

Minutes of IR DAY on February 28, 2023

3rd part: Hokkaido Nippon-Ham Fighters BallPark Project 15:10-16:00

Presenter: Executive Officer in charge of Sports & Group Business Promotion Department

Hirohide Fujiwara

Senior Manager in charge of Sports & Group Business Promotion Department

Takeshi Nishida

Q1. What are accuracy and assumptions of sales plan after opening of new stadium?

We assume that 2 million baseball visitors and 1 million other visitors will be mobilized annually, for a total of 3 million. We plan sales at ¥23.4 billion, as originally expected.

Sponsorship contracts, which account for one-third of sales, are also progressing as planned, and we believe they are fully achievable.

Q2. What is an operating income plan for 2024 and Beyond?

We assume that the new stadium will be utilized events other than baseball games and rent a baseball stadium. Inbound demand is also captured. Since the access will be improved by the establishment of the new station, further increase of users is expected. We aim to achieve operating profit of ¥2.6 billion or more for the next fiscal year.

Q3. What is the total investment in the new stadium?

We have already announced that the construction cost will be ¥60 billion, and it is progressing as expected.

Q4. How does the stadium affect the improvement of the corporate value of the NH Foods Group?

There are three main points: financial value, potential financial value, and social value.

Financial value is as described above. We believe that the potential financial value will lead to increased group-wide awareness, including through media and SNS advertising. Social value is enhanced through contributing to SDGs. We aim to increase corporate value from those three perspectives. We will also use F VILLAGE to increase the corporate value of the entire NH Foods Group. We will organize and explain Quantitative targets in the future.