

NEWS RELEASE

May 7, 2024

Dear Members of the Media

Nipponham Hokkaido Factory Obtains Approval for Export to Singapore

Export of *SCHAU ESSEN* Products to Begin in Fall

Asahikawa factory, Nipponham Hokkaido Factory Ltd.

Nipponham Hokkaido Factory Ltd. (headquartered in Asahikawa, Hokkaido; President: Masayuki Ise), an NH Foods Group company that manufactures hams and sausages for major Nipponham brands including *SCHAU ESSEN*, received approval in April to export from its Asahikawa factory to Singapore.

The Asahikawa factory is the first producer of processed foods in the NH Foods Group to be approved for export from Hokkaido. The approval will enable *SCHAU ESSEN* products produced in Hokkaido to be exported to Singapore. Exports are scheduled to begin in October 2024.

SCHAU ESSEN will celebrate its 40th anniversary next year, and the Group has set a target of 100 billion yen* in net sales by 2030.

Going forward, NH Foods Group will seek to increase exports by rolling out the Hokkaido brand—which is already popular in Asia—on a wider scale, and developing *SCHAU ESSEN* into a global brand.

(*Retail basis for domestic and international *SCHAU ESSEN* series products.)

Overview of Nipponham Hokkaido Factory Ltd.

Address	〒078-8271 3-1-37 Kogyodanchi 1-jo, Asahikawa, Hokkaido
President	Masayuki Ise
Main products manufactured at Asahikawa factory	Nipponham product brands, primarily <i>SCHAU ESSEN</i> , hams and sausages, and gift products such as <i>Utsukushi-no-Kuni</i>



Packaging concept for *SCHAU ESSEN* sausages for export, manufactured by Nipponham Hokkaido Factory