

First Quarter Financial Results for FY2025

July 31, 2025

MORITA HOLDINGS CORPORATION

Securities Code: 6455

I. Company Overview





Company Outline

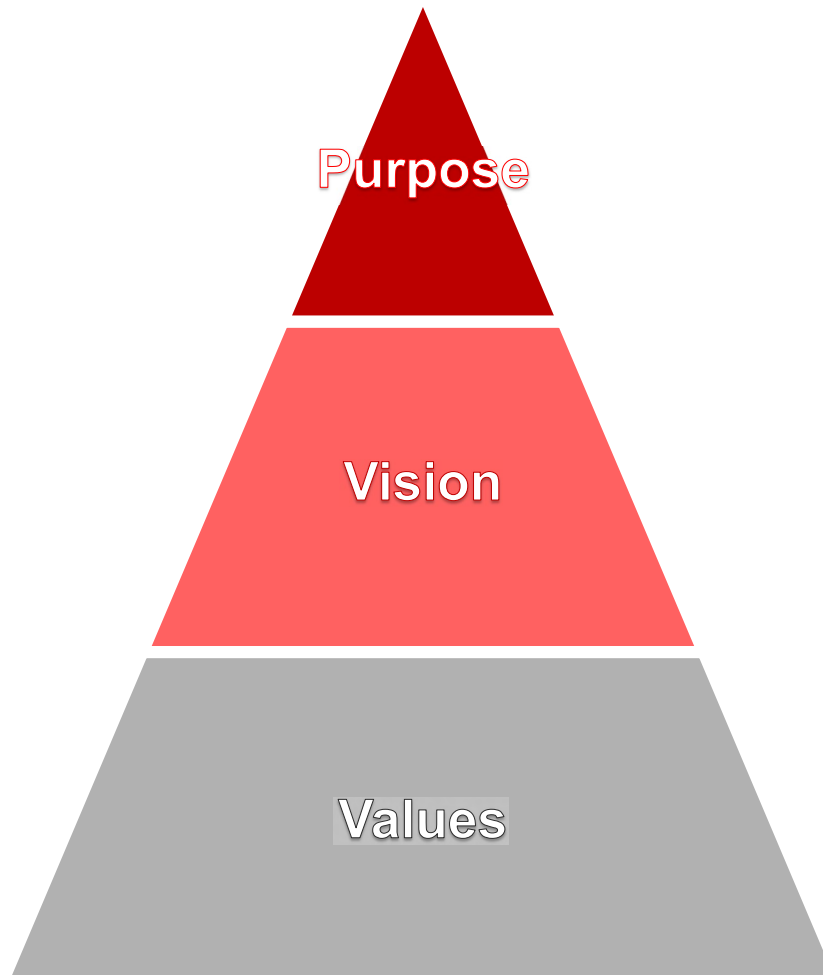


- **Company Name** : MORITA HOLDINGS CORPORATION
- **Founded** : April 23, 1907
- **Established** : July 23, 1932
- **Representative** : Masahiro Nakajima, Chairman & CEO
Masayoshi Kato, President
- **Paid-in Capital** : 4.75 bil. JPY
- **Net Sales** : 111.7 bil. JPY
(Consolidated) (for the year ended March 31, 2025)
- **Employees** : 1,748
(Consolidated) (as of March 31, 2025)
- **Affiliates** : 13 Companies
- **Equity Method Affiliates** : 2 Companies
- **Other Affiliates** : 5 Companies

Business Segments



















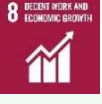






Segment	Fire Fighting Vehicles (FFV)	Fire Protection Equipment & Systems (FPES)	Recycling Machines (RM)	Environmental Conservation Vehicles (ECV)
Business Lines				
	Fire fighting vehicles, Maintenance service for fire fighting vehicles	Fire extinguishers, Fire extinguishing equipment, Fire suppression systems	Recycling facilities, Waste disposal facilities, Industrial waste treatment	Sanitary vehicles, Garbage trucks, Other environmental sanitary vehicles
Operating Company	Morita, Morita Technos, Bronto Skylift	Morita Miyata	Morita Environmental Tech	Morita Econos
Net Sales	66.4 bil. JPY (59%)	26.6 bil. JPY (24%)	6.4 bil. JPY (6%)	12.3 bil. JPY (11%)
Operating Profit	6.8 bil. JPY (50%)	5.0 bil. JPY (37%)	0.8 bil. JPY (6%)	1.0 bil. JPY (7%)



■ **Purpose** (Our reason for being in society)
Safeguarding lives and the environment.
Securing peace of mind.
Technology, powered by visionary challenge.

■ **Vision** (The society we envision and our aspirations)
To be a valued and respected company
by serving to shape a safe, accessible,
and thriving society.

■ **Values** (The important ideals)
The trust of customers and society
Principled business management
Challenge and growth
Resilient pursuit of innovation
Respect for diversity
Living together with nature and society

Category	Materiality	Relevant SDGs
Materialities concerning business activities	1 Initiatives on the problem of climate change	 
	2 Contribution to a recycling-oriented society	    
	3 Contribution to a safe and secure society	    
	4 Creation of environmental value through persistent technological innovation	  
	5 Pursuing product quality and safety	 
Materialities concerning the business base	6 Practical application of viable corporate governance	  
	7 Develop innovative human resource	  

