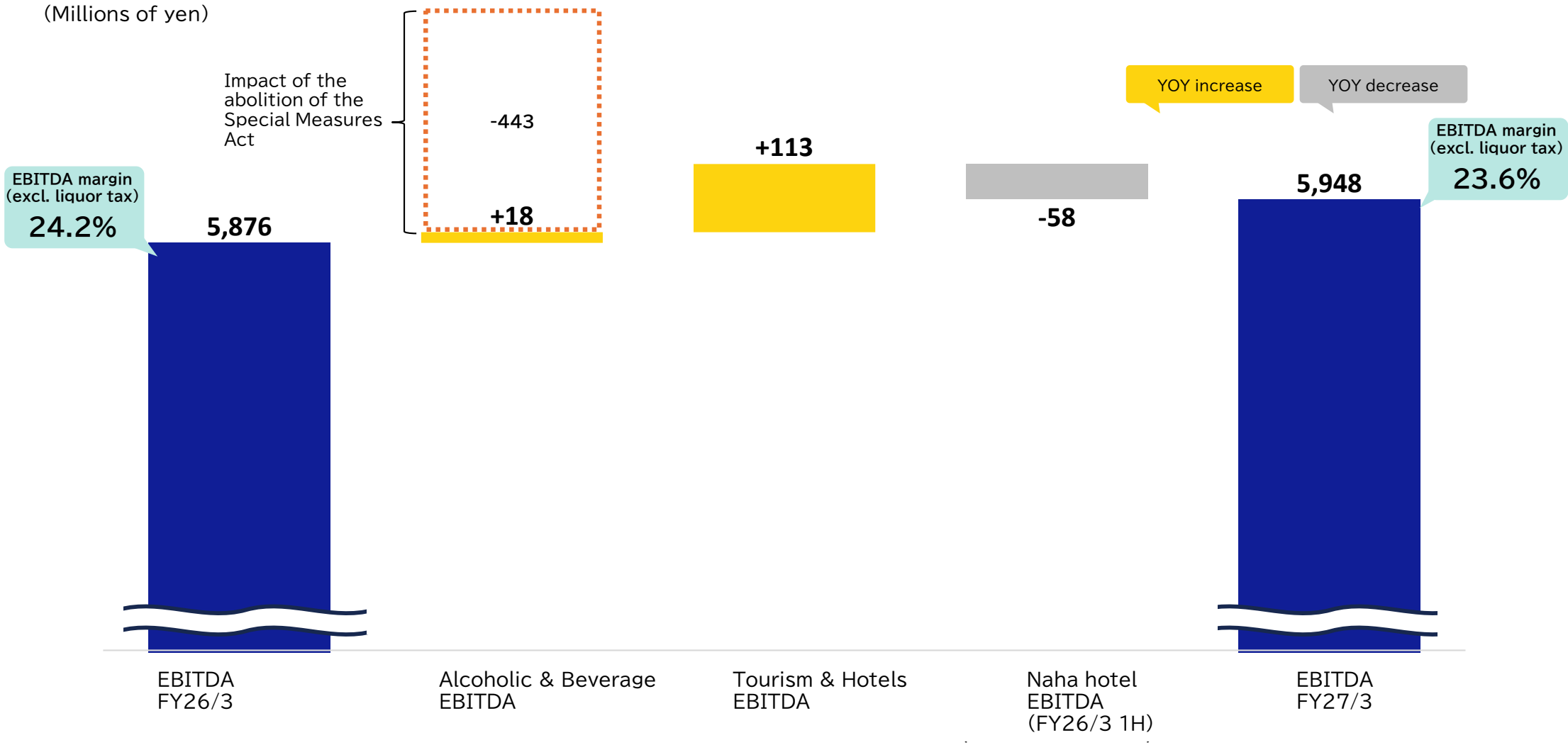
Tourism & Hotel Business

Orion Hotel Motobu RevPAR



Full-year EBITDA Variance Analysis

- Alcoholic & Beverages: While the abolition of the Special Measures Act is a factor reducing profits, we aim to offset this negative impact and add to profits through cost reductions and prioritized cost execution, in addition to the revenue growth effect from sales expansion.
- Tourism & Hotel: Despite negative factors from the transfer of Orion Hotel Naha, profit increased primarily driven by higher RevPAR resulting from value-up investments.



Accelerating growth in existing businesses

Channel expansion in the Alcoholic & Beverages Business

- **Based on the expansion of the core brand "Orion The Draft," we will pursue rollouts leveraging our strengths in each channel.**
- **By increasing the SKUs of alcoholic beverages other than beer, we aim to enhance brand penetration as a comprehensive alcoholic beverage manufacturer.**

Within the prefecture

- Rollout of new brand communication for The Draft; sales performing strongly
- Convert Mugi Shokunin and Southern Star to beer, raising the beer composition ratio
- In RTD, Shima Chu is performing strongly in addition to natura and WATTA
- Strengthen comprehensive alcoholic beverage placement through multi-beverage dispenser introduction = expanding in-store alcoholic beverage share
- Bring non-alcoholic (Clear Free) production in-house, aiming to further improve profitability





Outside the prefecture

- Developing accounts beyond Okinawan restaurants: Strengthening outreach to beach areas (Shonan, etc.) and resort hotels that match the image of Okinawa
- Measures to expand The Draft's store coverage at mass retailers performing strongly
- Increased frequency of limited edition RTD launches
- Through collaboration with business partners such as distributors and specific chains outside the prefecture, expanding sales of RTD and non-alcoholic products





