

IR Day

The Significance of NH Foods Ownership of a Baseball Team and a Ballpark

January 12, 2021
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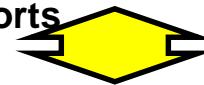
The Significance of the NH Foods Group's Efforts for the Baseball Team and a New Ballpark

Realization of the corporate philosophy
Theme: Joy of Eating

The experience of deliciousness
(food) and the joy of wellness (sports)
brought to people through food

Creation of an inspirational, joyous space that supports mental and physical
Well-Being through food and sports

Five CSR material issues



New ballpark

Transmission

Contribution

Creation

Enhance group brand value

Promote strategic
CSR

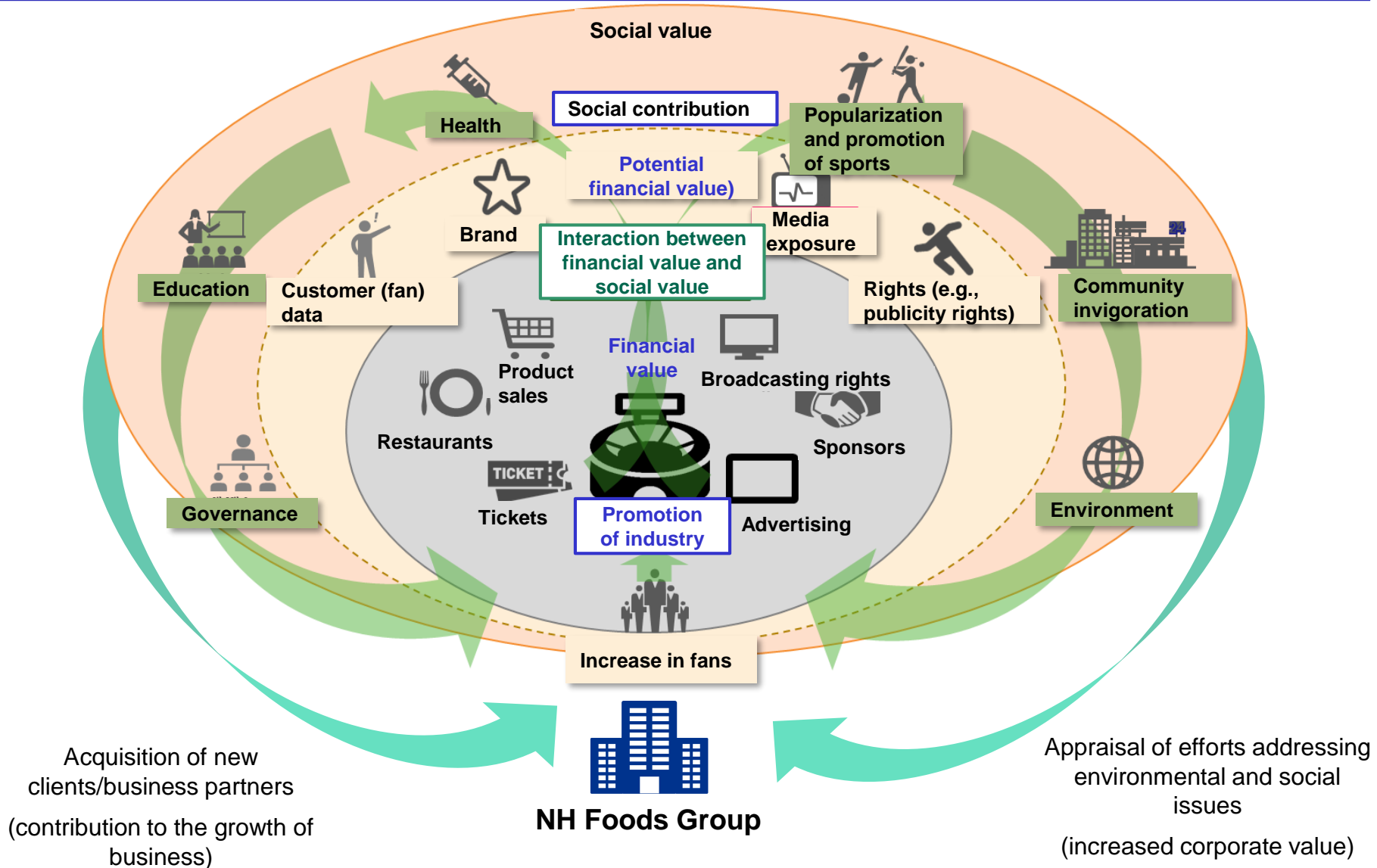
Generate synergy by
combining food and sports

