

# Core Strengths of the NISSIN FOODS Group

## Branding and Marketing to Become a Century Brand Company

The mission of the NISSIN FOODS Group is to leverage brand strategies that overturn the company's conventional wisdom in fundamental ways, stimulate product demand, and foster brand attachment and loyalty. We engage in marketing activities that focus on consumer insights to respond to ever-changing consumer needs. Our lineup includes numerous brands spanning a wide range of businesses, including CUP NOODLE and other instant noodles.

### Diverse Brands to Meet Consumer Needs

#### Domestic Instant Noodles Business

**World's first cup-type instant noodles** CUP NOODLE

**World's first instant noodles** CHICKEN RAMEN

**Bowl-type udon and soba category No. 1 in sales<sup>\*1</sup>** NISSIN NO DONBEI

**Yakisoba category No. 1 in sales<sup>\*2</sup>** NISSIN YAKISOBA U.F.O.

**Cup rice category No. 1 in sales<sup>\*3</sup>** NISSIN CURRY MESHU

**58 years on the market!** MYOJO CHARUMERA

#### Domestic Chilled/Frozen Foods and Beverages Business

**Frozen fresh pasta No. 1 in sales<sup>\*4</sup>** NISSIN MOCHITTO NAMA PASTA

**Chilled two-serving ramen No. 1 in sales<sup>\*5</sup>** GYORETSU NO DEKIRU MISE NO RAMEN

**Large yogurt drinks No. 1 in sales<sup>\*6</sup>** TOKACHI NOMU YOGURT

#### Domestic Confectionery/Snack Business

**Corn Flakes No. 1 in sales<sup>\*7</sup>** CISCORN

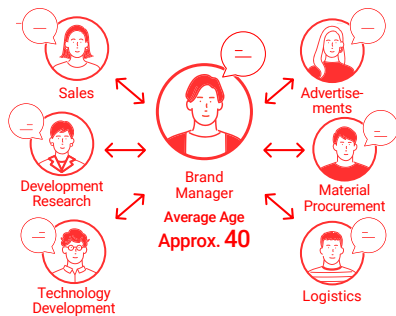
**Potato chips First to mass produce in Japan** KOIKE-YA POTATO CHIPS Salt & Seaweed

**Over 60 years on the market** BONCHI AGE

### Corporate Culture and Structures That Foster Our Strong Brand

#### Brand Manager System

Each brand appoints a mini-president who is responsible for everything from product development to sales. This system fosters a corporate culture that leads to strong brands by creating internal competition among brands to deliver more innovative products and brand promotions.



#### NISSIN 10 Rules

The NISSIN 10 Rules plays a major role in driving the growth of NISSIN FOODS. We use this unique code of conduct as the basis for our decisions, whenever we face difficulties or are unsure of our decisions, ensuring we act in line with our company vision.

1. Cultivate brand ownership to the fullest.
2. Aim for first entry and strive to be number one in every category.
3. Create with your own hands. Restructure it if someone is to overcome it.
4. Draw on wisdom from the outside to accelerate the business.
5. Diversity is powerful. Embrace our differences to thrive.
6. Strive for new experiences and wisdom. The future is bright for those who constantly challenge themselves.
7. Forge ahead in the face of uncertainty. Turn back immediately if you notice mistakes.
8. Lead and persuade through accountability, not through authority.
9. Challenge the impossible, and break through barriers.
10. It's our job to make work fun. This will accelerate growth.

\*1 INTAGE SRI+ Cup-type instant noodle market, bowl-type udon and soba category; Feb. 2023-Jan. 2024 DONBEI brand cumulative sales amount (nationwide, all categories)  
 \*2 INTAGE SRI+ Cup instant noodle market, yakisoba + aburasoba category; Jan. 2023-Dec. 2023 U.F.O. brand cumulative sales amount (nationwide, all categories)  
 \*3 INTAGE SRI+ Processed rice market, set rice category; Jan. 2023-Dec. 2023 NISSIN CURRY MESHU brand cumulative sales amount (nationwide, all categories)  
 \*4 INTAGE SRI+ Frozen cooked fresh pasta market; Jan. 2017-April 2023 amount base

\*5 INTAGE SRI+ Two-serving fresh ramen market in the fresh and boiled noodles category; July 2022-June 2023 cumulative sales amount  
 \*6 INTAGE SRI+ Yogurt (drink-type, 600 ml+) market; April 2023-March 2024 cumulative sales amount  
 \*7 INTAGE SRI+ Cereal market (corn-type); June 2022-Aug. 2023 cumulative sales amount