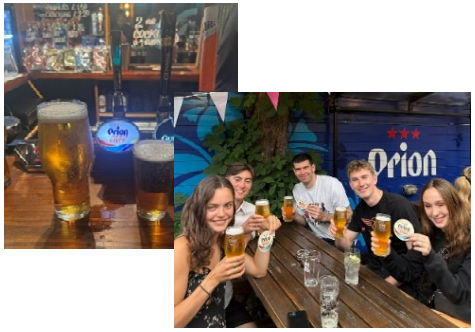
食べログ

Overseas

- Deploy brand strategies tailored to market characteristics based on the level of understanding of Okinawa, differentiating centered on "Chill Side of Japan"
- Accelerate growth through strengthened marketing and RTM in Australia and the United States
  - Taiwan: Expanded sales of on-premise channel-exclusive products performing strongly
  - Korea: Distribution inventory cleared; performing strongly
  - United States: Began expanding sales to non-Asian food distributors
  - Australia: RTD discontinued; focusing on beer and performing strongly
  - UK: Pubs carrying our products near London expanded to approximately 70. Shipments to the Scandinavian Peninsula commenced.



In addition to Europe, also in North America and other regions plans to roll out the license manufacturing model





Tourism & Hotel Business deepening Okinawa experience value

- **Renovating restaurants and guest rooms, aiming to be a hotel where three-generation families can relax.**
- **By enhancing original activities in collaboration with neighboring facilities, we aim to create a tourism destination that contributes to the revitalization of the entire northern region.**

Offering breathtaking views and enhanced services A one-of-a-kind "high-end" hotel

- Overlooking the spectacular views of Ie Island, all rooms feature ocean views with balconies, a resort hotel with 238 guest rooms of 50 m² or more
- Within walking distance of Churaumi Aquarium





Actively implementing value-up investments

- Enhancing food and beverage outlets
  - Main dining area renovation reopening (May. 1)
  - Restaurant and garden area renovation (FY26)
- Guest room renovation for families (FY26)





Enhancing experience value and expanding family-oriented activities

- Enhancing stay value through expanded activities
  - Holding events in collaboration with the Okinawa Churashima Foundation
  - Expansion of outdoor pool
  - Promoting human capital investment to enhance hospitality
  - Appointing okami (proprietress) and quality assurance personnel



Toward construction of a new annex building and formation of a tourism ecosystem

- Revenue expansion through enhanced stay value
  - Expanding marionette and cottage-type additional guest rooms, "Enjoy stays across three generations": reinforcing the experience-based resort
- Creating a tourism destination centered on the hotel and Nago Factory



Initiatives for inorganic growth

Concept of inorganic growth

- In pursuit of inorganic growth, we will actively pursue an OKINAWA-originated growth strategy aligned with our “Flywheel Growth with Okinawa” business model.
- In areas where synergies with existing businesses can be expected, we aim to become a Platform that connects Okinawa-originated brands (products and services) to the market.



1
IP multi-brand expansion

Through the power of intellectual property, spreading the appeal of Okinawa



2
Entry into the health beverage market

Turning Okinawa-originated health value into a new pillar



3
Enhancing the tourism experience

Boosting Okinawa stays and experiences



4
Collaboration with Okinawa brands

Attractive, Okinawa-originated partner with brands from Okinawa

Strengthening the communication of OKINAWA value

Orion

To existing businesses Flow back

To existing businesses Flow back

Alcoholic & Beverages Business

Market touchpoints, distribution capability, and product development capability

Tourism & Hotel Business

Provision of accommodation, food & beverage, experience services, and merchandise sales

Synergy

- Increased touchpoints
- Enhanced brand value
- Spillover within and outside the prefecture and overseas
- Deepened experience value

IP multibrand strategy

- We will turn the Orion IP into a platform and create new value and markets together with diverse partners.
- Given steady progress, this fiscal year we expect expansion to 140% YoY on a distribution value basis, reaching 6.0 billion yen within the prefecture and 2.5 billion yen outside the prefecture.
- In FY31, we expect expansion to 16.0 billion yen on a distribution value basis.

IP multibrand strategy

Existing licensees (80 companies)

Apparel, household goods, food, etc.



Orion IP distribution value

FY26 **8.5bn yen** → FY31 Target **16.0bn yen**

Orion IP Platform

Orion

Connecting people and places.
Starting from Orion's worldview, expanding the IP business

- Specialized licensing structure
- EC/Official stores

Collaborations with major IPs

Through collaborations with popular IPs in Japan and overseas, developing new fan bases and markets.



CHUMS Orion THE DRAFT
ORION WITH YOUR CHUMS!

Okinawa brand

Combining with Okinawa's nature, culture, food, and tourism, promoting it as a unique local IP.

Nature | Culture | Food | Tourism

Expansion of IP business

Expansion of products and services	Expansion of fan base	Development of new markets	Enhancement of corporate value
Deployment across diverse categories	Acquiring new fans in Japan and overseas	From Okinawa to the world	Further strengthening of the Orion brand

Initiatives for inorganic growth

Expanding moromi vinegar business under the Orion brand

- **Leveraging the technology and track record of Ishikawa Shuzo's "Ganso Moromi Vinegar," we will expand into multiple health beverages.**
- **Preparations are most advanced for a drinking-care/refreshment beverage and a heatstroke-prevention beverage.**
- **We aim to expand by leveraging the recognition and trust of Okinawa and Orion, as well as our high distribution capability within the prefecture.**

Technology and track record of the moromi vinegar business

- Sales track record of Ishikawa Shuzojo's "Moromi Vinegar"
- Awamori-derived ingredients containing amino acids and citric acid
- Manufacturing and quality control know-how for fermentation and distillation

(1) Anti-hangover + refreshment beverage



- **"Don't hold back on the fun times" Developed by an alcoholic beverage maker for drink lovers**
- Lactic acid fermentation of awamori moromi concentrated citric acid and amino acids
- With a tropical pineapple flavor for that toasting mood

