

Japan Credit Rating Agency, Ltd. (JCR) announces the following credit rating.

ZENSHO HOLDINGS CO., LTD. (security code: 7550)

<Affirmation>

Long-term Issuer Rating:	BBB+
Outlook:	Stable
Bonds:	BBB+
Shelf Registration:	Preliminary BBB+
Subordinated Loan:	BBB-
CP:	J-2

Rationale

- (1) ZENSHO HOLDINGS CO., LTD. (the "Company") is the holding company of Japan's largest restaurant chain group. With various business formats, including "Sukiya" beef bowl restaurants, "Coco's" family restaurants and "Hamazushi" 100-yen sushi restaurants, it operates 10,101 stores (as of the end of June 2022) at home and abroad. With strength in the mass merchandising (MMD) system that integrates everything from the procurement of raw ingredients to manufacturing/processing, logistics and sales through group companies, the Company boasts the industry-leading food procurement capacity and delivery network. In an effort to become the world's number one company in the food industry, it has been expanding the "Sukiya" business in China in recent years, while accelerating business development in the U.S. through Advanced Fresh Concepts Corp. ("AFC"), which it acquired in November 2018.
- (2) Profits have been firm in the restaurant industry, which is constrained by the COVID-19 pandemic. The Company maintains stable earnings capacity through a business portfolio well-diversified in region and business format, primarily offering daily meals. Currently, there are concerns about high costs including raw ingredients prices as a factor squeezing earnings. However, given the fact that the Company conducted price revisions in almost all business formats and its high ability to attract customers, the Company will be able to maintain a certain level of profits, in JCR's view. In addition, with its high cash flow generation capacity, the Company is expected to continue to improve financials while expanding equity capital going forward. Based on the above, JCR has affirmed the ratings on the Company with Stable outlook.
- (3) For the fiscal year ending March 2023 (FY2022), the Company forecasts an operating income of 25 billion yen, up 170.8% year on year. The operating income was 20.9 billion yen in FY2019, before the full expansion of the COVID-19 pandemic, and the Company is formulating a business performance plan to return to the previous growth trajectory. In recent years, because AFC and other overseas companies have been increasingly contributing to performance, the earnings base has been enhancing. While it is necessary to pay attention to the impact of higher costs, JCR sees that the Company will continue to expand its business domestically and overseas with appropriate sales and pricing policies, and the business performance will be firm for the foreseeable future. Because the restaurant category is affected by the spread of infection considerably, JCR will continue to monitor recovery trends going forward.
- (3) As of the end of FY2021, its equity capital was 138.3 billion yen (after consideration of equity content of the subordinated loan: 120.3 billion yen as of the end of FY2020) and the equity ratio was 32.4% (30.4%). At end-FY2021, aside from a positive effect of the foreign currency translation adjustment account due to the yen's depreciation, its equity capital has been steadily expanding through the profit accumulation. Under the new medium-term management plan (from FY2022 through FY2024), the Company intends to invest slightly more than 170 billion yen in new store opening and productivity improvement. Although the Company's investment stance is positive, there is no change in its policy of pursuing investments based on certain financial disciplines, and financial risks are unlikely to increase rapidly.

Shigenobu Tonomura, Misa Ishizaki

Rating

Issuer: ZENSHO HOLDINGS CO., LTD.

<Affirmation>

Long-term Issuer Rating: BBB+ Outlook: Stable

Issue	Amount (bn)	Issue Date	Due Date	Coupon	Rating
Bonds no. 3	JPY 10	Dec. 13, 2021	Dec. 13, 2024	0.340%	BBB+
Bonds no. 4	JPY 5	Dec. 13, 2021	Dec. 11, 2026	0.440%	BBB+
Bonds no. 5 (sustainability bonds)	JPY 10	June 13, 2022	June 11, 2027	0.710%	BBB+

Shelf Registration: Preliminary BBB+

Maximum: JPY 40 billion

Valid: two years effective from August 8, 2021

Issue	Amount (bn)	Execution Date	Repayment Date	Interest Rate	Rating
Subordinated Loan	JPY 30	June 29, 2018	June 30, 2053	(Note 1)	BBB-
Subordinated Loan	JPY 30	Mar. 29, 2019	Mar. 31, 2054	(Note 2)	BBB-
Subordinated Loan	JPY 10	Feb. 10, 2021	Feb. 10, 2056	(Note 3)	BBB-
Subordinated Loan	JPY 10	Sept. 30, 2022	Sept. 30, 2057	(Note 4)	BBB-