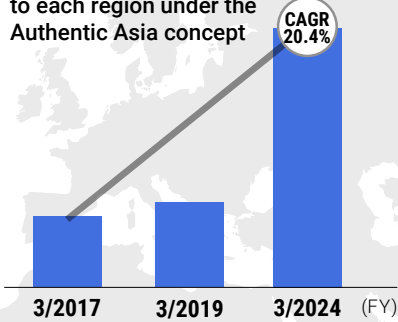
# Core Strengths of the NISSIN FOODS Group

## Global Development of the CUP NOODLES Brand

CUP NOODLE, launched in 1971, was the world's first cup-type instant noodle. Leveraging the branding and marketing strengths of the Company, CUP NOODLES became a global brand sold in 100 countries and eaten by people around the world. We are developing competitive marketing strategies according to market environments and target preferences in each area, while adhering to the core values of the brand, striving to deliver CUP NOODLES to more people than ever.

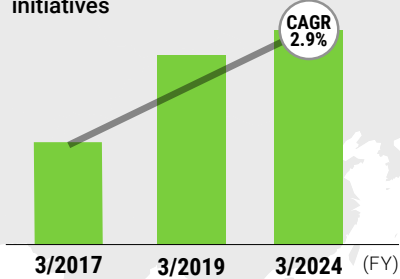
### EMEA

Stimulate demand with detailed strategies tailored to each region under the Authentic Asia concept



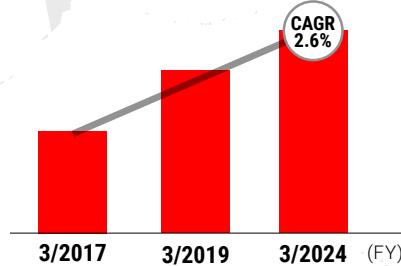
### China/Hong Kong

Enhance brand value through improving quality and engaging in safety and environmental initiatives



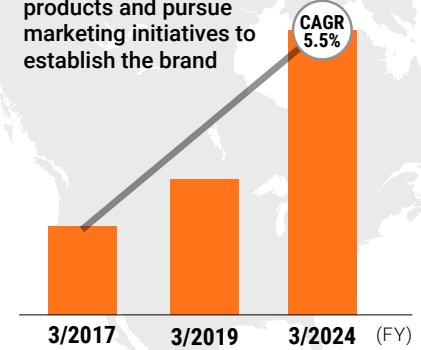
### Japan

Build an optimal product portfolio to meet diverse consumer needs



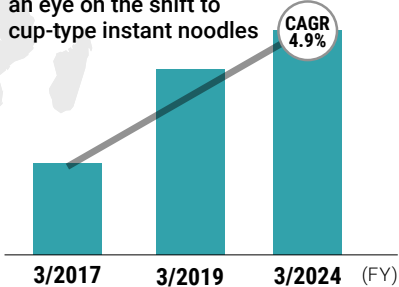
### Americas

Expand premium products and pursue marketing initiatives to establish the brand

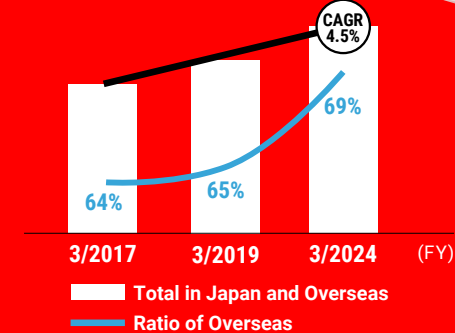


### Asia

Work to increase sales with an eye on the shift to cup-type instant noodles



### Worldwide Number of CUP NOODLES Servings



Note: Each graph is based on FY 3/2017 sales volume as 100

# Core Strengths of the NISSIN FOODS Group

## Innovations Supporting Nissin as a Food Tech Company

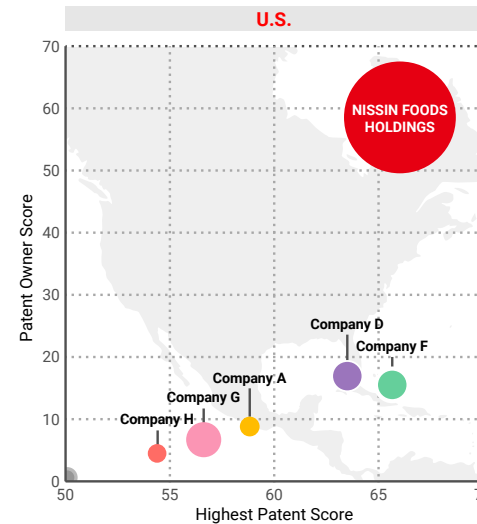
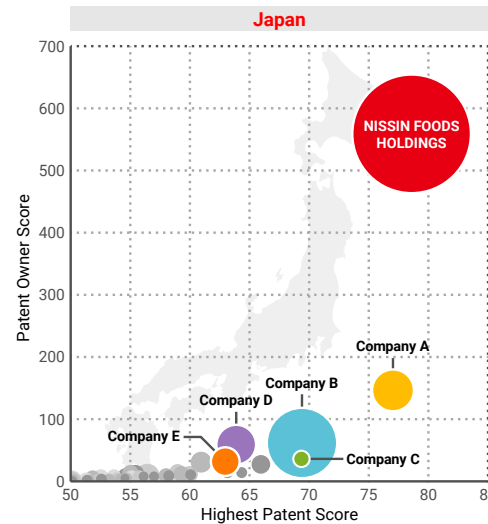
As Japan's leading comprehensive food group, the NISSIN FOODS Group develops innovative technologies on a daily basis. Our mission is to create new food cultures beyond instant noodles. We develop cutting-edge food and production technologies founded in food safety and security using our processing techniques cultivated to date.