(2) Heatstroke prevention + fatigue recovery soft drink

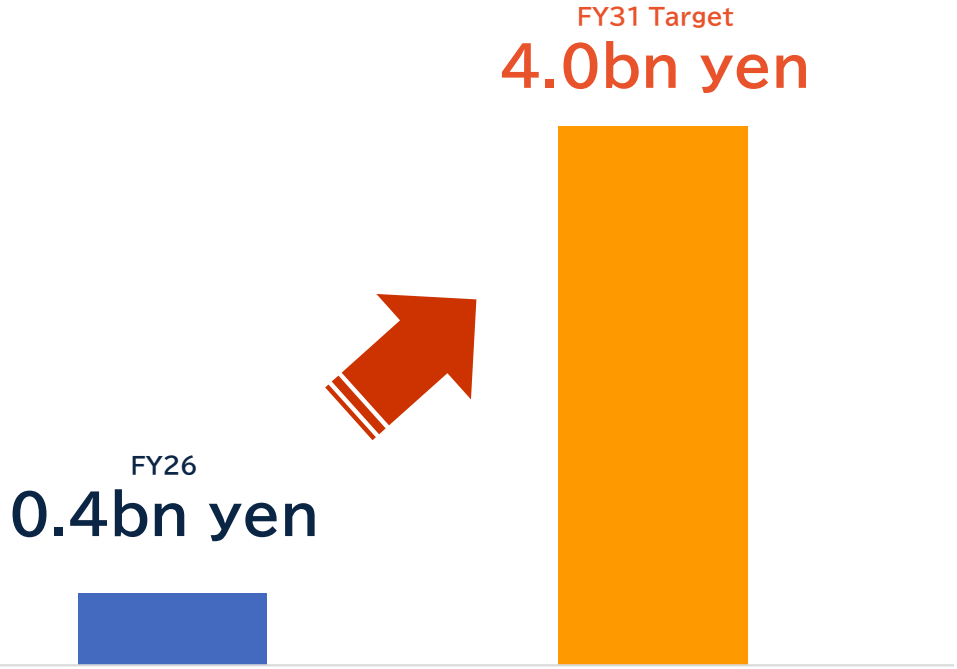


- **"A beverage supporting work sites in extreme heat"**
- Uses ingredients from Okinawa Prefecture, contains sodium
- Refreshing citrus taste you won't tire of even when drinking frequently

Expansion under the Orion brand

- High awareness and trust of "Okinawa" and "Orion"
- Strong distribution capabilities within the prefecture + Building relationships with specific chains outside the prefecture
- Improving hit rate through market-in approach × channel strategy

Outlook for moromi vinegar-related business



Note 1 : The above images and product names are for illustrative purposes only and are not final.

Appendix

Mid-Term Management Plan FY2026-2029
(Reprinted from materials as of May 14, 2026)

Overview of New Mid-Term Management Plan

- Based on the steady progress of the FY25 plan, a new Mid-Term Management Plan has been formulated (FY26-FY29).
- Overcoming the liquor tax revision and abolition of the Special Measures Act in October, adding investment in new growth drivers to accelerate growth.

New Mid-Term Management Plan (FY26-29)

Net sales CAGR

Targets at IPO	New Mid-Term Management Plan
5.0%	5.9%
(FY25 actual 4.0%)	

EBITDA margin

Targets at IPO	New Mid-Term Management Plan
24.0%	25.1%
(FY25 actual 24.2%)	

ROE

Targets at IPO	New Mid-Term Management Plan
15.0%	16.0%
(FY25 actual 15.1%)	

Notes 1: Net sales for net sales CAGR and EBITDA margin are net sales excluding liquor tax. Revenue CAGR is calculated from FY24 to FY29.
Notes 2: FY25 ROE is calculated as income before income taxes excluding real estate sale gains ×
(1 - expected tax rate 30%) ÷ average shareholders' equity at beginning and end of period

Strengthening the "Flywheel Growth with Okinawa" business model and accelerating growth

1. Accelerating growth in existing businesses

- Alcoholic & Beverages Business
  - Strengthening core brands and expanding growth categories
  - Promoting channel-specific strategies
- Tourism & Hotel Business
  - Proactive value-up investment
  - Construction of new annex buildings