Notes:

1. Base rate + initial spread as fixed interest rate for the interest periods beginning on the execution date or before the interest payment date in June 2023. Base rate + initial spread + 1% step-up interest rate as floating rate for the interest periods beginning on or after said interest payment date.
2. Base rate + initial spread as fixed interest rate for the interest periods beginning on the execution date or before the interest payment date in March 2024. Base rate + initial spread + 1% step-up interest rate as floating rate for the interest periods beginning on or after said interest payment date.
3. Base rate + initial spread as fixed interest rate for the interest periods beginning on the execution date or before the interest payment date in February 2026. Base rate + initial spread + 1% step-up interest rate as floating rate for the interest periods beginning on or after said interest payment date.
4. Fixed interest rate for the interest periods beginning on the execution date or before September 30, 2027. Base rate + initial spread + 1% step-up interest rate as floating rate for the interest periods beginning on or after said interest payment date.

CP: J-2

Maximum: JPY 10 billion

Rating Assignment Date: October 28, 2022

The assumptions for the credit ratings and the definitions of the rating symbols are published as "Types of Credit Ratings and Definitions of Rating Symbols" (January 6, 2014) in Information about JCR Ratings on JCR's website (<https://www.jcr.co.jp/en/>).

Outline of the rating methodology is shown as "JCR's Rating Methodology" (November 7, 2014), "Food Service" (July 13, 2011), "Rating Methodology for a Holding Company" (January 26, 2015), "Rating Viewpoints on Pure Holding Companies (Domestic Industrial Corporations)" (July 1, 2003) and "Ratings of Hybrid Securities" (September 10, 2012) in Information about JCR Ratings on JCR's website (<https://www.jcr.co.jp/en/>).

The rating stakeholder participated in the rating process of the aforementioned credit ratings.

A preliminary rating is a credit rating assigned as a preliminary evaluation while material terms for issue to be rated are not yet finalized. When the issuing terms are finalized, JCR will confirm them and will assign a credit rating anew. The rating level of the final rating may be different from that of the preliminary rating, depending on the final content of the terms, etc.

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JCR publishes its press releases regarding the rating actions both in Japanese and in English on the same day. In case that it takes time to translate rating rationale, JCR may publicize the summary version, which will be replaced by the full translated version within three business days. (Regarding Structured Finance products, JCR only publicize the summary version in English.)

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INFORMATION DISCLOSURE FORM

Japan Credit Rating Agency, Ltd.

Disclosure Required by Paragraph (a)(1)(ii) of Rule 17g-7

Issuer:	ZENSHO HOLDINGS CO.,LTD.
Rating Publication Date:	November 2, 2022

1

The Symbol, Number, or Score in the Rating Scale used to Denote Credit Rating Categories and Notches and, the Identity of the Obligor or the Identity and a Description of the Security or Money Market Instrument as Required by Paragraph (a)(1)(ii)(A) of Rule 17g-7

- Please see the news release. If the credit rating is a private rating, please see the report for private rating.

2

The version of the procedure or methodology used to determine the credit rating; as Required by Paragraph (a)(1)(ii)(B) of Rule 17g-7

- Please see the news release. If the credit rating is a private rating, please see the report for private rating.

3

The Main Assumptions and Principles used in Constructing the Procedures and Methodologies used to Determine the Credit Rating as Required by Paragraph (a)(1)(ii)(C) of Rule 17g-7

- The credit rating methodology assumes, in principle, to be applied to assess the likelihood of a given debt payment in light of its issuer's condition and business environment, etc. in the relevant future. There is certain limitation, however, in the time horizon that the rating foresees.
- The credit rating methodology assumes, in principle, that the factors posted in the below are particularly important for such likelihood to be determined, and that the rating determination is made by evaluating each of them not only quantitatively but also employing qualitative analyses.

A) Business Bases

The likelihood of a given debt payment is highly conditional to its issuer's business bases - how they can be maintained/ expanded into the future and thereby secure earnings and cash flows in adequacy and in a sustainable way.

B) Financial Grounds and Asset Quality

The likelihood of debt payment is highly dependent on the degree of the issuer's indebtedness and loss absorption capacity in terms of equity capital. Also notable is that a financial institution might see a significant loss of financial grounds as a result of changes in value of the assets under its possession.

