

Minutes of the Institutional Investor/Analyst Briefing for the Third Quarter of the Fiscal Year Ending March 31, 2014

Nippon Meat Packers, Inc.

Date & Time:	February 3, 2014(Monday) – 10:00-11:00
Attendees:	Director and Managing Executive Officer, General Manager of Corporate Management Division, in charge of Accounting and Finance Department and IT Strategy Department: <i>Yoshihide Hata</i> General Manager of Public and Investor Relations Department, Corporate Management Division: <i>Shigeru Nakajima</i>

Q&A

Overall

- Q) What will drive growth from the next fiscal year onward?
- A) In the Fresh Meats Business Division, we believe that growth will be driven by higher domestic and overseas sales as well as by the strengthening of fresh meat brands. In the Processed Foods Business Division, product development that pursues brand value and the creation of new product categories are anticipated to stimulate growth. In overseas and Affiliated Businesses Division, we aim to increase growth mainly through M&A and business alliances.
- Q) What measures are being taken regarding the redemption of convertible bonds in March 2014?
- A) Looking at the current share price level, we assume that the full amount of bonds will be converted. We are examining a capital strategy, taking into consideration of the ROE promotion of as a management target indicator.

Fresh Meats Business

- Q) What is the status of the Australian businesses in the current fiscal year and forecasts for the next fiscal year?
- A) In the first half, sales volume increased while income rose noticeably mainly due to the foreign exchange effect. In the third quarter, sales were strong despite a low sales volume caused by last year's downturn. In the next fiscal year, we believe it will not reach this year's earnings level due to growth of projected livestock purchase price.
- Q) What is your forecast for the Americas' businesses during the next fiscal year?
- A) Although we expect an upswing in sales, we believe that operating conditions in the Americas will remain difficult. On the basis of this, we measure cost effectiveness further.
- Q) What is the status of domestic fresh meat sales and Nippon Food companies in the current fiscal year as well as forecasts for the next fiscal year?
- A) Current performance for both is firm. Nippon Food companies will take steps to increase earnings primarily by expanding beef sales and boosting sales of fresh meat brands.

- Q) What are your forecasts for domestic chicken market following the lifting of the ban on imported chicken produced in Thailand?
- A) We believe that the domestic chicken market will remain firm for the foreseeable future based on the limited market impact of Thai-produced chicken and currently low inventory levels.

Processed Foods Business

- Q) What is the present status of cost reductions and forecasts for the next fiscal year?
- A) The Company has fallen short of its targets during the current fiscal year largely because of sluggish sales volumes and a delay in price shifts for commercial-use products. In the next fiscal year, we believe that expanding sales volumes for mainstay and new products will be an issue that must be addressed.
- Q) What measures will be taken to address projected high raw materials prices in the next fiscal year?
- A) In response, we will improve product value through such measures as further improving efficiency, creating new product categories and proposing new eating occasions.