2. Establishing new growth drivers

- Converting Okinawa value into revenue growth

3. Capital Allocation

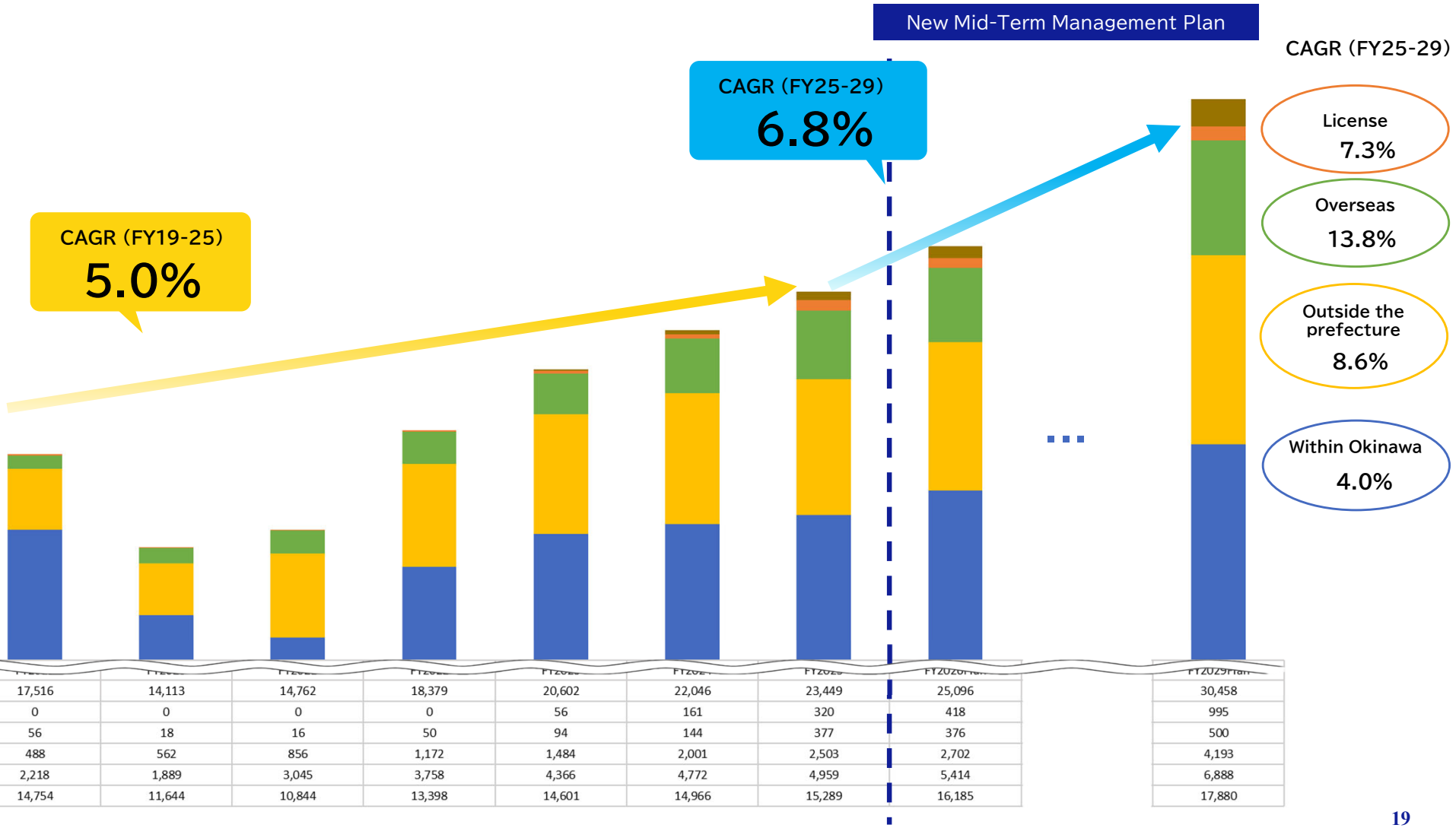
- Pursuing the optimal balance between growth investment and shareholder returns



Accelerating growth of the Alcoholic & Beverages Business

- Within Okinawa, we will ensure stable growth even after the liquor tax revision and abolition of the Special Measures Act.
- We will accelerate growth across the entire Alcoholic & Beverages Business by adding growth from new businesses to outside Okinawa, overseas, and licensing business.