Ⅱ . First Quarter Financial Results for FY2025

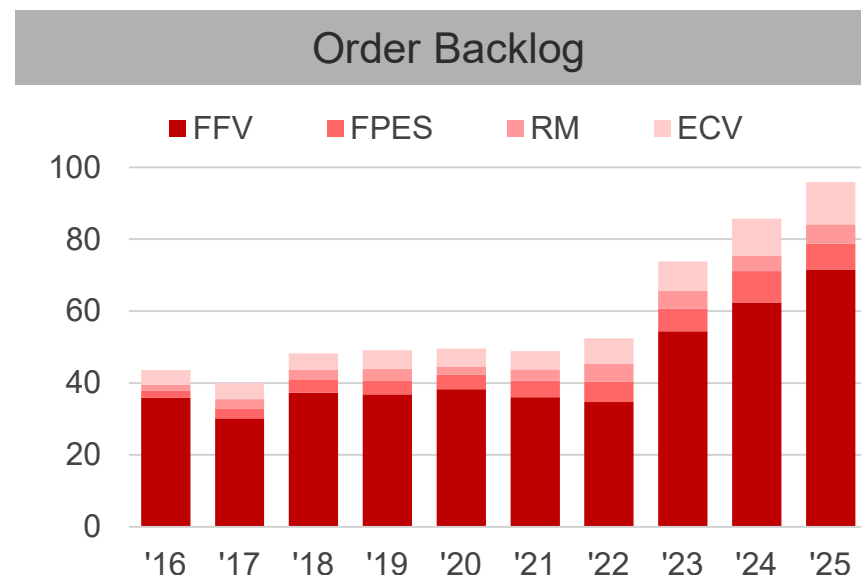
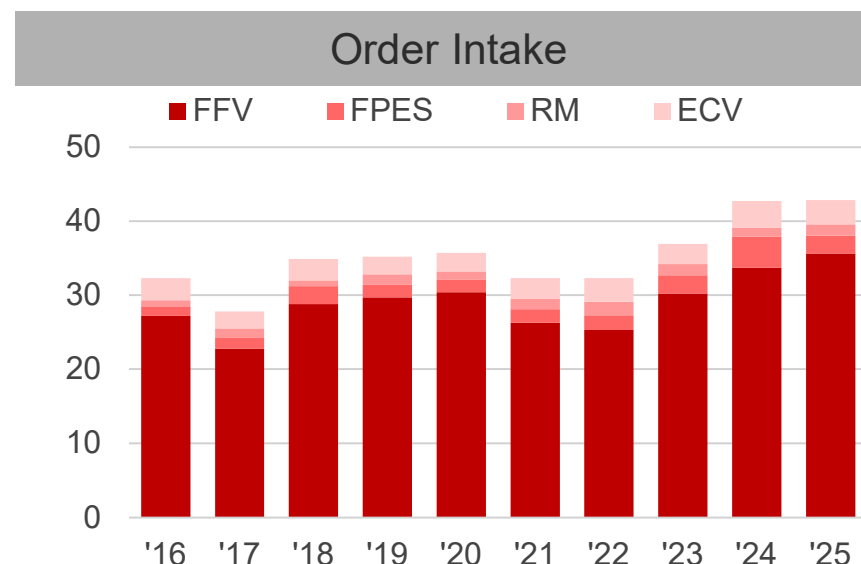
Orders and Backlog



(bil. JPY)

Order Intake	FY23Q1 Actual	FY24Q1 Actual	FY25Q1 Actual	YoY
FFV	30.2	33.7	35.6	+1.9
FPES	2.5	4.2	2.4	-1.8
RM	1.5	1.2	1.5	+0.3
ECV	2.7	3.6	3.3	-0.3
Total	36.9	42.8	42.9	+0.1

Order Backlog	FY23Q1 Actual	FY24Q1 Actual	FY25Q1 Actual	YoY
FFV	54.4	62.4	71.6	+9.1
FPES	6.3	8.7	7.2	-1.4
RM	5.0	4.3	5.3	+1.0
ECV	8.1	10.3	11.7	+1.5
Total	73.8	85.7	95.8	+10.1



Statements of Income



(bil. JPY)

	FY23Q1 Actual	FY24Q1 Actual	FY25Q1 Actual	YoY	FY25 Estimate	YoY comment
Net sales	14.6	18.6	18.3	-0.4	115.0	✓ Consolidated financial results for the first quarter reached the second highest levels on record for net sales, operating profit, ordinary profit, and profit attributable to owners of parent.
FFV	5.7	8.6	8.3	-0.3	71.0	
FPES	5.2	6.0	5.9	-0.1	24.5	
RM	1.4	1.5	1.4	-0.1	6.5	
ECV	2.3	2.5	2.7	+0.2	13.0	
Operating profit	0.1	1.4	1.4	-0.1	13.8	✓ The FFV business recorded solid orders both domestic and overseas, with net sales and operating profit reaching the second highest levels on record for the first quarter. ✓ The FPES business recorded solid fire extinguisher sales, but both net sales and operating profit came in at the same level as the previous year. ✓ The RM business slightly decreased in net sales but remains at the second highest level. ✓ The ECV business had a steady increase in net sales supported by the highest order backlog at the beginning of the period.
FFV	-0.6	0.2	0.1	-0.0	8.2	
FPES	0.5	1.0	1.0	-0.0	3.8	
RM	0.2	0.2	0.2	+0.0	0.8	
ECV	0.1	0.1	0.1	+0.0	1.1	
Ordinary profit	0.3	1.7	1.5	-0.1	14.3	
Net profit	-0.0	1.0	0.8	-0.2	9.5	