C) Liquidity Positions

The likelihood of debt payment is highly dependent on the adequacy of the issuer's cash and other sources of repayment (liquidity positions).

D) Related Parties' Status and Stance of Support/ Assistance for the Issuer

The likelihood of debt payment is affected one way or the other by the issuer's related parties such as parent company, subsidiary, guarantor, and the government of the issuer's business domicile, etc. - by their own conditions and/ or position of support/ assistance for the issuer.

E) Order of Seniority in Debt Payment

The likelihood of debt payment can be different between given debts of the same issuer. The likelihood of debt payment for an individual debt is dependent on the issuer's discretion, and/ or its rank relative to other debts of the same issuer in the order of seniority in principal/ interest payment which is determined by design as financial product or by laws, etc.

4 The Potential Limitations of the Credit Rating as Required by Paragraph (a)(1)(ii)(D) of Rule 17g-7

- The credit rating herewith presented by JCR is its summary opinion with regard to the likelihood of given debt payment and hence not necessarily a perfect representation of such likelihood. The credit rating is not intended to estimate the probability of default or the loss on given default, either.
- The objective of the credit rating herewith presented does not include any concerns other than the likelihood of debt payment, such as risks of price changes, market liquidity, etc.
- The credit rating herewith presented is necessary to be reviewed along with possible changes of the issuer of rated objects in its business performance and/ or circumstances which include regulatory environment, and hence subject to possible alteration.

5 Information on the Uncertainty of the Credit Rating as Required by Paragraph (a)(1)(ii)(E) of Rule 17g-7

- The information used for the determination of credit rating as herewith presented is obtained by JCR from the issuer of rated objects and other sources that JCR trusts in terms of accuracy and reliability but possibly contains errors due to human, non-human or other causes. Consequently, the credit rating determined on the grounds of such information does not constitute, explicitly or implicitly, any representation or warrant of JCR on the information itself or any consequences of its use in terms of accuracy, relevance, timeliness, wholeness, market value, or usefulness for any specific purposes.

6 Use of Due Diligence Services of a Third Party in Taking the Rating Action as Required by Paragraph (a)(1)(ii)(F) of Rule 17g-7

- There is no use of any third-party due diligence service in the determination of the credit rating herewith presented.

7 Use of Servicer or Remittance Reports to Conduct Surveillance of the Credit Rating Required by Paragraph (a)(1)(ii)(G) of Rule 17g-7

- There is no use of any servicer or remittance report to conduct surveillance of the credit rating herewith presented.

8 The Types of Data Relied Upon for the Purpose of Determining the Credit Rating as Required by Paragraph (a)(1)(ii)(H) of Rule 17g-7

- The information posted in the below, which includes data, is used for the determination of the credit rating herewith presented.

A) Audited financial statements presented by the rating stakeholders

B) Explanations of business performance, management plans, etc. presented by the rating stakeholders

9 Overall assessment of the Quality of Information Available and Considered in Determining the Credit Rating as Required by Paragraph (a)(1)(ii)(I) of Rule 17g-7

- JCR holds its basic policies for securing the quality of information as a base of due diligence for the determination of credit ratings. The information used as a base for the determination of credit rating herewith presented satisfies such policies, which include the audit by an independent auditor, the warranty made by the issuer, the publication by the issuer, some independent media or, otherwise, JCR analyst's scrutiny, etc.
- JCR sees no particular weakness in the quality of information used for the determination of the credit rating herewith presented as compared to the information used in other cases of the credit rating for comparable issuers or ratable objects.
- If the credit rating is an Indication, please see the report for Indication.

10 Information Relating to Conflicts of Interest as Required by Paragraph (a)(1)(ii)(J) of Rule 17g-7

- JCR receives payment of compensation for the determination of the credit rating herewith presented from either one of those parties who are issuer, underwriter, depositor or sponsor.
- JCR did not receive in the last fiscal year in the past payment of compensation from the same party for any kind of JCR's service other than the determination of public or private credit rating, such as one in the ancillary business.

11 Explanation or Measure of the Potential Volatility of the Credit Rating as Required by Paragraph (a)(1)(ii)(K) of Rule 17g-7

A) Business Bases

The credit rating is subject to alteration if there is improvement or deterioration of the issuer's business bases, since its revenue, etc. may improve or deteriorate by the change in its business management policies, clients' preferences, competitive situation, or a technological innovation. The resultant alteration of the credit rating is usually by a notch, with possibility of a few notches if and when the change in the business bases is large.

