

deSter Hong Kong Ltd. and JALUX Inc., form Strategic Partnership

—Global Expansion of Eco-Friendly Products and Distribution Exclusivity in Japan —

deSter Hong Kong Limited (Location: Kowloon, Hong Kong; President & Managing Director: Stef Van de Perre; hereinafter "deSter") and JALUX Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and CEO: Toshiaki Kasai; hereinafter "JALUX") have entered into a Strategic Partnership Agreement. This partnership aims to create new business opportunities and expand business operations of the aviation, the food service and the hospitality industries.

Through this partnership, JALUX will leverage deSter's robust global network to strongly promote the eco-friendly materials, such as bioplastics and related products to international clients. Also, JALUX will accelerate the joint development of new products by utilizing deSter's advanced production and design capability. As part of this agreement, JALUX has also acquired exclusive distribution rights for deSter products in the Japanese market, aiming to strengthen its sales structure within Japan.

Conversely, deSter will utilize JALUX's extensive customer base and sales network across Japan's aviation, airport, and food service sectors to drive its business expansion in the Japanese market. By introducing products that combine high-level design with superior quality, deSter aims to enhance brand recognition and market penetration. By combining the strengths of both companies and building a new value chain that integrates "materials, products, and sales channels," both parties will contribute to solving environmental issues in the aviation industry and beyond, while achieving sustainable business growth in both the Japanese and global markets.

■ About deSter Hong Kong Limited

deSter, a gategroup member, is a leading provider of innovative and sustainable food packaging and serveware concepts to the aviation, hospitality, and foodservice industries.

The company combines 75 years of manufacturing expertise with the latest production technology and material developments. deSter has production units in Hoogstraten (BE), Barcelona (ES), Lima (US), and Prachinburi (TH), in addition to global sales offices.

In particular, deSter is well-regarded for its high level of customization through its dedicated design team, "deStudio," which excels in creating products that maximize a client's brand power. Furthermore, deSter is promoting the development of sustainable, next-generation products through the use of plastic-free solutions, reuse initiatives, and biodegradable materials. Its high environmental awareness and technical capabilities are highly acclaimed both within and outside the industry.

URL: <https://www.dester.com/>

■ About JALUX Inc.

JALUX is a trading company of the JAL Group with particular strengths in the aviation and airport sectors. The company provides high-value-added products and services in various aspects of daily life, including the operation of "JAL PLAZA" airport shops across Japan, e-commerce sites, and the provision of environment-related equipment and materials. In its in-flight supplies procurement business, JALUX has a long track record



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of developing high-quality, unique products. In recent years, it has been actively engaged in product development using eco-friendly materials, such as KANEKA Biodegradable Polymer "Green Planet®."

URL: <https://www.jalux.com/en/profile/>

Under its corporate philosophy, "Contributing to Tomorrow - Your partner in creating happiness, bringing a bright future to people, society, and the environment," JALUX will continue to contribute to the development of the aviation and airport industries through the expertise and specialization it has cultivated over the years.

Inquiries

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