

Well-rounded in mind and body: Contributing to healthy lives

The NH Foods Group has been providing nutritious and delicious meals under the basic theme of its corporate philosophy to provide the *joy of eating*. With the increasing focus on well-being, a concept as much about mental health as physical health, the Group will contribute to people's enriched minds and healthy bodies by providing exciting experiences in addition to providing proteins.

- Provide proteins that meet diverse needs
- Develop and provide products that contribute to healthy lives
- Provide useful information on proteins

Providing
proteins

Providing
hands-on
opportunities

- Food education
- Community coexistence and events
- Nutrition support and sports

Deliciousness

Enjoyment

Enriched minds

Well-being

Healthy bodies



Well-being

Providing proteins

The NH Foods Group offers proteins in diverse forms to promote physical and mental well-being, empowering people to lead fulfilling lives. By supporting nutritious and enjoyable meals, we contribute to creating a healthier and more supportive environment for everyone.

01 Providing diverse protein sources

Development of alternative proteins

As one of the largest protein suppliers in Japan, NH Foods Group will harness its creativity, free from conventional thinking, to develop and deliver diverse and innovative ways to consume protein.

For example, we have developed foods made from soybeans, which are sometimes described as "meat from the soil" because of their high protein content. We offer a wide range of products, including fried chicken, hamburgers and seafood substitutes. Furthermore, we are conducting research to develop future protein sources, with a particular focus on koji mycoprotein and animal cells.

Roadmap of Protein Development in NH Foods

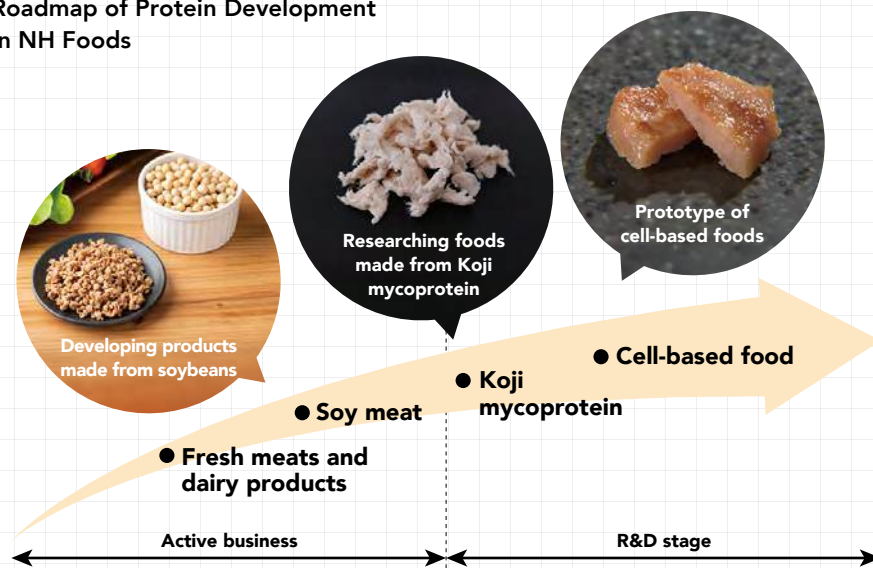


Table for All wellness website

As one of its activities to support people's everyday happy lives, the Group offers food allergy-care and healthcare products on its comprehensive wellness website, Table for All.

In food allergy-care service, we aim to more closely meet the needs of people with food allergies and their families by providing useful information supervised by physicians who specialize in allergies, free nutritional counseling by food allergy dietitians, and products, such as rice flour bread, that are free from specified allergen ingredients. In healthcare, we aim to extend the healthy lifespan and improve the quality of life (QOL) of people around the world by providing health foods to society based on our research on the health functions of livestock resources.



Table for All (Japanese only)
<https://www.food-allergy.jp>

Food allergy-friendly products sold on Table for All (designed to avoid specified allergen ingredients)



Development of a food allergen test kit

In the course of developing food allergy-friendly products, the NH Foods Ltd. Research & Development Center has established food allergen testing technology, developing the FASTKIT ELISA Series testing kit based on this technology. Officially recognized as a test method in 2002, it has now evolved into Ver. III and is widely used by food companies and public laboratories.

Providing proteins

02

Develop and provide products that contribute to healthy lives

Quality Policy and Quality Assurance Regulations as the axis of product development that also addresses social issues

The NH Foods Group's definition of quality includes not only safety (quality of safety) and taste (quality of appeal), which are essential for food products, but also the perspective of contributing to solving social issues (social quality). These are clearly stated as our Quality Policy and serve as the basis for product development. Based on this policy, specific perspectives and criteria are defined in the Quality Assurance Regulations, and social quality is incorporated into product development from the three perspectives of health, environment, and usability.

On the health side, we not only increase the intake of protein and other desirable nutrients, but also take into consideration the reasons for hesitating to eat, and design developments and provide information to achieve a better dietary balance.

Examples of health-conscious development design and information provision

- Supply of protein-rich foods
- Supply of products that offset potential nutritional deficiencies
- Introduction of more products to meet the needs of people with food allergies and diverse values
- Supply of products with reduced salt and fats, etc.