The Significance of Efforts for the Baseball Team and a New Ballpark for NH Foods Group

■ Value to the NH Foods Group from the perspective of the changes in the baseball team and stadium

Time	From 1973	From 2004	From 2023
Ballpark	Tokyo Dome	Sapporo Dome	New baseball field (ES CON FIELD)
Positioning	Company-owned team	Community-based team	Community-based team and site for the group to share information
Messages to and activities for society	Provide good entertainment to young people	Realize a sport-based community through coexistence and mutual prosperity with the community	Create an inspiring, joyful space that supports mental and physical Well-Being through food and sports
	<ul style="list-style-type: none"> • Efforts promoting and popularizing baseball 	<ul style="list-style-type: none"> • Activities to promote baseball and other sports in Hokkaido • Supporting the community (supporting ambassadors and others) • Supporting health through food and sports (dietary education) 	<ul style="list-style-type: none"> • Stimulating the local economy by creating a base for the promotion of sports and a space for the community • Sharing information about NHG and foodstuffs from Hokkaido
Value received by NH Foods	NH Foods advertising signage	Enhance group brand value by projecting the Fighters brand	Enhance group brand value by creating synergy between the team and the group from Hokkaido
	<ul style="list-style-type: none"> • Increase publicity around Japan. • Expand the market in the capital area. • A unifying force within the company 	<ul style="list-style-type: none"> • Symbols of improvement of the group brand (sincerity, freshness). • Restore brand image after scandal. • The unifying power of NH Foods Group 	<ul style="list-style-type: none"> • The main base for CSR activities based on food and sports • Create new business opportunities and use in marketing and sales. • Realize the corporate philosophy of the group.