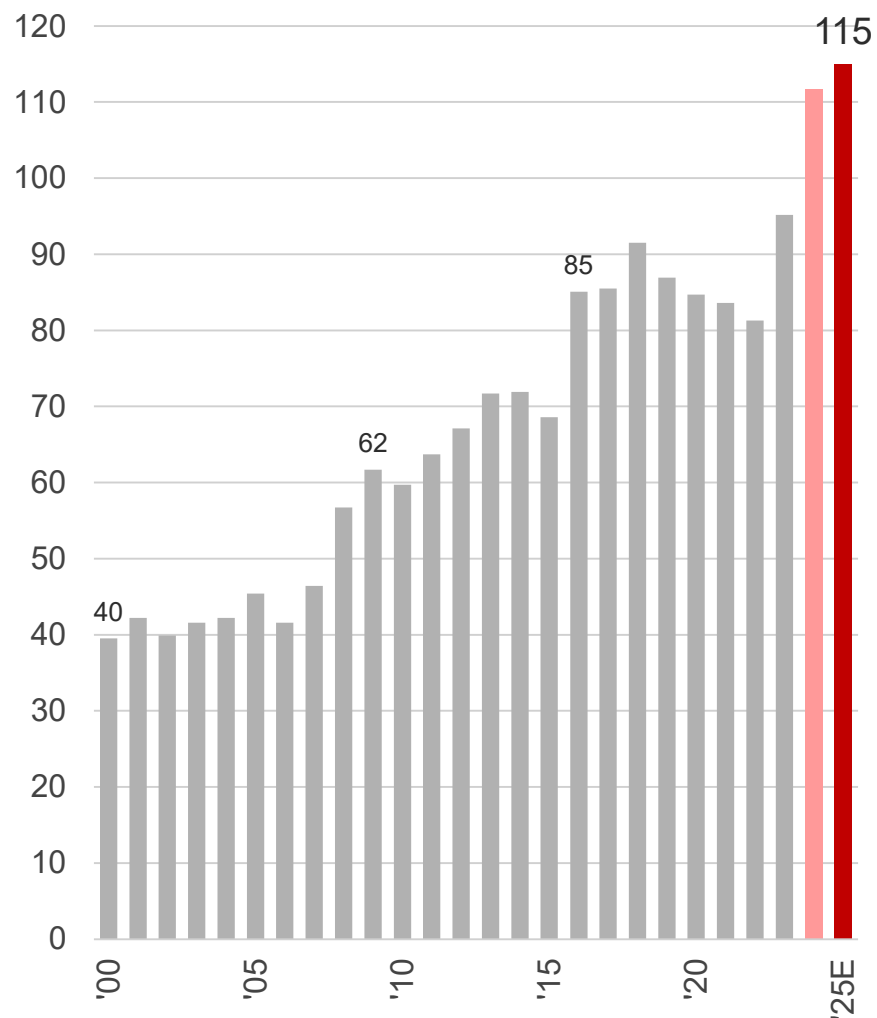
III. Basic Strategy

Transition of Performance



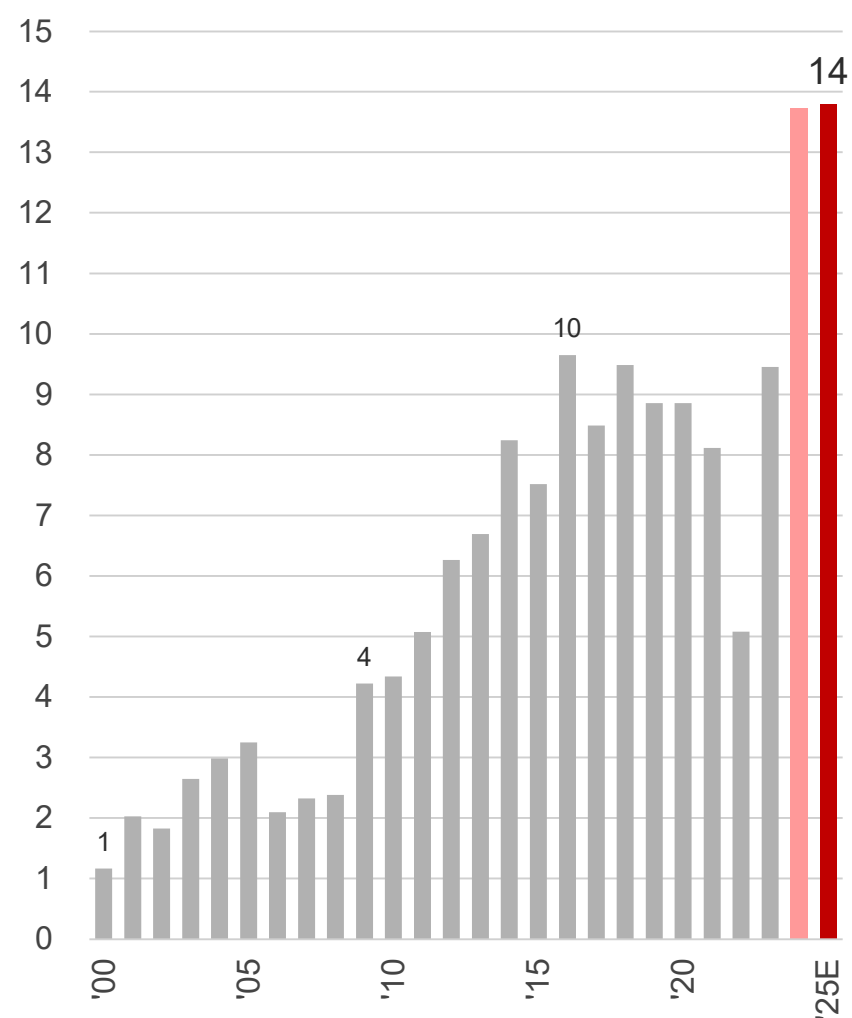
Net sales

bil. JPY



Operating profit

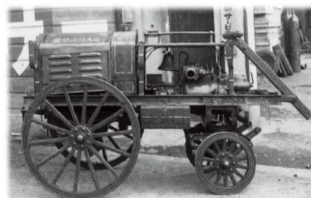
bil. JPY



History



Founded by
Shosaku Morita



Started Environmental Conservation
Vehicles business



Started Recycling
Machines business



Acquired Finland's
BRONTO SKYLIFT OY AB

1907

1948

1994

2016

1910

1960

2008

2022

Developed Japan's first fire pump
with a gasoline engine

Started Fire Protection
Equipment & Systems business

Acquired MIYATA INDUSTRY CO., LTD

Transition to Prime Market
of Tokyo Stock Exchange



Market Share (2000-2024)



FFV

(Fire Fighting Vehicles)

62%※



FPES

(Fire Extinguishers)

34%※



RM

(Scrap Shears)

67%※



ECV

(Sanitary Vehicles)