B) Financial Grounds and Asset Quality

The credit rating is subject to alteration if the issuer increases/ decreases its debt/ capital or vice versa and thereby makes its individual debt payment liability less or more bearable and its loss absorption capacity into the future decreased or increased. Also, the changes in the quality of asset under the issuer's holding may affect the credit rating, since such changes could raise or lower the likelihood of future loss of the issuer's financial grounds. The resultant alteration of the credit rating is usually by a notch, with possibility of a few notches if and when the change in the financial grounds and/ or asset quality is large.

C) Liquidity Positions

The credit rating is subject to alteration if there is a change in the issuer's financial management policy or in the relations with fund procurement sources and the change thereby makes its liquidity positions improve or deteriorate. The resultant alteration of the credit rating is usually by a notch, with possibility of a few notches if and when the change is large.

D) Related Parties' Status and Stance of Support/ Assistance for the Issuer

The credit rating is subject to alteration if there is a change in the issuer's parent company or subsidiary, guarantor or other provider of credit enhancement, or the government of the issuer's business domicile, or other related parties' own conditions and/ or position of support/ assistance for the issuer, and the change thereby makes its business bases, financial grounds and/ or liquidity positions improve or deteriorate, and/ or making the effectiveness of guarantee and other credit enhancement improve or deteriorate. The resultant alteration of the credit rating is usually a notch, with possibility of a few notches if and when the change is large.

E) Order of Seniority in Debt Payment and Non-Payment Forgiven by Contract

The credit rating is subject to alteration if there is a change in the rated debt's status in the order of seniority relative to other debts caused by the improvement/ deterioration of the issuer's financial condition. The resultant alteration of the credit rating is usually a notch, with possibility of a few notches if and when the change is large. Also, in case of the financial products for which non-payment of interest/ principal is contractually permissible, the credit rating is subject to alteration if and when the likelihood of such non-payment is projected to increase or decrease. The resultant alteration of the credit rating could be by a notch but often as much as a few notches.

F) Rise and Fall in General Economy and Markets

The credit rating is subject to alteration if there is a rise/ fall in the general economy and/ or the markets inducing the issuer's revenues/ expenses to increase/ decrease and vice versa, etc. The resultant alteration of the credit rating is usually by a notch, with possibility of a few notches if and when the change is exceptionally large.

G) Various Events

The credit rating is subject to alteration on occurrence of various events, such as change in the issuer's major shareholders, M&A and other organizational change, accident, violation of the law, litigation, legal/ regulatory change, natural disaster, etc., which are unforeseeable at the time when the credit rating is determined, causing a significant change on the issuer's business bases, financial grounds, etc. The resultant alteration of the credit rating could be by a notch but more often than not as much as a few notches.

12

Information on the Content of the Credit Rating, Including the Historical Performance of the Credit Rating and the Expected Probability of Default and the Expected Loss in the Event of Default as Required by Paragraph (a)(1)(ii)(L) of Rule 17g-7

- Historical records of the credit rating herewith presented are posted in the end of this paper.
- The credit rating herewith presented by JCR is its summary opinion with regard to the likelihood of given debt payment and hence not necessarily a perfect representation of such likelihood. The credit rating is not intended to estimate the probability of default or the loss on given default, either.
- Facts of the probability of default are posted as Form NRSRO Exhibit 1 on the JCR website under the URL:

<https://www.jcr.co.jp/en/service/company/regu/nrsro/>

13

Information on the Sensitivity of the Credit Rating to Assumptions Made as Required by Paragraph (a)(1)(ii)(M) of Rule 17g-7

A) Business Bases

The credit rating herewith presented could be changed if and when the assumptions made at the time of its determination turn out to be inaccurate with regard to the issuer's business bases and powers of earning or cash flow generation, etc. The resultant change of the credit rating is most likely by a notch, as JCR speculates, but possibly as much as a few notches if the development is rapid in improvement or deterioration of the issuer's business bases on some drastic change in the operational environments, etc.

B) Financial Grounds and Asset Quality

The credit rating herewith presented could be changed if and when the assumptions made at the time of its determination turn out to be inaccurate with regard to the issuer's financial grounds and asset quality. The resultant change of the credit rating is most likely by a notch, as JCR speculates, but

possibly as much as a few notches if the development is rapid in improvement or deterioration of the issuer's financial grounds and/ or asset quality on some drastic change in its business bases.