Orion Beer Alcoholic & Beverages Business: Net Sales by Area

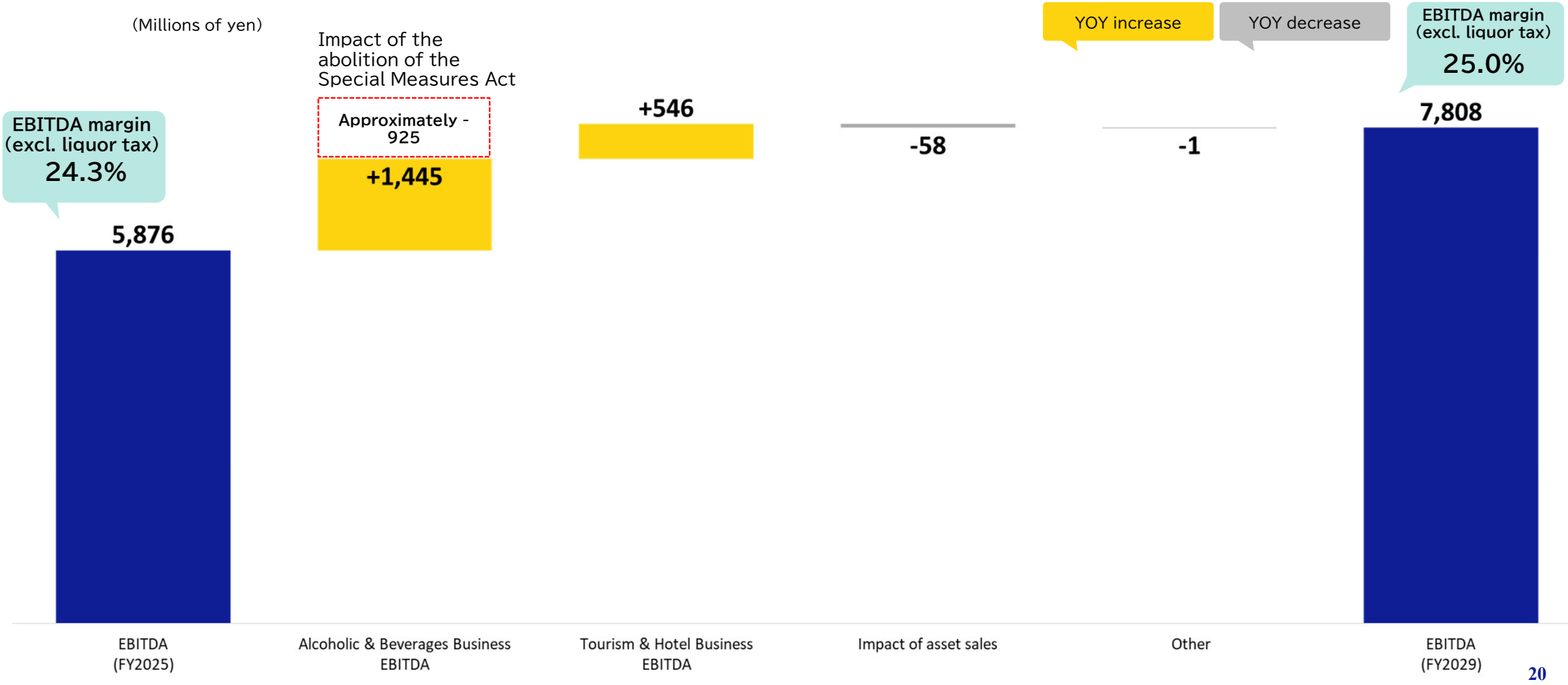


Total	17,516	14,113	14,762	18,379	20,602	22,046	23,449	25,096	30,458
Other	0	0	0	0	56	161	320	418	995
License	56	18	16	50	94	144	377	376	500
Overseas	488	562	856	1,172	1,484	2,001	2,503	2,702	4,193
Outside the prefecture	2,218	1,889	3,045	3,758	4,366	4,772	4,959	5,414	6,888
Within Okinawa	14,754	11,644	10,844	13,398	14,601	14,966	15,289	16,185	17,880

Consolidated EBITDA Variance Analysis

- In the Alcoholic & Beverages Business, growth outside the prefecture and overseas will mitigate the impact within the prefecture from the abolition of the Special Measures Act, with additional gains expected from new business initiatives.
- In the Tourism & Hotel Business as well, in addition to increased RevPAR through advanced revenue management and variable cost control, we expect increased profits through cost reduction via operational efficiency.

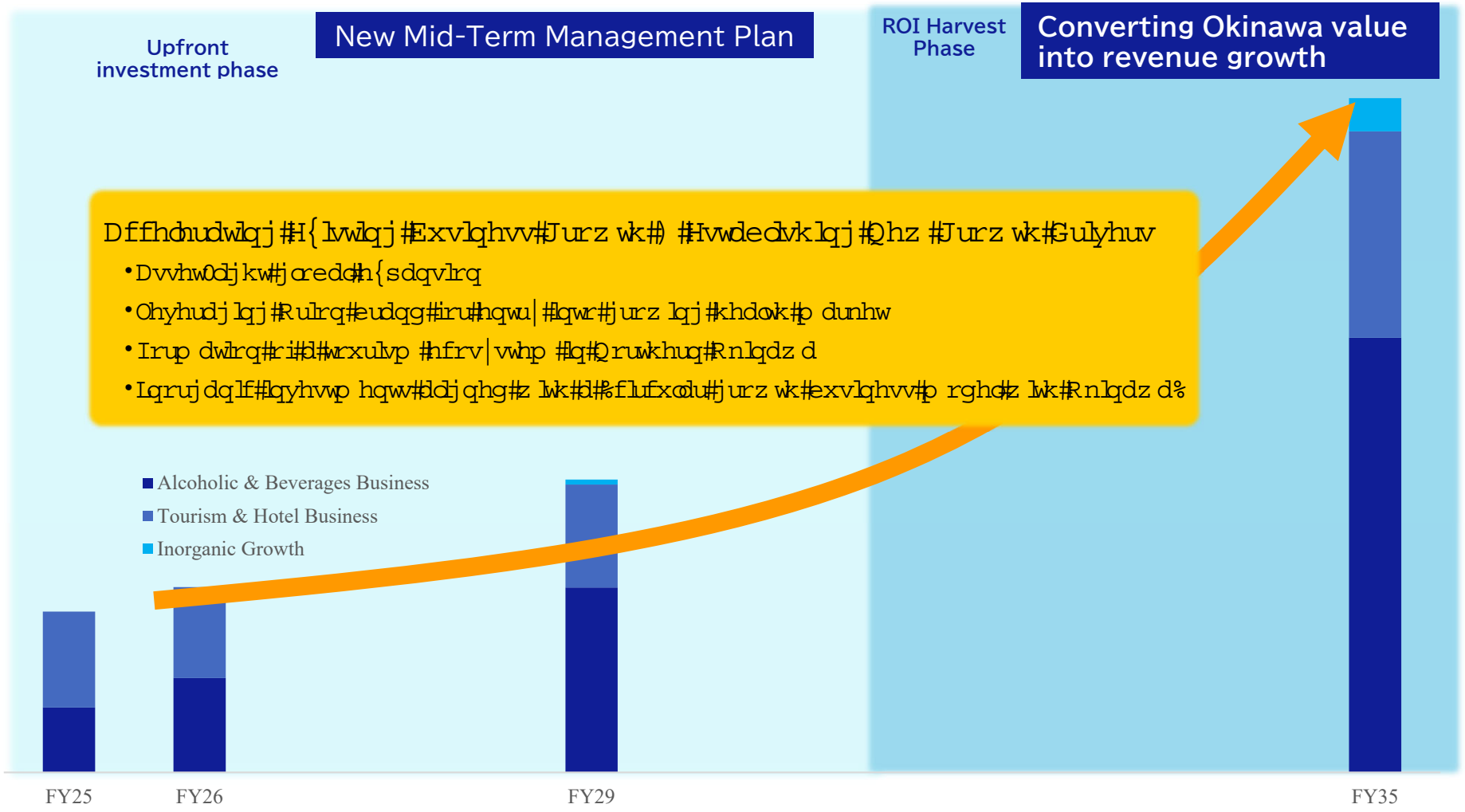
EBITDA Variance Factors During the New Mid-Term Management Plan Period



Building business foundation for future growth

- By strengthening the ”Flywheel Growth with Okinawa” business model, we will accelerate growth through existing businesses while executing investments for next-generation growth to achieve long-term sales growth.

