



Activities in the Next and Subsequent Fiscal Years: Keys in Product Strategy

January 14, 2022 (Friday)

Processed Foods
Business Division,
NH Foods Ltd.



Unleash new potentials for protein
Nipponham Group Vision 2030

■ Today's Agenda

■ Prologue

- Efforts to increase revenue in the next fiscal year
- NH Foods Group VISION 2030 and Materialities

■ Product strategy linked to VISION 2030 and Materialities

[1] Contributing to a sustainable environment

- [1] SCHAU ESSEN [2] Chilled pizza [3] New products
- [4] Room-temperature products

[2] Stable procurement and supply of proteins

- [1] Soy meat products [2] Chicken breast chips

[3] Food diversity and health

- [1] Anti-allergic food products [2] Collaborative products

■ New frozen food, dairy, and fishery products

■ Topics

- Big Boss effect

■ Efforts to increase revenue in the next fiscal year (ham, sausage, and deli products)



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Against

Catch-up

Today's Agenda

- Introduction of new products
- Eco-friendly activities, etc.

- Advantage as competitors follow the price increase.
- Negotiations beyond design

6.0 billion yen

4.0 billion yen 2.0 billion yen and more

Main raw materials

Secondary materials

Electricity and fuel

Price revision

Effect of reconsidered price increase + activities for improvement

NH Foods Group

Vision2030 · Materiality

The Five Materialities

The Five Materialities of the NH Foods Group

NH Foods Group Vision 2030

Unleash new potentials for protein



Stable procurement and supply of proteins

- Stable procurement and supply of proteins
- Greater choice of protein
- Food safety and reliability

Food diversification and health

- Food allergy support
- Health promotion
- Food diversity

Contributing to a sustainable environment

- Responding to climate change
- Resource saving and recycling
- Addressing biodiversity

Co-creation and shared prosperity with local communities and society as a whole through food and sports

- Local community development

Employee development and respect for diversity

- Enhancing job satisfaction for employees
- Respect for diversity

■ Main Points of Today's Agenda



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NH Foods Group

Vision2030 · Materiality

The following focuses on **product strategy** linked to the above.

[1] Contributing to a sustainable environment

- [1] SCHAU ESSEN [2] Chilled pizza
- [3] New product (Eco Loin)
- [4] Room-temperature products

[2] Stable procurement and supply of proteins

- [1] Soy meat products [2] Chicken breast chips

[3] Responses to food diversity and health

- [1] Anti-allergic food products
- [2] Collaborative products

[4] Topic: Big Boss effect

[1] Activities to achieve sustainable global environment



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[1] SCHAU ESSEN

[2] Chilled pizza

[3] New product (Eco Loin)

■ Environmental activities

[4] Room-temperature products

■ Reduction of food loss



[1] SCHAU ESSEN (1)



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Trends in the sales of SCHAU ESSEN

2021
75 billion yen



1985 1990 1995 2000 2005 2010 2015 2020



Reason for remaining the top brand for 36 years since the launch

Constantly taking on new challenges according to changes of the times (consumers)!

[2] SCHAU ESSEN (2)

● Challenges in the last 3 years

[Launch of new flavors]



[Extension]



[Making products microwavable]

シャウエッセンは、
手のひらを返します。

	500w	600w
3本	約30秒	約20秒
6本	約60秒	約40秒

私たちは心配性なあまり、
これまでシャウエッセンのレンジ調理を、おすすめてきませんでした。
それどころか、加熱し過ぎて破棄してしまうことを恐れ、

[Video streaming on YouTube]



Raise brand appeal through efforts to attract new consumers (young people)

● Taking on a new challenge!

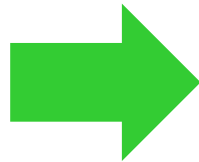


This year is the 37th year since the launch and a historic year for SCHAU ESSEN.