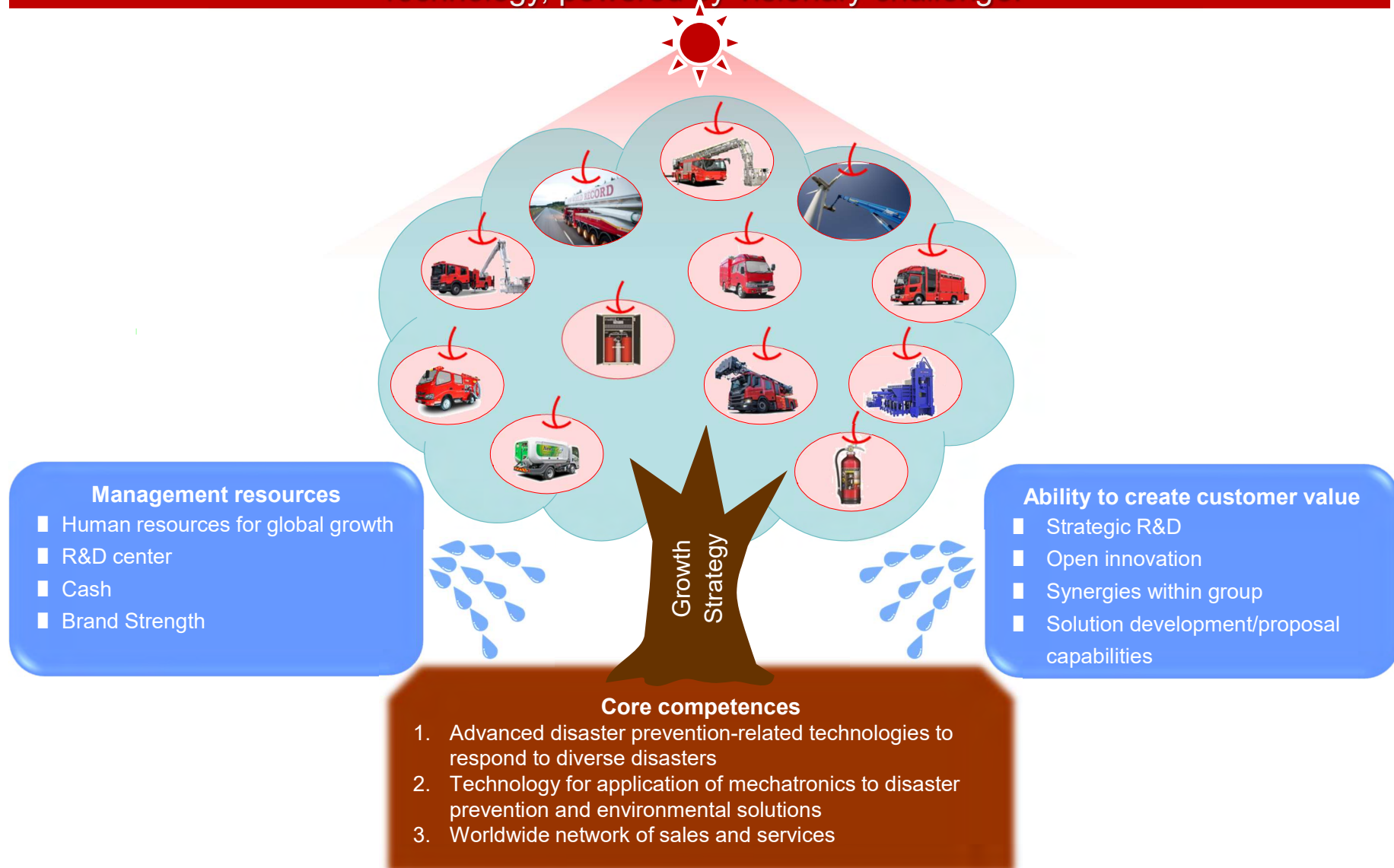
83%※



※ Internal investigation

Factors Supporting Growth Strategy

Safeguarding lives and the environment. Securing peace of mind.
Technology, powered by visionary challenge.





Collaborating with Osaka City



Realization of optimal firefighting
in a future society



Combustion
Laboratory

Simulated
Apartment

Diversity Studio



Large, Constant-
Temperature Bath

Training tower

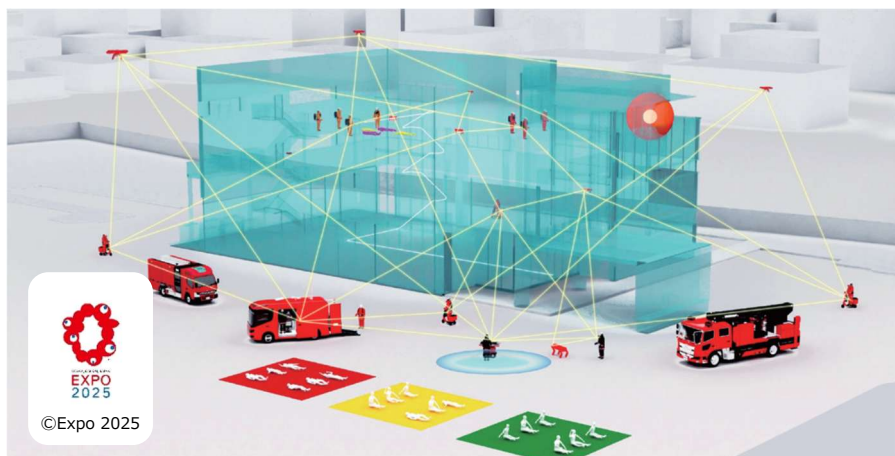
Mobility Research
Laboratory



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On-scene Command Support System



This system collects, organizes, and visualizes real-time information from fire scenes, supporting command operations with AI-assisted decision-making.

It processes the gathered data and delivers key information to various devices to aid firefighting command.

By linking safety monitoring, triage, casualty tracking, vehicle management, AI analysis, and building data, it proposes optimal firefighting operations for future society.

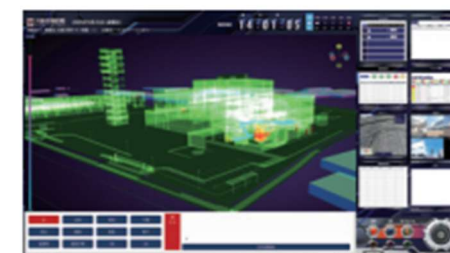
The system is installed in an electric command vehicle and can also be operated via a mobile command console with large touch panels, enhancing on-site command capabilities.



Electric Command Vehicle



Command console



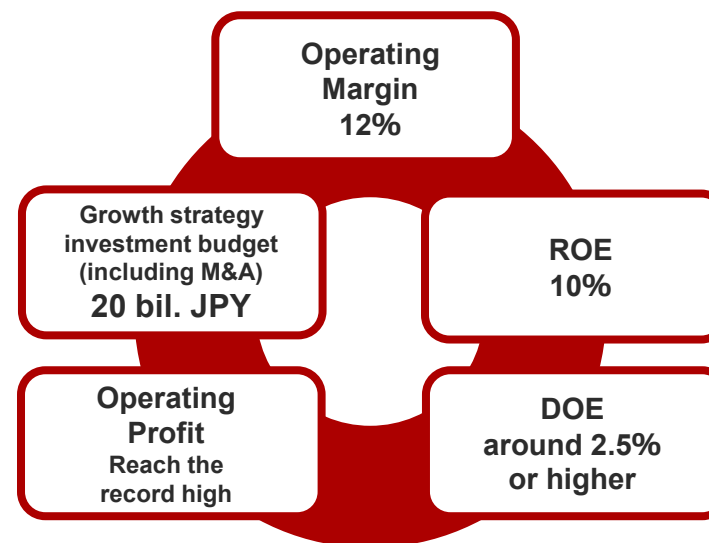
Display

Global Fire Fighting and Disaster Prevention Solution Company

Basic Policies

- 1 Increasing Profitability of existing business
- 2 Cultivate and expand overseas businesses and new businesses
- 3 Enhance basic research capabilities and new product development
- 4 Develop innovative human resource
- 5 Promote CSR activities

Financial Targets (FY2025)

