

## Prologue

Our mission is to contribute to a happy and healthy life by delivering the *Joy of Eating*. We formulated the NH Foods Group Vision2030 as a milestone toward fulfilling our corporate philosophy and identified the Five Materialities (key issues) as the social issues to be addressed on a priority basis toward the realization of this vision.



## Philosophy

### Corporate Philosophies

1. Under the basic theme of *Joy of Eating* our company creates a culture that marks an epoch and contributes to society.
2. Our company is a place where employees can feel truly happy and fulfilled.

### Management Principles

1. Act with noble ideals and the determination to achieve them.
2. Learn from others, teach others, and be willing to be taught by others.
3. Create the times by meeting the needs of the times.
4. Expand relationships through quality and service, and take responsibility for all people with whom we have relationships.
5. Strive for a highly functional organization.



# Unleash new potentials for protein NH Foods Group Vision 2030

**NH Foods Group will unleash new ideas beyond existing domains to  
expand new potentials for protein as the power of life.**

**We will endeavor to create diverse dietary lifestyles so people can  
experience the *Joy of Eating* more freely, while ensuring a stable  
supply of food with respect to the environment and society.**

Protein makes up approx. one-fifth of the human body and is an essential nutrient. We supply around 6%\* of the protein consumed by Japanese population, so Vision2030 incorporates not only our existing values of safety, reliability, and deliciousness, but also our desire to continue providing consumers with enjoyable day-to-day diets by harnessing free and innovative ideas to expand the potential of protein, leading to the creation of diverse ways to enjoy food.

\* Estimated by the NH Foods Group using data for the weight of products handled, and external data (based on our research as of 2019)