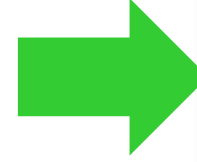
[1] SCHAU ESSEN (4)

[Environmental product declaration of SCHAU ESSEN]

This year marks the 37th year since the launch of SCHAU ESSEN. As the top sausage brand, its **package will be renewed with an aim to reduce its environmental load ahead of other brands**



* Image of cutting the "fan"



[Nickname: Eco Schau]

Percentage of film reduced: 28%

Comparison with the existing two-127g bags of SCHAU ESSEN

[2] Chilled pizza

● Challenges taken on for chilled pizza products

More
tasty!



Renewal to Roma dough



Appealing on package

イタリア・トスカーナ産岩塩配合
生地のみみUP
生地的美味しさにさらにこだわる

Environ
mental
efforts
(Kanade)



Current



New Tray



Appealing on
package

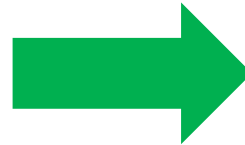
Plastic is reduced by
31% from the
current tray



[3] New product (Eco Loin)

● New challenge taken on for ham and sausage products

Conventional loin ham in connected packs



Non-smoked
white roast
(4 pcs x 5 packs)

Launch of environmentally friendly Loin Ham!

- Reduces film consumption and CO2 emissions in manufacturing
- Recycled plastic bottles are used as part of the packaging materials

Percentage of film reduced from
conventional NH Foods products

-7%

- Improved room temperature products that contribute to **reducing food waste!**
- Meets demand for household **food stock!**

常備食

JO-BI SHOKU

- Room temperature products featuring good taste and convenience
- Large selection from standard household dishes to new, original dishes
- Suited for drinking at home, lunch, weekday dinner, stockpiling, etc.

常備したくなる
美味しさの
食品です



[4] Room Temperature Products (2)



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- More dishes were added to the Ajiwai Renji (microwavable) series.

NEW

さばと大根の味噌煮
じっくり煮込んで柔らかく仕上げた味わい
☑ 常温保存OK!!
☑ トレイのまま召し上がれます。

NEW

国産豚もつ煮
2種類の味噌を使用したコク深いあじわい
☑ 常温保存OK!!
☑ トレイのまま召し上がれます。

Simmered domestic pig entrails

RENEWAL

大豆ミート使用 野菜カレー
ココナッツ入りでさらさらな南国風の味わい
☑ 常温保存OK!!
☑ トレイのまま召し上がれます。

Soy meat vegetable curry

RENEWAL

大豆ミート使用 キーマカレー
ココナッツ入りでさらさらな南国風の味わい
☑ 常温保存OK!!
☑ トレイのまま召し上がれます。

Soy meat keema curry

[Try this] Miso-simmered mackerel and daikon

New product that is microwavable while still in the package and served as one of dinner dishes

Just put a whole piece of tofu in a container and microwave it!

[New products that use tofu]



[4] Room Temperature Products (3)

● New good taste of processed meat brought to households!

[Pulled Series] RENEWAL



RENEWAL



RENEWAL



- Processed meat dishes popular in the US brought to Japan's households
- Simple flavoring makes it easier to use
- Package design clearly showing dishes

Launched new brand,
Stock Deli!

Popular dishes in Europe,
the home of processed
meat, can be enjoyed easily
at home!

NEW



NEW



[4] Room Temperature Products (4)

- Professional taste brought to the mainstay room temperature category!

Popular restaurant-spec brand



- Popular dishes at Western-style food restaurants in town brought to households
- Taste at specialty restaurants can be enjoyed easily at home
- Product still in the package is cooked easily in a microwave oven

<= Restaurant spec. Special Beef Curry [left]
<= Restaurant spec. Special Hashed Beef [right]

Authentic Yakiniku Sauce

Launched Yakiniku Sauce using **Maboroshi No Miso** that is popular in the Gyu Motsu (beef entrails) series!