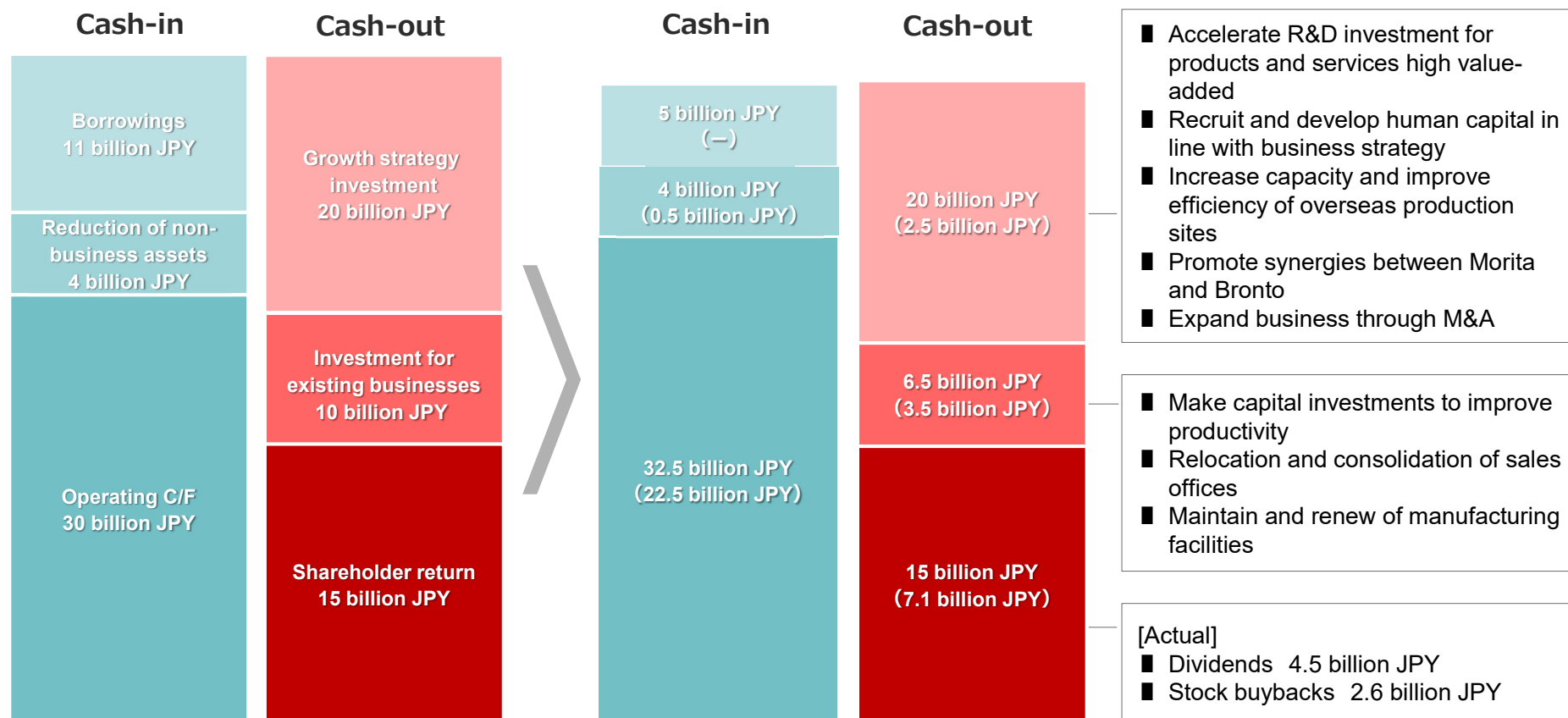


Morita Reborn 2025 (2019 – 2025)

FY23-25 Cash Allocation

Announced in April 2024

Estimate as of May 2025
(FY23–24 actuals in parentheses)



Capex / R&D Cost / Dividends



Appendix

Transition of Performance (Q1)



(bil. JPY)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Net sales	8.9	8.4	9.6	9.8	7.7	8.3	11.0	10.7	12.1	11.3	10.4	10.4	12.4	14.6	18.6	18.3
FFV	3.5	2.3	1.8	2.7	1.4	1.8	4.2	4.7	4.0	4.6	3.8	3.4	4.9	5.7	8.6	8.3
FPES	2.8	3.6	4.3	3.4	3.6	3.8	3.8	3.3	5.2	3.8	3.5	3.8	4.0	5.2	6.0	5.9
RM	0.4	0.5	0.9	1.2	0.8	0.6	0.8	0.6	0.6	0.9	0.8	1.1	1.3	1.4	1.5	1.4
ECV	1.6	1.3	1.9	1.9	1.9	2.0	2.2	2.1	2.2	2.1	2.3	2.1	2.1	2.3	2.5	2.7
Bicycle	0.7	0.8	0.7	0.6												
Operating profit	-0.3	-0.1	0.0	-0.2	-0.5	0.0	-0.2	-0.3	-0.6	-0.3	-0.5	-0.7	-0.0	0.1	1.4	1.4
FFV	0.0	-0.2	-0.5	-0.5	-0.6	-0.3	-0.6	-0.3	-0.9	-0.6	-0.7	-1.0	-0.4	-0.6	0.2	0.1
FPES	-0.0	0.3	0.4	0.2	0.1	0.2	0.2	-0.0	0.3	0.1	-0.0	0.1	0.2	0.5	1.0	1.0
RM	-0.1	-0.1	0.0	0.0	-0.1	-0.1	-0.0	-0.0	-0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.2
ECV	-0.1	-0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
Bicycle	-0.1	0.1	0.0	-0.0												
Ordinary profit	-0.2	-0.0	0.1	-0.2	-0.4	0.2	-0.1	-0.2	-0.4	-0.2	-0.5	-0.6	0.1	0.3	1.7	1.5
Net profit	-0.3	-0.1	-0.1	-0.3	-0.3	0.2	-0.2	-0.3	-0.5	-0.3	-0.4	-0.6	-0.1	-0.0	1.0	0.8

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Order Intake	17.5	18.6	20.8	20.6	26.0	21.4	32.2	27.8	35.0	35.3	35.6	32.4	32.3	36.9	42.8	42.9
FFV	14.0	13.2	16.4	15.5	20.8	15.1	27.2	22.8	28.8	29.7	30.4	26.3	25.3	30.2	33.7	35.6
FPES	0.6	1.6	1.2	1.0	1.1	1.4	1.3	1.5	2.4	1.7	1.7	1.8	2.0	2.5	4.2	2.4
RM	0.6	2.0	0.9	1.3	1.3	2.1	0.8	1.2	0.8	1.4	1.1	1.4	1.8	1.5	1.2	1.5
ECV	2.3	1.9	2.3	2.8	2.8	2.7	3.0	2.3	2.9	2.4	2.5	2.8	3.2	2.7	3.6	3.3
Order Backlog	23.6	23.5	26.6	23.3	30.8	24.7	43.6	40.0	48.3	49.2	49.6	49.0	52.5	73.8	85.7	95.8
FFV	18.9	16.4	20.0	17.0	24.0	16.0	35.9	30.2	37.3	36.8	38.3	36.0	34.7	54.4	62.4	71.6
FPES	0.8	1.4	0.9	0.9	0.9	1.2	2.0	2.7	3.7	3.8	4.0	4.7	5.6	6.3	8.7	7.2
RM	2.1	3.9	3.7	3.0	3.0	3.9	1.6	2.6	2.6	3.4	2.3	3.1	5.0	5.0	4.3	5.3
ECV	1.8	1.8	2.0	2.4	2.9	3.6	4.1	4.5	4.6	5.1	5.0	5.1	7.1	8.1	10.3	11.7

