

Continuing to deliver the joy of eating from the customer's perspective

We want to make a positive contribution to a healthy and happy life through the medium of food. This is the aspiration of all our employees at the Nippon Ham Group. We are committed to delivering delicious new flavors and pleasant living through activities in a variety of fields centered around food.

The Nippon Ham Group has articulated a corporate philosophy for creation of an epoch-making culture and positive contribution to society taking the joy of eating as our basic theme. The term "joy of eating" refers to the pleasures of good eating and joys of health brought by food. In accordance with this creed, we continue to mount approaches to provision of food embodying high levels of safety, security, and quality, as evidenced by our construction of a vertically integrated system for total Group performance of activities in all phases, from livestock production and raising to slaughtering, processing, distribution, and sales. We have also taken active approaches to suggesting eating occasions, creating a culinary culture, and supporting efforts to build health through sports. In the future as well, we intend to remain a corporate group that continues taking up the challenge of the joy of eating and supporting rewarding and healthy lifestyles among its customers.

Prizing communication with our customers, we are also placing priority on constant development of products and technologies that appeal to and impress them as well as environmental activities, food education, action on food allergies, instatement of traceability systems for meat, and promotion of other CSR activities befitting our Group. All of our employees take pride in joining in our effort to build a food future that makes people shine under our watchwords "the brilliance of people for the future of food." We are determined to heighten our corporate value by deepening our trustworthiness in the eyes of society as a whole and fulfilling our responsibility to consumers, shareholders, communities, employees, and all other stakeholders.

We hope we can count on your continued understanding and support in our endeavors.

Hiroshi Kobayashi, Representative Director and President, Nippon Meat Packers, Inc.

