

An Overview of Specifications for Outsourcing of "Saga Beef"
Information Promotion in Hong Kong

<Purpose of the Project>

The "Saga Beef Export Promotion Consortium" (here in after referred to as the "Consortium"), has been working to promote the exportation of "Saga Beef" (Wagyu beef produced in Saga Prefecture) to Hong Kong by utilizing the Saga Prefecture High Performance Meat Center "KAKEHASHI", which has been in full operation since June 2023. In particular, Hong Kong is the first exporting destination and still the largest volume of exportation of "Saga Beef". Therefore, Hong Kong plays an important role in our future exporting strategy. Thanks to everybody's efforts, "Saga Beef" currently has a certain level of name recognition in Hong Kong, but we are aiming to further increase the number of "Saga Beef" fans in Hong Kong.

<Period of Contract>

From the signing date of the contract to March 15, 2024.

<Contents of Business Consignment>

This project shall be conducted for the purpose of achieving the following purpose for consumers in Hong Kong and for people visiting Hong Kong from neighboring countries.

- To promote the characteristics and attractiveness of "Saga Beef".
- To increase awareness of "Saga Beef" through media exposure and to promote through Social Networking Service.
- To foster and establish the premium image of "Saga Beef".
- To increase the number of customers visiting shops and restaurants that sell "Saga Beef".

<Documents to be Submitted>

The consignee shall submit the following items.

- (1) Project report *Data such as PDF shall also be submitted.
- (2) Documents and other materials used for this project.

(3) Other items that consignee and the Consortium agreed.

<Commission Fee>

The maximum fee shall be JPY 2,500,000 (including consumption tax and local consumption tax in Japan).

<Payment of Commission Fee>

When the project is totally completed.