

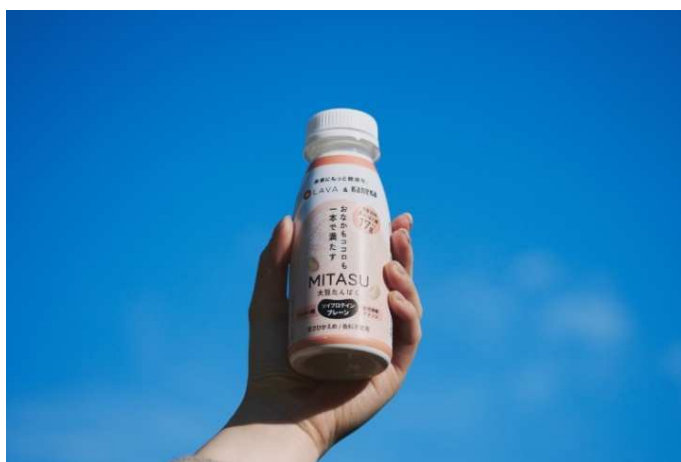
March 24, 2025

KANEKA CORPORATION

Kaneka Jointly Developed Protein Drink “MITASU™ Plain” with Hot Yoga Studio LAVA
- Natural Protein Drink that Satisfies Your Stomach and Your Mind with One Bottle Now on Sale -

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) will launch a new product, “MITASU™ Plain”, a protein drink, which was jointly developed with LAVA, a hot yoga studio group operated by LAVA International, Inc. (Headquarters: Minato-ku, Tokyo; President: Takahiko Sumi). “MITASU™ Plain” will be sold through its affiliate company, Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki), on Tuesday, March 25.

“MITASU™ Plain” is a plant-based protein drink that contains one serving of protein*¹. It has a thick texture and is filling, so it will satisfy your stomach and your mind with just one bottle. It is a natural product that is made with simple ingredients such as soybeans, beet sugar, and inulin. You can easily consume protein in your daily life, using this product to replace breakfast on busy mornings, have it with lunch when you are lacking protein, or having it as a snack in the evening when you are feeling a little peckish.



Protein is not only the foundation of body, but also an energy source which makes it an essential nutrient for maintaining good health. Since the body cannot store protein, it is necessary to consume it regularly with each meal. However, people in their 20s to 50s are more likely to skip breakfast, and there is a tendency to easily become deficient in protein*².

Based on our mission of “KANEKA thinks ‘Wellness First’”, we are working to promote comprehensive health, including nutrition and exercise, and we regard protein as an important nutrient. This time, by making use of the blending technology we have cultivated in our food business to create deliciousness, we have created a high-protein beverage with simple ingredients and a smooth texture.

LAVA, which was involved in the joint development, is one of the largest hot yoga studios in Japan with more than 540 locations*³ nationwide under the slogan, "Make as many people happy as possible through yoga". LAVA, working on improving peoples' health through yoga and other services, and Kaneka, working on improving peoples' health through technology, materials, and products, have been developing products by leveraging the advantages of our synergy. "MITASU™ Plain" is the second consecutive product after the "NightVeil™" series, a food with function claims containing the active form of coenzyme Q10.

The Kaneka Group will continue to contribute to a richer dietary lifestyle by further enriching its lineup of products focusing on delicious flavor and health.

*1. Recommended amount per serving for adult women: 17g ("Dietary Reference Intakes for Japanese 2020", Ministry of Health, Labor, and Welfare)

*2. National Health and Nutrition Survey 2019 (Ministry of Health, Labor, and Welfare)

*3. As of March 2025 (including Rintosull brand)

<Product Information>



Product Name	MITASU™ Plain
Volume	235ml
Suggested Retail Price	331 yen + tax (357yen incl. tax) * ⁴
Retailer Clients* ⁵	Supermarkets, convenience stores, Kaneka online shop* ⁶ , Kaneka Foods Corporation Rakuten store, Amazon, LAVA online shop (sold from May), etc.

*4. The price includes consumption tax of 8% as a product eligible for reduced tax.

*5. Some stores may not carry this product.

*6. Kaneka online shop <https://shop.kaneka.co.jp> (in Japanese)

Product Features:

- A plant-based protein drink that contains one serving of protein: 17g*¹
- The simplest possible ingredients with the fewest additives (using Kaneka's blending technology now under patent submission)
- Natural sweetness using beet sugar
- Contains food fiber (inulin). Fit for replacing meals due to thick texture making you feel full.
- A plastic bottle-type container enables you to consume it easily anytime anywhere and does not require shaking.

For product inquiries:

Kaneka Foods Corporation

0120-97-1207 (10:00 a.m. to 5:00 p.m. excluding weekends and holidays)

<Kaneka Foods Corporation>.

Headquarters: Shinjuku-ku, Tokyo

Business description:

- Purchase and sale of food for bakery, confectionery, and processed foods
- Machine sales
- Planning, development, sales, licensing, store management, e-commerce sales, and e-commerce mall management of consumer products and related products

President and Representative Director: Futoshi Fukuzaki