Zero carbs,
high-protein



With added
calcium



High-protein,
non-fat



Contains bifidobacterium lactis
HN019, with calcium and iron



With dietary
fiber

03

Provide useful information on proteins

Established the NH Foods Map for the Future of Protein

We have launched the NH Foods Map for the Future of Protein website as information media for everyone to think about the future of protein. This website introduces our efforts to provide diverse proteins product and research that expands the possibilities of protein beyond food, and also includes content that allows you to check the amount of protein you need with a self-service calculator.



NH Foods Map for the Future of Protein (Japanese only)
<https://www.nipponham.co.jp/tanpaku-mirai/>



Let's Enjoy Delicious Meat! (Japanese only)
<https://www.nipponham.co.jp/recipes/meat/>

Provide expertise and basic knowledge of cooking with meat

This new website is designed on the theme of "Let's Enjoy Delicious Meat!" to help more people enjoy good, fresh meat with high quality protein. It includes pages with expertise about cooking with meat and basic knowledge about fresh meat.

Provide a variety of recipes

This site publishes a diverse set of approximately 1,500 recipes and suggests recipes to users seeking protein intake, featuring special seasonal recipes depending on the time of year.



NH Foods Ltd. website: Recipe page (Japanese only)
<https://www.nipponham.co.jp/recipes/>

Providing hands-on opportunities

In addition to providing proteins, the NH Foods Group creates a variety of opportunities such as sporting events and food experiences. Through these efforts, we aim to contribute to people's enriched minds and healthy bodies, and to help them lead richer and more fulfilling lives.

01 Food education

Decorative cutting classes

Nipponham Customer Communications Ltd. holds cooking classes that use products such as ham and sausages and decorative cutting classes. This company has an expansive repertoire of more than 100 types of food, such as flowers made with ham and animals and vehicles made with sausage. In classes, content of food education lectures and practical education levels are adapted to the participants and convey the importance of appreciating the bounty of nature cultivated in the natural world. These activities aim to provide students with opportunities to enjoy and develop a liking for food through experiences that engage all five senses and to help them to make everyday meals and lunch boxes more decorative.



Presentation by the winning team

02 Community coexistence and events

Student-designed menu items sold in the HOKKAIDO BALLPARK F VILLAGE

The Department of Health and Nutrition at Hokkaido Bunkyo University and NH Foods Ltd. collaborated to develop menu items for sale at tower eleven foodhall by Nipponham, the Group's directly managed food hall at HOKKAIDO BALLPARK F VILLAGE, as part of a class project. The final judging to determine the grand prix winner from among the menu items devised by the students involved actual cooking and presentations in the food hall. The grand prix-winning *Sour Cream Onion Dog* was sold at HOTDOG FUN in the food hall and was well received by many people.



03 Provide frailty prevention programs for the elderly

Frailty is a condition that occurs as bodily and mental functions decline with age, and it is often one of the final steps before an individual starts needing nursing care. We are collaborating with Kansai Medical University, Heiwado Co., Ltd., and Koga Software Inc. and since 2023, we have been implementing a program to prevent frailty in old people, which involves holding seminars on health improvement methods with the potential to reduce physical age by five years.

This program is open to elderly people who use Heiwado services and is held in local community spaces operated by Heiwado. It encourages practical lifestyle changes by combining guidance on protein-rich diets and exercise with the aim of contributing to keeping elderly people healthy and improving their quality of life.



Health Improvement Class to Reduce Physical Age by Five Years Program to prevent frailty

Total classes held
869
Total number of participants
21,450
*As of March 31, 2025

About decorative cutting classes (Japanese only)
https://www.nipponham.co.jp/kazarigiri_kyoshitsu/



A decorative cutting class

Providing hands-on opportunities

The NH Foods Group helps people to stay mentally and physically healthy through food and support for sports activities and creates new value through food and sports, contributing to the advancement of communities and society and the promotion of sports.

Sports nutrition support



01

Certified sports nutritionists support the development of professional athletes from the perspective of food

As part of efforts to develop athletes playing for the Hokkaido Nippon-Ham Fighters (baseball), Cerezo OSAKA, and the Cerezo OSAKA Academy (both soccer), certified sports nutritionists and registered dietitians affiliated with NH Foods Ltd. are providing nutritional support tailored to the needs of individual athletes and teams. This support includes nutritional education provided through lectures and individual counseling based on the results of assessments covering body composition, dietary status, knowledge of nutrition, day-to-day condition checks, and other factors. Furthermore, to enhance the effects of this nutritional education, we are creating good dietary environments by providing support to coaches, guardians, and staff handling food preparation.



Management by a certified sports nutritionist



Lecture on nutrition at Cerezo OSAKA Academy

02

Leveraging nutritional support for professional athletes to disseminate nutrition management information to communities and society

Certified sports nutritionists and registered dietitians affiliated with NH Foods Ltd. are appearing at courses and seminars at local government facilities, schools, and other venues to convey the joy and importance of eating to children engaged in sports, as well as their supporters, including coaches and guardians, by discussing episodes regarding nutritional support. We are also supporting the development of future generations by conducting on-site lectures that convey the realities of sports nutrition guidance to students of dietician training courses and sports coaches.



An external lecture