Transition of Performance (Full Year)



(bil. JPY)

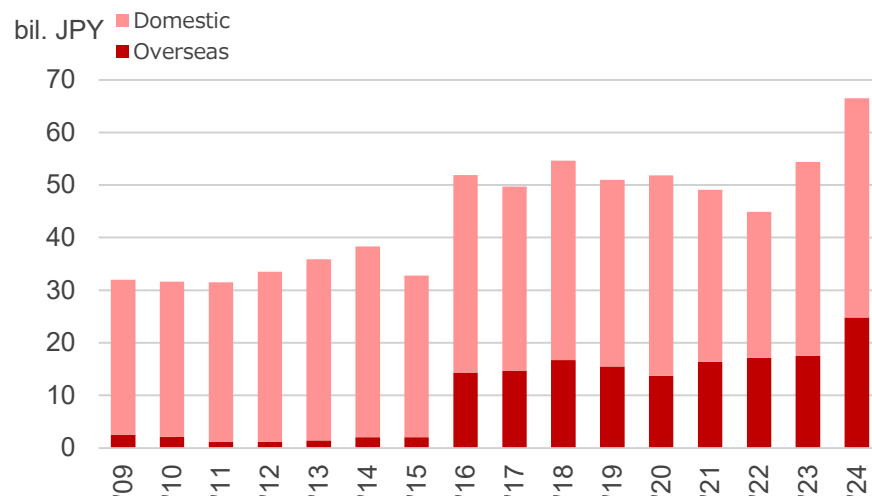
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Net sales	61.7	59.7	63.7	67.1	71.7	71.9	68.6	85.1	85.5	91.5	86.9	84.7	83.6	81.3	95.2	111.7
FFV	31.9	31.6	31.4	33.5	35.9	38.3	32.8	52.0	49.8	54.6	51.0	51.8	49.1	44.9	54.4	66.4
FPES	14.3	13.5	16.3	16.5	17.4	18.4	19.9	18.2	21.3	21.6	19.8	18.0	19.4	20.8	23.8	26.6
RM	3.4	3.3	4.3	5.4	6.0	5.5	6.0	4.4	4.1	4.7	5.4	4.0	5.2	5.9	6.2	6.4
ECV	8.4	8.0	8.3	9.0	9.7	9.7	9.9	10.5	10.3	10.6	10.8	10.9	9.9	9.8	10.9	12.3
Bicycle	3.7	3.3	3.3	2.8	2.6											
Operating profit	4.2	4.3	5.1	6.3	6.7	8.2	7.5	9.6	8.5	9.5	8.9	8.9	8.1	5.1	9.5	13.7
FFV	3.9	3.7	3.3	3.9	4.4	5.7	4.2	7.2	5.5	6.3	5.7	6.6	5.5	1.8	4.7	6.8
FPES	0.3	0.6	1.2	1.5	1.4	1.5	1.8	1.2	2.1	2.1	1.7	1.0	1.3	2.0	3.3	5.0
RM	-0.2	-0.2	0.1	0.2	0.3	0.2	0.4	0.0	0.2	0.4	0.5	0.3	0.6	0.7	0.7	0.9
ECV	0.3	0.2	0.3	0.6	0.7	0.8	1.1	1.2	0.6	0.8	0.9	0.9	0.7	0.6	0.7	1.0
Bicycle	-0.1	-0.1	0.2	0.0	-0.1											
Ordinary profit	4.5	4.6	5.3	6.4	7.0	8.4	8.1	10.1	9.0	10.1	9.3	9.5	8.8	5.9	9.6	13.7
Net profit	2.0	2.2	2.8	2.9	3.5	4.7	4.5	6.0	5.7	6.4	7.0	6.2	5.4	4.0	6.0	9.5

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Order Intake	49.8	42.1	49.5	49.3	55.4	57.6	54.6	71.6	71.8	78.3	73.8	73.7	75.5	84.9	87.4	105.6
FFV	34.9	26.2	29.6	30.6	34.4	35.1	30.3	48.9	47.1	51.7	49.4	50.6	48.1	57.5	57.7	71.2
FPES	3.8	4.1	5.4	5.0	5.5	6.5	8.8	6.7	10.1	10.0	9.1	7.9	8.9	9.7	11.6	13.2
RM	2.7	3.7	5.8	4.5	5.6	5.4	5.2	4.7	4.6	5.2	4.5	4.7	6.9	6.2	5.9	7.0
ECV	8.5	8.1	8.7	9.3	9.9	10.6	10.3	11.4	10.0	11.4	10.8	10.5	11.5	11.5	12.2	14.3
Order Backlog	12.1	8.8	11.5	9.4	9.7	8.7	19.4	19.8	22.1	22.8	22.1	23.7	29.5	47.7	57.0	67.7
FFV	8.1	4.3	5.0	3.7	4.3	2.3	12.5	11.7	11.8	11.6	11.6	12.4	14.0	29.1	35.9	44.2
FPES	1.0	1.1	1.0	0.9	0.9	1.1	2.0	1.9	3.9	3.6	3.7	4.2	4.9	6.0	7.4	7.2
RM	1.9	2.3	3.8	2.9	2.5	2.4	1.6	2.0	2.4	2.9	2.1	2.8	4.5	4.8	4.6	5.2
ECV	1.1	1.1	1.6	1.9	2.0	2.9	3.3	4.2	3.9	4.7	4.8	4.4	6.0	7.8	9.1	11.1