### Our Superior Strengths in Intellectual Property in Japan and Overseas

One advantage of the NISSIN FOODS Group is our competitiveness as a *Food Tech Company* based on the processing technologies we have cultivated over many years. Underpinning these processing technologies is our intellectual property, which includes patents and trademarks across the entire NISSIN FOODS Group product lines. For example, NISSIN FOOD PRODUCTS is developing Japan's first edible cultured meat in response to the rapid growth of the alternative protein market stemming from world overpopulation. The NISSIN FOODS Group secured our advantage, ranking 16th in the world and 3rd in Japan in the alternative protein patent score.

| NISSIN FOODS Group Patents (End of March 2024) |                          | Alternative Protein Patent Ranking*2 |                        |
|--|--------------------------|--------------------------------------|------------------------|
| Japan  | <b>550</b>               | Japan                                | <b>3<sup>rd</sup></b>  |
| Overseas                                       | <b>802</b> <sup>*1</sup> | World                                | <b>16<sup>th</sup></b> |

### Instant Noodle Patent Map



We use Patent Score, which indexes the degree of attention given to patents. The Patent Owner Score indicates the overall strength of the current patents, while the Highest Patent Score indicates the individual strength of the most valuable patents in our holdings.

Notes: Patent Result Co., Ltd. survey (conducted in August 2022)  
Circle sizes are proportionate to the number of patents.

## Topics

### Awarded Our First Intellectual Property Achievement Award From the Ministry of Economy, Trade and Industry and Japan Patent Office in 2024

The Intellectual Property Achievement Award is presented to individuals who contribute to the development, dissemination, and awareness of the intellectual property rights system, and to companies that make effective use of the system and contribute to its smooth operation and development. NISSIN FOODS HOLDINGS received the Japan Patent Office Commissioner Award as an *excellent company that makes effective use of the intellectual property system (Trademarks)*.

### Major Reasons for Receiving Award

- With more than 2,000 domestic and international trademarks, we prioritize multifaceted trademark protection for representative brands including *CHICKEN RAMEN*, which has been on the market for more than 50 years
- Made significant contributions in increasing recognition of position marks, color trademarks, and other new types of trademarks
- Contributed to business strategies through cooperation with business divisions, etc.



Trademark Registration No. 6034112 (position mark)



Trademark Registration No. 6534071 (a trademark which consists solely of colors)

\*1 Overseas refers to the total number of countries in which product rights have been granted \*2 Patent Result Co., Ltd. survey (as of April 30, 2024)

## Core Strengths of the NISSIN FOODS Group

### Transforming Production With Next-Generation Smart Factories

The NISSIN FOOD PRODUCTS, Kansai Plant began operations in October 2018. The plant boasts state-of-the-art equipment and uses IoT technology to achieve automation and efficiency. The plant reduces the risk of human error by automating the formerly manual checks, inspections, and the transport of raw material containers, etc., and by establishing work processes that eliminate human intervention. As a result, we achieved a product defect rate of less than 1 per 1 million pieces and established a safer production system.



Defect Rate  
Less than  
**1/1,000,000**

Automated **50%\***  
of manual process

\*Compared to levels at the time of establishment

### A Source of Innovation - the WAVE

The WAVE is the NISSIN FOODS Group's technology, development, and research center, consisting of the Global Innovation Center and Global Food Safety Institute. The mission of the WAVE is to create the most advanced wave of food technology, emanating powerful vibrations across the globe. Based on our founder's spirit, we engage in constant research and development to fulfill our mission of achieving technological innovation and food safety and reliability. Our group works to create a new food culture based on food safety and reliability by taking on the challenge of co-creation with food science to create the food of the future.



#### Latest Food Technology

The Global Innovation Center creates new technologies that drive the growth of the NISSIN FOODS Group. We create future technologies at this research center. We develop not only instant noodles, but also chilled, frozen, rice, confectionery, and lactobacillus beverage products, integrating various technologies that transcend the boundaries of different genres.

