

(Translation)

Name of the Company: Nippon Meat Packers, Inc.
Representative: Noboru Takezoe
President and Representative Director
(Code No. 2282, First Sections of the Tokyo Stock Exchange)
Person to contact: Shigeru Nakajima
General Manager of Public & Investor Relations
Department

Notice of Changes in the Nippon Ham Group Brand Logo

Nippon Meat Packers, Inc. (the “Company”) announces the adoption of a resolution at a meeting of its Board of Directors held on November 8, 2013 to change the Nippon Ham Group (the “Group”) brand logo. Details are as follows.

Description

1. About the Group brand logo
(1) The new Group brand logo



- (2) The new Group brand logo Date of Change: April 1, 2014

2. Reason for Changing the Group brand logo

The Company is changing the Group brand logo. The Group conveys its new determination to realize “Enhancing the Group brand value,” one of the management policies of the New Medium-Term Management Plan Part IV.

The new Group brand logo expresses the Group’s determination to:

- Take on the challenge of entering a stage as a fully united Group
- Evolve into a company that is customer oriented, people friendly, cordial, and approachable
- Become a global company that is the trusted and chosen by customers, as it is in Japan

The Group aims to use its new brand logo to increase awareness of its attachment, products, and services to become a company that is chosen by everyone.

3. Outlook

The change of the Group brand logo is expected to have a minor effect on the-consolidated results for the fiscal year under review.

Please refer to the attached document “Details of the Change in the Nippon Ham Group Brand Logo” for more information.

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Details of the Change in the Nippon Ham Group Brand Logo

Nippon Meat Packers, Inc. (Headquarters: Kita-ku, Osaka; President and Representative Director: Noboru Takezoe; the “Company”) is changing the Nippon Ham Group brand logo. The Nippon Ham Group (the “Group”) conveys its new determination to realize “Enhancing the Group brand value,” one of the management policies of the New Medium-Term Management Plan Part IV.

The new Nippon Ham Group brand logo expresses the Group’s determination to:

- Take on the challenge of entering a stage as a fully united Group
- Evolve into a company that is customer oriented, people friendly, cordial, and approachable
- Become a global company that is the trusted and chosen by customers, as it is in Japan



The Group aims to use its new brand logo to steadily undertake brand management as well as increase awareness of its ideas, products, and services to be a chosen by people worldwide.

Description

The new Group brand Logo



The new logo expresses the Group’s commitment to being the No. 1 company worldwide for delivering the “Joy of Eating.”

Tender arc⇒ 
“N” and “H” have been unified into “NH”⇒ 

The Group brand logo is composed of the “Tender arc” and “NH.”

The “Tender arc” incorporates the gentle and warm image of the light of the sun as it rises above the horizon, expressing the Group’s determination to take on the challenge of entering a new growth stage. This image, of the gentle and warm sun that surrounds the Earth conveys the “Joy of Eating” to the people of the world.

“NH” signifies the Nippon Ham Group while expressing its deep connection to people.

Unifying “N” and “H” symbolizes the Group’s full unify and all people with whom we have relationships. Featuring a shape that blends together the images of stability and softness, the new logo conveys the Group’s aspiration to share the pleasures of good eating and the joys of health with people around the world through the reliable quality of its products and services.

The Group brand logo is composed of two colors.



Future Orange

Bright future created by exploring the frontiers of food



Hearty Red

The warmth and affinity we have for all people

Reference: Current Group Brand Logo



In 2005, the Nippon Ham Group(the “Group”) established the Group brand logo and the Nippon Ham Group Brand Pledges to symbolize the cohesive power of the Group. In the eight years since then, the Nippon Meat Packers, Inc. has made constructive changes to the Group brand in order to meet the increasing expectations of customers and society amid a drastically changing external environment. The Nippon Ham Group Brand Pledges will remain unchanged, and the Group promises to continue upholding them.

The Nippon Ham Group Brand Pledges

We aspire to share the pleasures of good eating
and the joys of health
with people around the world.

We pledge to impart the “Joy of Eating”
with the greatest of care,
through products that reflect our appreciation of
the bounty of nature and
our uncompromising commitment to quality,
and to remain at the forefront in our exploration of
food’s contribution to a happy and healthy life.

Introduction Schedule

It will be gradually introduced starting on April 1, 2014.

Inquiries:

General Manager of Public & Investor Relations Department
Nippon Meat Packers, Inc.

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