Good flavor and body that use **in-house made pork extract!**



Mr. Tomihiro Nagata,
a modern-time master-hand





[1] Soy meat products

[2] Chicken breast chips



● Natu Meat brand that increases protein options

Better taste

1. NH Foods original manufacturing method

- Soaking in water **reduces grass-like smell of soybeans**

2. Original flavor

- **Exclusive flavor that reduces soybean smell**

- Flavoring with a sense of unity with the sauce



<= Brand design that expresses healthiness and tastiness



Design renewal

- Indicates dietary fiber and protein content (health assistance display)
- Design that expresses good taste
- Creates a stylish image

[1] Soy Meat Products (2)

- Bring the new good taste of soy meat to various dining scenes!



Products promoted using existing popular brands



Kiwamiyaki Hamburg (Japanese-flavored grated radish)



Hamburg Meatballs

Ham type, sausage type
Dinner Wurst type



Chuka Meisai (Chen Kenichi's Mabo Dofu)
Already launched

[2] Chicken breast chips

- New challenges taken on with room temperature products!

New chips that make an easy source of protein!

CHIKICHIKI Bone chicken breast chips



Protein content per package 10g

- Uses chicken breast with ample protein
- High-protein chips that can be enjoyed like a snack
- For an easy and tasty source of protein
- From small children to young people and the elderly



"CHIKICHIKI Bone chicken skin chips" popular!!

Sold 2.7 million packs after launch in March 2021!



A popular product!





[1] Allergen-Free food products

[2] Collaborative products (tour of noted stores)



[1] Allergen-Free food products (1)



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● Grow to “Minna-no-Shokutaku” brand that remains close to customers

[History and current status of Minna-no-Shokutaku]

1996
Started development



2004
Started selling ham and sausage products



2009
Started selling rice flour bread



2021
Enhancement of product lineup



- Conducted surveys (questionnaires, etc.) taken by families having children who are allergic to food
- Selected allergen-free products needed by customers by each children’s age group

Types of food products needed by customers

Room temperature food products

Material-form products
[Ham, bacon]

Frozen food products

Staple food products
[Rice flour bread]

Sweet food products

[1] Allergen-Free food products (2)



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● New products

[Room temperature food products]

- Single-portion stockpile food products



(Pasta set)



(Fried food flour set)



[Frozen food products]

- Microwavable, ready-made food products

(Hot dog set)
2 portions/product



[Staple food products, rice flour bread]

- Authentic seared bread



(6 slices x 3 slices)

[Food material products, ham and bacon]

- Special price products for daily use



(3 packs of loin ham and bacon linked)

[Confectionery products]

- Baked confectionery that use cream



- Brownie
- Lemon cake
- Green-tea cake

Scheduled for release in
fall and winter 2022

[2] Collaborative products (tour of noted stores) (1)

- Enjoy the taste of famous restaurants of popular chefs at home



Start selling as gifts in the year-end gift-giving season in 2021!



Renowned French restaurant, Chez Olivier, with shining stars: reproducing authentic French cuisine effectively using the ingredients.



Popular Chinese cuisine gift produced by Chen Kenichi

[2] Collaborative products (tour of noted stores) (2)

- Enjoy the taste of popular restaurants at home

Manufactured by Nippon Pure Food, Inc.

Manufactured by Nippon Pure Food, Inc.

[Sold by Nipponham Frozen Foods Ltd.]



Product collaborated with **Yanachan**, the original **Chiritori nabe** restaurant famous in Tsuruhashi, Osaka



Western food dishes collaborated with **Renga-Tei** having history in Ginza, Tokyo



Manufactured by Hoko Co., Ltd.