#### Delicious Taste Reproduction Technology

We are employing a variety of processing techniques, dedicated to perfecting the art of balancing nutrition with the delicious signature flavors of NISSIN.

##### Rice Synthesis Technology

Technology that enables calorie control by enhancing dietary fiber while respecting the original taste of rice

##### Salt Reduction Technology

Technology that blends salt, minerals, etc. to enhance the flavor of food even in small quantities based on repeated collection and research of approximately 170 different types of salt

##### Plant-Based Processing Technology

Technology that uses plant-based ingredients to replicate the texture and flavor of meat and seafood, aiming for sustainable food sourcing

##### Nutrition Hold Production Method

A technique that locks in nutrients prone to loss during cooking while minimizing impact on taste

##### Cultured Meat

Cultured meat expected to solve future food crises and global warming, researched and developed in collaboration with the University of Tokyo

##### Optimized Nutri-Dense Meal Design Technology

A method for combining various nutrients to design a diverse range of deliciously optimized meals

## Core Strengths of the NISSIN FOODS Group

### Technology Behind Our World-Class Safety

The Global Food Safety Institute, which is responsible for quality assurance in the NISSIN FOODS Group, obtained ISO/IEC 17025 accreditation, an international standard that recognizes the accuracy of testing laboratories. The institute analyzes pesticide residues, mold toxins, and other hazardous substances to verify the safety of raw materials used in the Group. In addition, the institute uses advanced analytical technologies to improve the quality control department technologies of Group company plants.

### NASRAC\*1 Pesticide Residue Analysis System

NASRAC is a system to analyze pesticides developed originally by the Global Food Safety Institute in 2001. We developed our own analysis system prior to the implementation of the positive list system. Since then, we have gradually increased the number of pesticides covered to approximately 550 types of pesticides for rapid analysis.

\*1 NASRAC: Nissin's Analytical Systems for Residual Agricultural Chemicals



### Analytical Accuracy Improvement Milestones

- 2001 Developed the pesticide residue testing system (NASRAC-60), capable of analyzing 60 types of pesticides simultaneously
- 2002 Developed and introduced of NASRAC-300, capable of analyzing approx. 300 pesticides
- 2012 550 pesticide residues made available for analysis, with more than 1,000 samples analyzed each year

### FASRAC\*2 Automatic Pre-Treatment Device for Residual Pesticides Developed by NISSIN (Patent No. 5395847)

Pesticide residue analysis requires pretreatment to extract pesticides from products and raw materials. FASRAC is the first device in the world to automate this pretreatment process. While pre-processing has historically required manual operation, FASRAC more than triples processing capacities. The ability to test for pesticide is six times greater than before as a result of this improvement, which also reduced the risk of contamination significantly. As a result, FASRAC can analyze more than 1,000 pesticide samples per year.



\*2 FASRAC: Food Automatic Analytical Systems for Residual Agricultural Chemicals

## Topics

### Introduced Robotic Arms to Support the Expansion of Optimized Nutri-Dense Meals (Patent Pending)

The Group introduced a dual-arm robot in April 2022 to establish an analytical system for Optimized Nutri-Dense Meals. While conventional automatic preanalytical equipment has a fixed sequence of operations, robotic arms possess a high degree of freedom. Using these robotic arms, NISSIN increased the number of analysis items supported. Testing for Optimized Nutri-Dense Meals must guarantee that a variety of nutrients are contained in the product in question, increasing the number of nutrient items to analyze. However, robotic arms doubled the preprocessing capacity of this analysis. While we have reached our goal to automate pre-processing for the 10 major food allergens, we will continue to support the growing need for Optimized Nutri-Dense Meals from a quality perspective.

#### Results

- Improved processing capabilities (20 specimens per day with manual labor → 40 specimens per day with robots)
- Ensured the same level of technical competence as proficient analysts
- Achieved preprocessing automation for the 10 major food allergens
- Reduced annual costs by approx. 36 million yen
- Ensured flexibility to adapt to changing analytical trends in the future



### Developing New Test Method for Food Allergens to Ensure Food Safety

Food labeling standards were revised in March 2023 to include walnuts in allergy label requirements in light of the increasing number of walnut food allergies. We formulated a commitment to food allergen testing at the 2021 Tokyo Nutrition for Growth Summit. We are dedicated to advancing nutrition and health initiatives.

We developed two qualitative testing methods to detect trace amounts of walnut-derived DNA in processed foods in 2022. One method allows for more rapid testing while the other allows for simple detections with conventional equipment. Both of these methods have been adopted as official testing methods. In 2023, we also developed a quantitative testing method that enables the simultaneous analysis of the 20 additional food allergens. This method not only allows items untestable using conventional methods to be tested, but also reduces working hours.