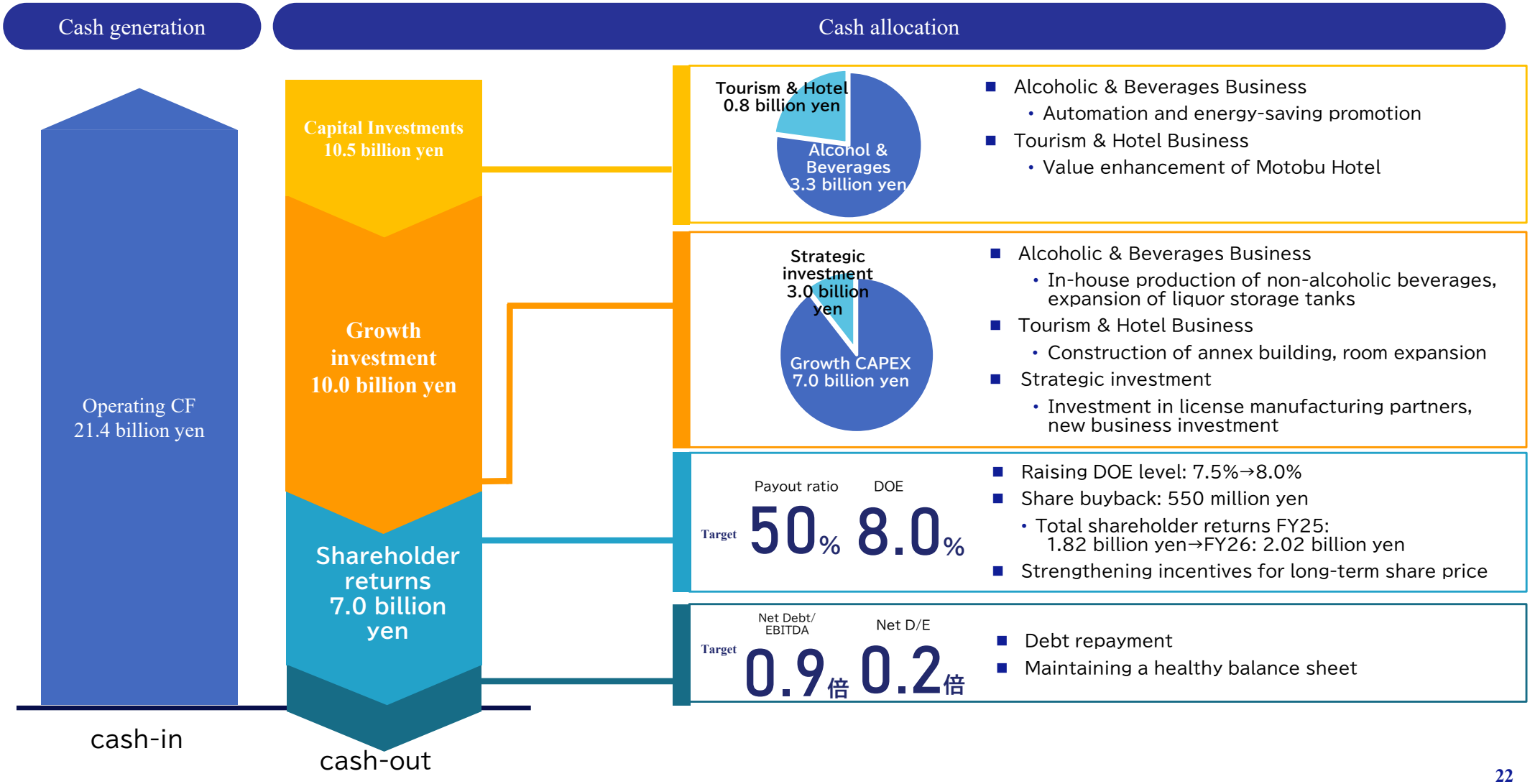
Long-term Sales Growth Vision



Capital Allocation

Pursuing the optimal balance between growth investment and shareholder returns

- **Adhering to ROIC-driven disciplined investment, we strategically allocate approximately two-thirds to growth initiatives and one-third to shareholder returns.**



4-year cumulative total for FY26-FY29

Key Financials

Selected Financial Data

Consolidated Statements of Income (Net sales)

(Millions of yen)	FY2021	FY2022	FY2023	FY2024	FY2025	FY2026
Net sales	18,517	23,544	26,009	28,866	29,713	31,119
Alcoholic & Beverages Business	19,937	23,873	26,206	27,956	28,483	25,700
Tourism & Hotel Business	2,893	4,505	4,861	6,138	5,791	5.419
[Reference] Net sales (excluding liquor tax)	14,666	18,572	20,633	23,336	24,277	25,253
Operating profit	302	2,697	2,850	3,479	4,314	4,352
Alcoholic Beverages & Soft Drinks Business	1,341	2,690	3,136	3,201	3,634	3,639
Tourism & Hotel Business	-965	46	-275	288	690	722
Ordinary profit	583	2,424	2,818	3,447	4,118	4,185
Profit attributable to owners of parent	1,175	3,152	4,649	7,301	3,641	2,932
EBITDA	2,103	4,430	4,585	5,222	5,876	5,948
Alcoholic & Beverages Business	2,174	3,441	3,856	3,886	4,409	4,427
Tourism & Hotel Business	3	1,018	729	1,336	1,466	1,521