Mackerel curry collaborated with **CoCo Ichibanya**, curry chain restaurants



Ham and sausage product division

Roast pork supervised by popular chain ramen restaurants **Ippudo**

[2] Collaborative products (tour of noted stores) (3)

● Take out the taste of popular restaurants

Hamburger steak bento supervised by Sukiya Burg, a hamburger steak restaurant popular in Tokyo



Pork shogayaki (ginger pork) bento supervised by Hishidaya, a famous restaurant near Komaba Campus of the University of Tokyo



Chicken cutlet bento supervised by Renga-Tei, an established famous Western-style restaurant in Ginza



Sold as main foodstuffs for bentos at the ready-made food section in supermarkets



■ New frozen food, dairy, and fishery products

[1] Nipponham Frozen Foods Ltd.

[2] Dairy and fishery

• Nippon Luna, Inc. • The Marine Foods Corporation • Hoko Co., Ltd.



[1] Frozen Foods



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Enjoy the taste of specialty restaurants at home

Chef's Kitchen シェフの厨房

Taste comparable to restaurants
New product from the Chef Chuubou brand

NEW **NEW**

Tokyo Meiten Meguri, a new brand supervised by famous restaurants

NEW **NEW** **NEW**

Light meals Snacks

NEW

大好評

New snack products, sales of which significantly increased, such as chilled products

Existing snack products that **use brands** are selling well

Health consciousness Environmental considerations

NATU MEAT

Introduced Natu Meat, a soy meat brand in frozen food products

NEW **NEW**

Strength sales also of Minna-no-Shokutaku as materiality activities!

[2] Dairy and fishery (new products)



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**Nippon
Luna,
Inc.**

- **“Vanilla Yogurt” extension products**
 - Launch yogurt beverages
- **Increase products in the line of Vanilla Yogurt**
 - Introduce Okinawa pineapples
- **Entire renewal of Isey SKYR**
 - Improve taste, change to paper package



**The
Marine
Foods
Corporati
on**

- **Renewal of Grotto Salmon Don**
 - Change packages to environmentally friendly materials (reducing the use of plastics)
- **Introduce rare snack products**
 - Launch Tako No Chinmi Ienomi Otsumami Series
- **Improve soup, authentic marine products**
 - Authentic soup only by adding water or milk



**Hoko Co.,
Ltd.**

- **Introduce cheese cakes that allows confectionary making**
 - Easy cheesecake made only by mixing an egg and baking
- **Enhance sales of salt-free Nippon No Saba (Japanese mackerel)**
 - Propose dishes as a salt-free type that can be differentiated
- **Introduce 4pc cheese as a desert type**
 - Dessert-like cheeses with caramel and chocolate flavors

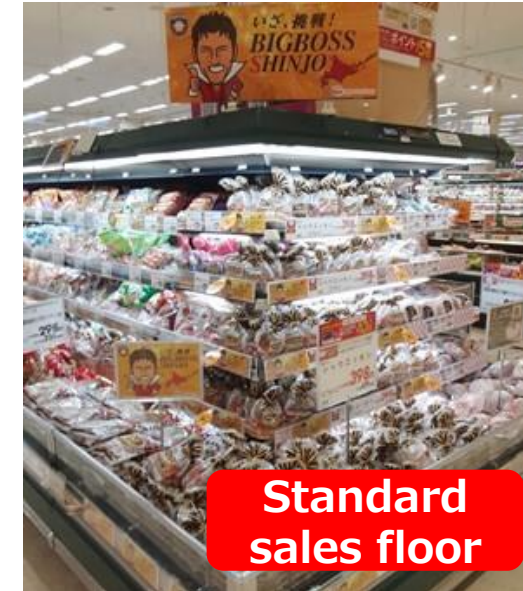


■ Big Boss effect



■ Big Boss effect (1)

Used the Big Boss promotional tool as Mr. Shinjo became a manager of the Hokkaido Nippon-Ham Fighters to make stores crowded on the year-end shopping season !



Start large FS opening sale in the latter half of March to create a large mountain from the end of the fiscal year to the beginning of the next fiscal year.



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