C) Liquidity Risks

The credit rating herewith presented could be changed if and when the assumptions made at the time of its determination turn out to be inaccurate with regard to the issuer's liquidity positions. The resultant change of the credit rating is most likely by a notch, as JCR speculates, but possibly as much as a few notches if the development is rapid in improvement or deterioration of the issuer's liquidity positions on some drastic change in its financial management policy or relations with fund procurement sources, etc.

D) Order of Seniority in Debt Payment and Non-Payment Forgiven by Contract

The credit rating herewith presented could be changed if and when the assumptions made at the time of its determination turn out to be inaccurate with regard to the order of seniority in repayment of interests and principal. JCR assumes the resultant change of the credit rating is most likely by a notch. The change could be as much as a few notches if the issuer's financial structure differs so much and thereby the balance between debts shifted so greatly. Rating change is also possible in case of the financial products for which non-payment of interest/ principal is contractually permissible, if and when the assumptions made at the time of its determination turns out to be inaccurate. The change of the credit rating is assumed to be by a notch but often as much as a few notches.

E) Rise and Fall in General Economy and Markets

The credit rating herewith presented could be changed if and when the assumptions made at the time of its determination turn out to be inaccurate with regard to the prospects of general economy and markets. JCR expects the change should be most likely by a notch but could be as much as a few notches, should the economy or the markets change so greatly.

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Information on the Representations, Warranties, and Enforcement Mechanisms of an Asset-backed Security as Required by Paragraph (a)(1)(ii)(N) of rule 17g-7

- The credit rating herewith presented is not for an ABS product, and hence no relevant issue.

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The Historical Performance of the Credit Rating

Issuer Name	Issue Name	Publication Date	Rating	Outlook/Direction
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	November 9, 2011	BBB	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	November 29, 2012	BBB	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	September 11, 2013	BBB	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	August 6, 2014	#BBB	Negative
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	September 3, 2014	BBB-	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	November 10, 2014	#BBB-	Negative
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	March 26, 2015	BBB-	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	February 10, 2016	BBB-	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	February 1, 2017	BBB-	Positive
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	January 26, 2018	BBB	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	February 25, 2019	BBB	Stable
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	November 15, 2019	BBB	Positive
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	December 11, 2020	BBB	Positive
ZENSHO HOLDINGS CO., LTD.	Issuer(Long-term)	October 27, 2021	BBB+	Stable
ZENSHO HOLDINGS CO., LTD.	CP	March 21, 2012	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	November 29, 2012	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	September 11, 2013	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	September 3, 2014	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	November 10, 2014	#J-2	Negative
ZENSHO HOLDINGS CO., LTD.	CP	March 26, 2015	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	February 10, 2016	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	February 1, 2017	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	January 26, 2018	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	February 25, 2019	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	November 15, 2019	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	December 11, 2020	J-2	
ZENSHO HOLDINGS CO., LTD.	CP	October 27, 2021	J-2	
ZENSHO HOLDINGS CO., LTD.	Shelf Registration	August 6, 2021	BBB	
ZENSHO HOLDINGS CO., LTD.	Shelf Registration	October 27, 2021	BBB+	
ZENSHO HOLDINGS CO., LTD.	Bonds no.3	December 7, 2021	BBB+	
ZENSHO HOLDINGS CO., LTD.	Bonds no.4	December 7, 2021	BBB+	
ZENSHO HOLDINGS CO., LTD.	Bonds no.5	June 7, 2022	BBB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	June 20, 2018	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	February 25, 2019	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	November 15, 2019	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	December 11, 2020	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	October 27, 2021	BBB-	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	March 22, 2019	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	November 15, 2019	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	December 11, 2020	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	October 27, 2021	BBB-	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	February 5, 2021	BB+	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	October 27, 2021	BBB-	
ZENSHO HOLDINGS CO., LTD.	Loan(subordinated)	September 20, 2022	BBB-	

Attestation Required by Paragraph (a)(1)(iii) of Rule 17g-7

I, Mikiya Kubota, have responsibility to this Rating Action and to the best of my knowledge:

- A) No part of the credit rating was influenced by any other business activities.
- B) The credit rating was based solely upon the merits of the obligor, security, or money market instrument being rated.
- C) The credit rating was an independent evaluation of the credit risk of the obligor, security, or money market instrument.

窪田 幹也

Mikiya Kubota

General Manager of Corporate Rating Department I

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