Note 1: The Company absorbed its parent company, Ocean Holdings, through a merger in December 2022. FY2019 and FY2020 are consolidated financial figures of Ocean Holdings, and FY2021 onwards are the Company's consolidated financial figures. Note that FY2021 figures do not include Ocean Holdings in consolidation.
Note 2: Net sales from FY2021 onwards are figures with the application of "Accounting Standard for Revenue Recognition (ASBJ Statement No. 29)"
Note 3: Net sales excluding liquor tax are calculated by deducting the liquor tax amount for ORION BREWERIES, LTD. on a standalone basis

Consolidated Balance Sheets

Consolidated Balance Sheets

(Millions of yen)	30-Sep-26	31-Mar-26	Changes
Total assets	43,803	44,089	(286)
Total net assets	18,949	18,484	+465
Total liabilities	24,854	25,605	(751)
Net balance of interest-bearing	7,010	5,855	+1,155
Net D/E ratio (times)	0.37	0.32	+0.05
Net Debt/EBITDA (times)	2.16	1.12	+1.04
Equity ratio	43.3%	41.9%	1.3%

Appendix

Our History

Established in 1957 after WWII, Orion has grown with the development of Okinawa

The change of shareholder in 2019 marks a milestone of the "second foundation"

Thoughts on Establishment

Founded by Sosei Gushiken, who aspired, after the war, to give courage and hope to the young generation of his hometown





1945
WWII ended

1957
Established as Okinawa Beer Co., Ltd.

1959
The beer brand was named "Orion" through a public contest, and the company name was changed to "Orion Breweries Ltd." the following year

1966
First export of beer to Taiwan
(First overseas expansion)

1972
Okinawa returned to Japan

1975
Open of Hotel Royal Orion

2002
Alliance with Asahi

Manufacture and sell Asahi's products in Okinawa by Orion

Sell Orion's products outside Okinawa by Asahi

2014
Open of Hotel Orion Motobu Resort & Spa

2018
Launch of "75 Beer"

2019
Launch of Orion's first *Chūhai* brand "WATTA"

Towards further Enhancement of our Corporate Value

The second foundation of Orion with Nomura Capital Partners and Carlyle

NOMURA CARLYLE

2022
Launch of "ORION THE PREMIUM" and "natura"

2024
Alliance with Kintetsu Group

Leverage the tourism expertise of the Kintetsu Group



Renovation of the Orion Hotel Motobu Resort & Spa

Collaboration with JUNGLIA

2025
Listed on the Tokyo Stock Exchange

Company name chosen through a public contest

Named after the constellation Orion, which is visible in the southern sky and matches the image of the southern island Okinawa. Stars are often used as a symbol of dreams and aspiration

Our Business Model – Growth with Okinawa at the core

Attractive products and experiences for locals and tourists, achieving sustainable growth with Okinawa

Consumption in Okinawa by locals

- A loyal fanbase of locals who love Orion
- Strong portfolio rooted in Okinawa
- Deep RTM strength from production to logistics
- Overwhelming share in local restaurants (78.1% on-premise penetration of Orion kegs1)







- Strong business partners who understand Okinawa
- Connect consumers with memories of Okinawa (Okinawa fair and other events)
- Deliver the Japanese craftsmanship with a warm twist brand positioning in Europe, U.S and Australia
- Premiumization with differentiated brand positioning



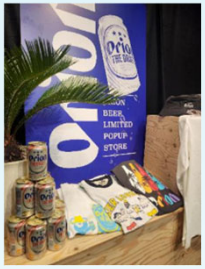
Consumption outside Okinawa and overseas



Consumption and awareness in Okinawa by tourists

- 96.9% recognition of Orion Beer among tourists[1]
- 71.7%[2] of tourists have experienced Orion Beer
- Orion hotel in popular tourist area
- Licensing business with strong brands
- Leveraging JUNGLIA





- Brand experience at our hotels
- Develop “Orion Brewery Park” experience
- Orion Beer fest (attracting over 60,000 visitors[3] annually at three locations)
- Consumers sharing on social media