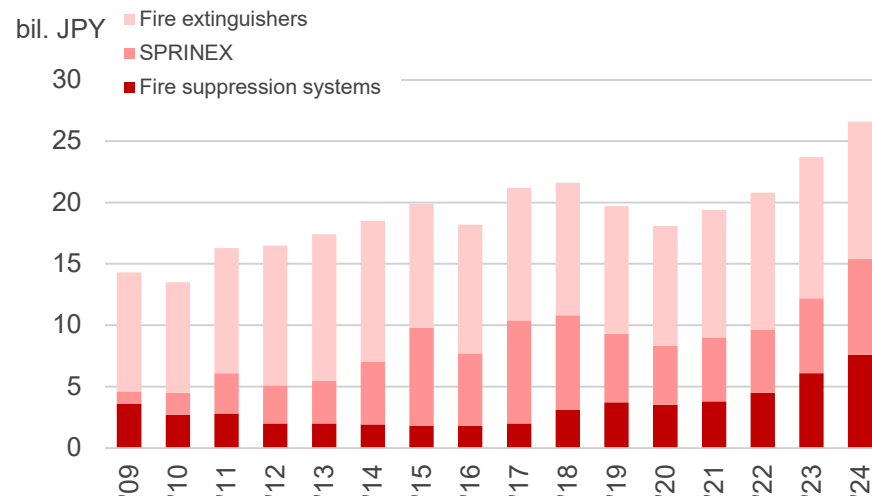
Sales Composition by Segment



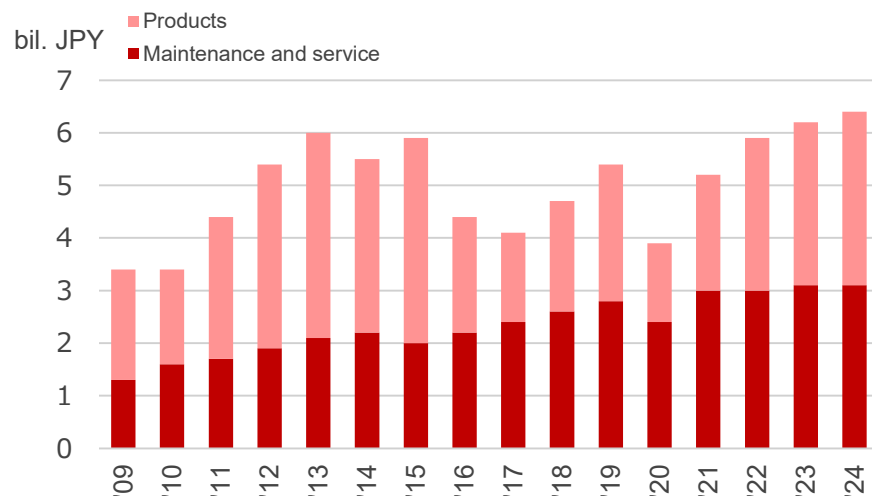
FFV



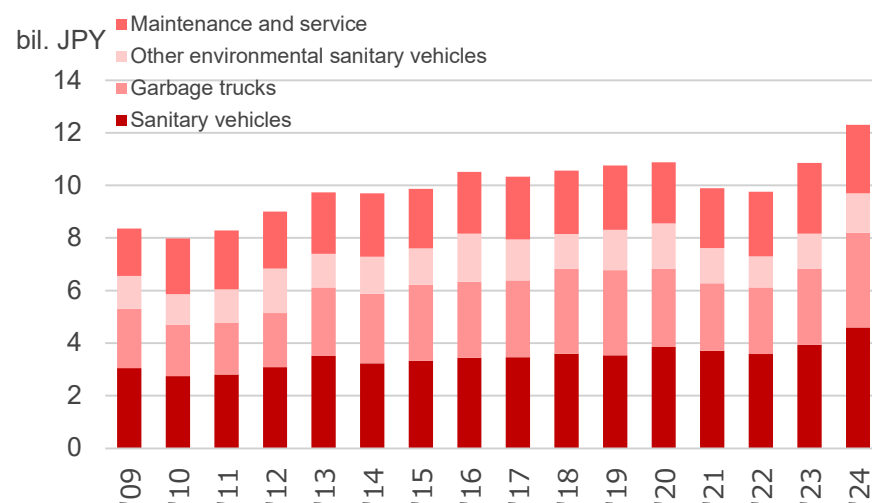
FPES



RM



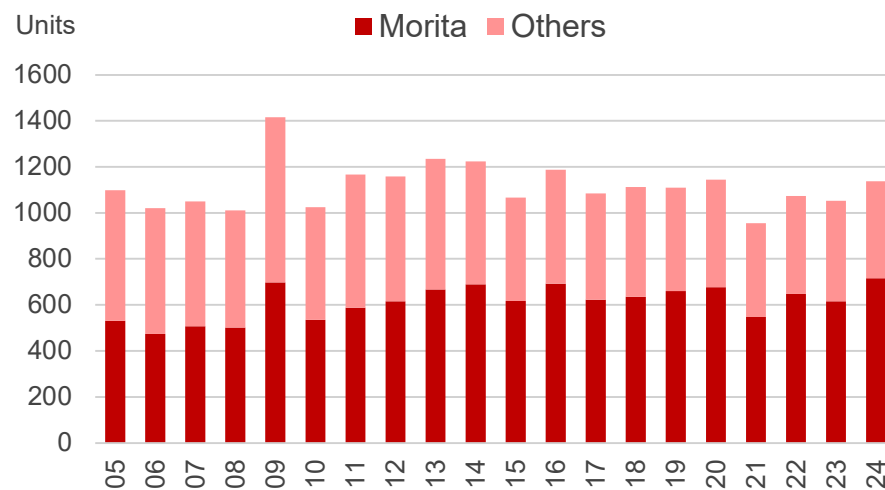
ECV



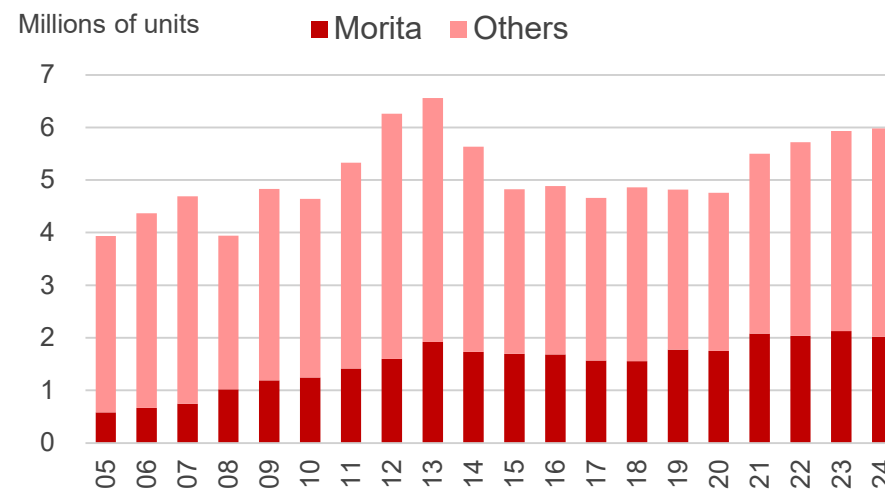
Domestic Market Size



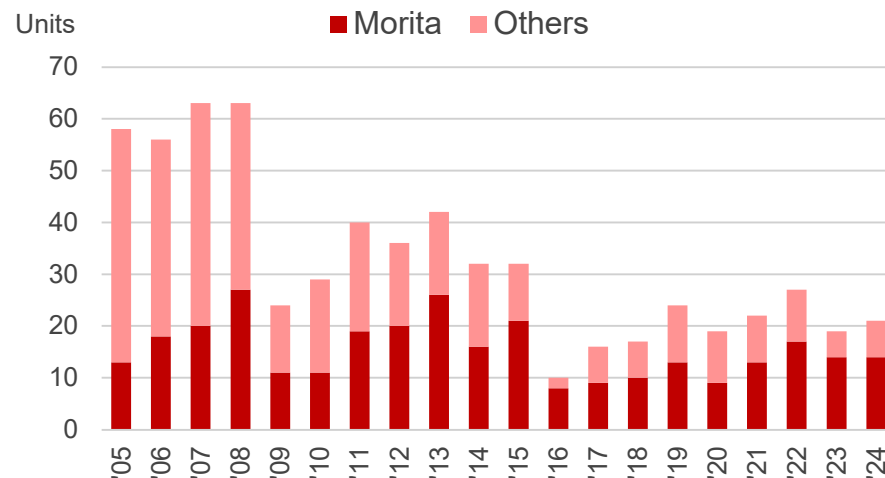
Fire Fighting Vehicles



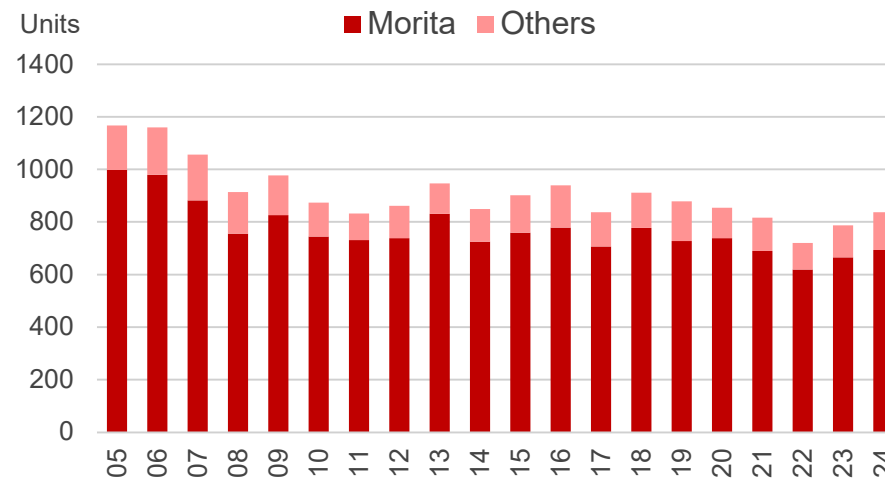
Fire Extinguishers



Scrap Shears



Sanitary Vehicles



※ Internal investigation

Overview of Bronto Skylift



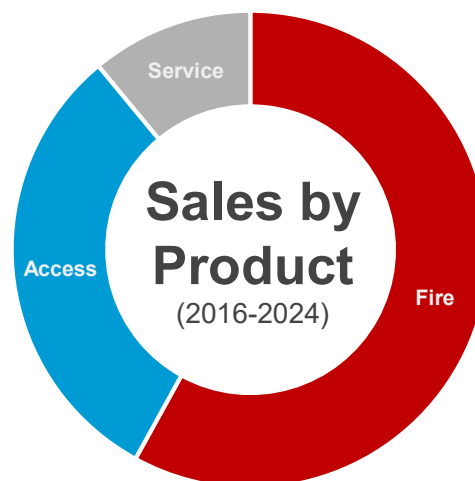
Fire & Rescue



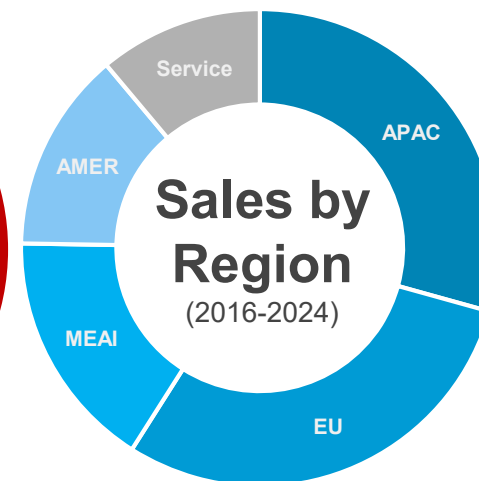
Access



- Company Name Bronto Skylift Oy Ab
- Address Teerivuorenkatu 28, FI-33300 Tampere, Finland
- Established 1972
- Employees 430 (as of December 31, 2024)
- Affiliates
 - Bronto Skylift Aktiebolag (Sweden)
 - Bronto Skylift AG (Switzerland)
 - Bronto Skylift Deutschland GmbH (Germany)
 - Bronto Skylift, Inc. (United States)
- Business Description Development, manufacturing and sales of combined platform ladders and aerial platforms.



Fire Combined platform ladders
Access Aerial platforms



APAC Asia-Pacific
EU Europe
MEAI Middle East • Africa • India
AMER Americas



Disclaimer

This document contains forward-looking statements. Where any such forward-looking statement includes a statement of the assumptions or bases underlying such a forward-looking statement, Morita Holdings cautions that assumed facts for bases almost always vary from the actual results, and differences between assumed facts or bases and actual results can be material, depending upon the circumstances. Where, in any forward-looking statement, Morita Holdings or its management expresses an expectation or belief as to future results, there can be no guaranty or assurance that the statement of expectation or belief will result or be achieved or accomplished. The words “forecast”, “project”, “believe”, “expect”, “anticipate”, and similar expressions may identify forward-looking statements.

Taking into account the foregoing, the following are identified as important factors, risks or uncertainties that cause the actual results to differ materially from those expressed in any forward-looking statement made by, or on behalf of, Morita Holdings: competitive factors, including and not limited to, pricing, the implementation of Morita Holdings’ product strategies, and economic trends in important markets worldwide.

Morita Holdings assumes no obligation to update its forward-looking statements or to advise of any changes in the assumptions and factors on which they are based.