Value Chain for the Baseball Team/New Ballpark and NH Foods Group

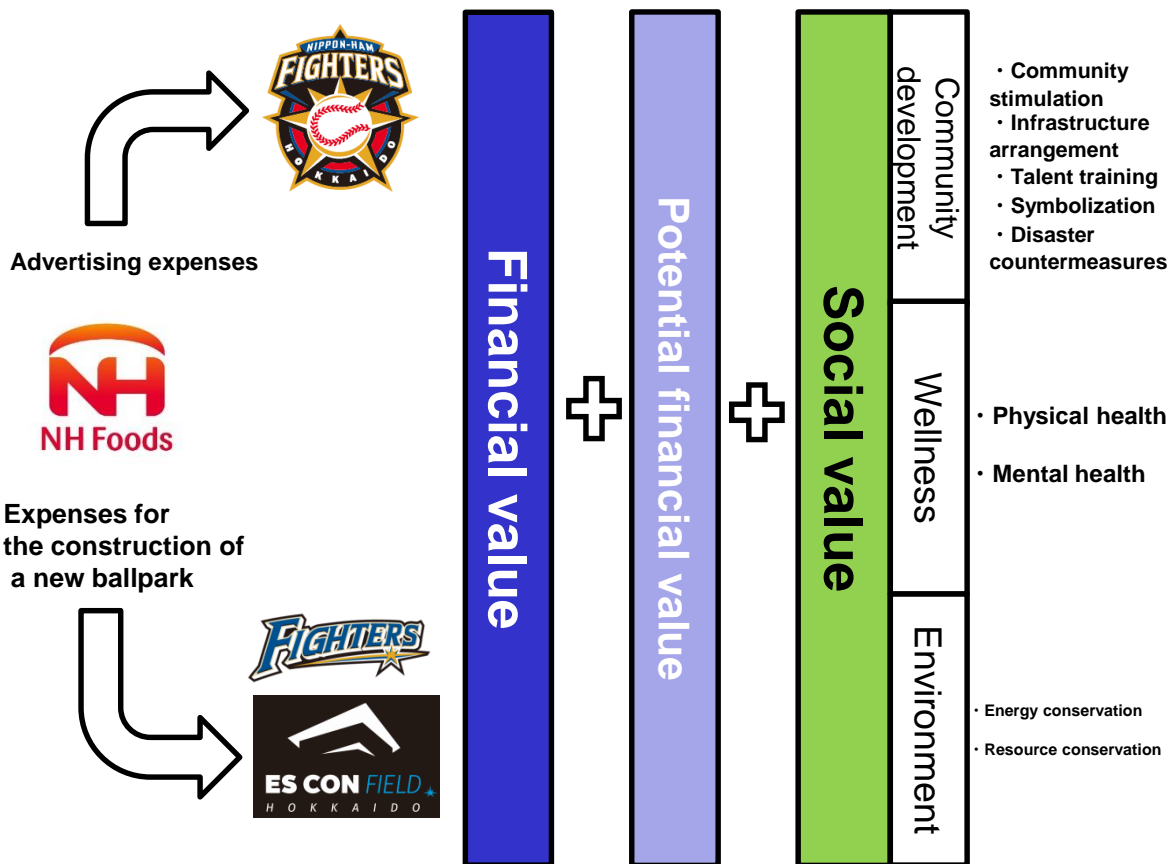


General Image of the Value of the Baseball Team/New Ballpark

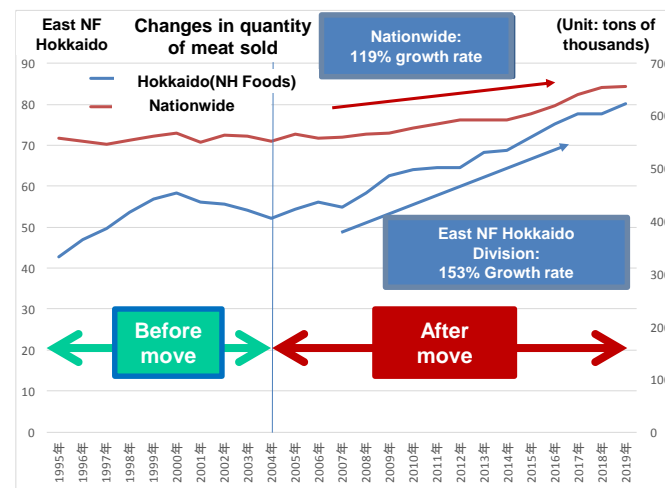
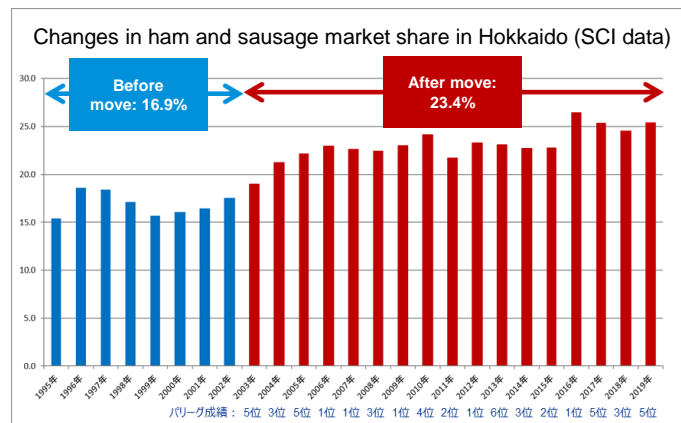
Value vesting in the group

Social value created by business activities

Value coming from stakeholders



(Contribution of the Fighters' impact on sales of the group)



*Potential financial value: value of the advertising exposure (e.g., within the ballpark, on TV, in social media, and in newspapers)

Expand and create businesses around the core of the baseball team/new ballpark!

Generate synergy with existing businesses

New businesses

Coexistence with the community

Idea

Suggest menu items and develop products (brands from Hokkaido)

Increase contact with valued customers

Idea

Manage baseball park

D-2-C business

Idea

Efforts to solve social issues in Hokkaido

Contribute to the development of the economy in Hokkaido

Improvement in sales and profit

Enhancement of corporate value