Enhance and spread brand experience

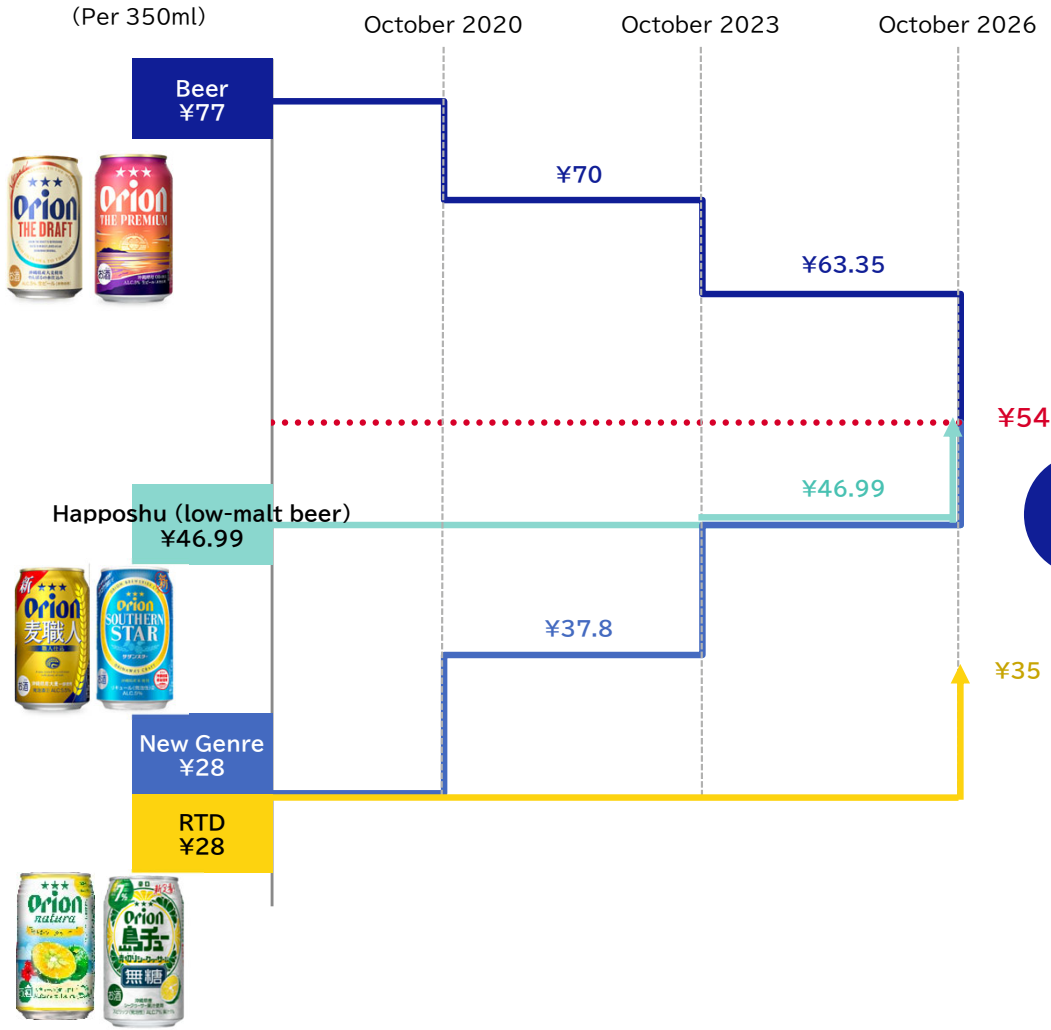
Note 1, 2 Source: Company data, Ministry of Internal Affairs and Communications Statistics Bureau “2021 Economic Census Activity Survey Results,” Okinawa Bank Economic Research Institute “Survey on Price Sensitivity for Okinawan Alcoholic Beverages in Okinawa Tourism”
Note 3: Company estimate calculated as 20L beer keg consumption × 50 people + 350ml can consumption × 1 person

Reference

Overview of Liquor Tax Law Revision and Abolition of Special Measures Act

- **The nationwide liquor tax revision and abolition of the liquor tax reduction measures under the Special Measures Law in Okinawa Prefecture are scheduled to be implemented in October 2026**

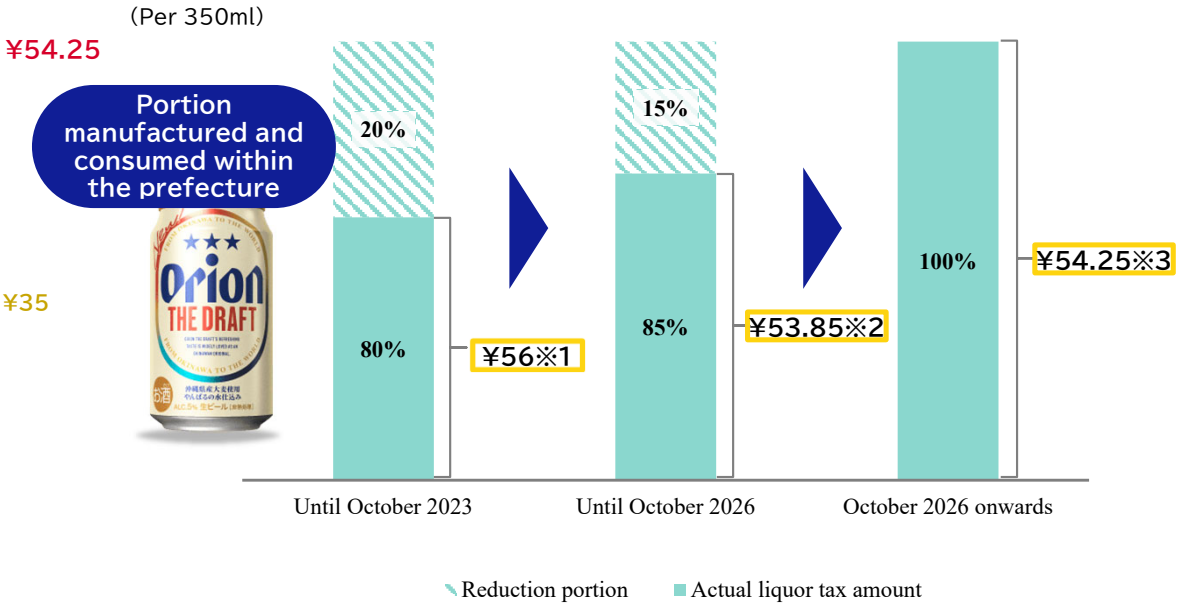
Overview of Nationwide Liquor Tax Revision



Phased out of the Liquor Tax Reduction Program

- The Special Measures Act for the Promotion and Development of Okinawa was enacted to help development of Okinawa after its post-war reversion to Japan in 1972, since when tax reduction has been given to liquor produced and consumed in the prefecture.
- The tax reduction has been scaled down in line with Okinawa's economic growth. The 15% reduction for beer products will be ended in Oct. 2026 to bring the prefecture's liquor tax to the national level.

Beer Liquor Tax Trends 1



Source: Ministry of Finance "Materials on Liquor Tax," Ministry of Finance "Revision of Special Taxation Measures Law (Indirect Tax Related)"
Note 1: Liquor tax trends for beer manufactured and shipped within Okinawa Prefecture

*1: Standard tax ¥70×80%
*2: Standard tax ¥63.35×85%
*3: Standard tax ¥54.25×100%