

Leading World Food Culture Through Creativity and Food Technology

We enjoy rich diets in these modern times. On the other hand, new health issues have emerged such as excessive calories due to overabundance of food and malnutrition caused by unbalanced diet. The NISSIN FOODS Group takes up the challenge of solving obesity and other global social issues through an increase in value of food.

Achievements Through FY 3/2024 and Future Initiatives

Sales of the *KANZEN MEAL* series reached a cumulative total of 30 million servings since launch in May 2022, surpassing 5 billion yen in FY 3/2024. We aim for the series to become a 7 billion yen brand in FY 3/2025, and then a 10 billion yen brand in FY 3/2026. In the spring of 2024, we launched the new *KANZEN MEAL NISSIN YAKISOBA U.F.O. KOIKOI YATAIFU YAKISOBA* and *KANZEN MEAL Corn Cream Potage*. We developed products in various categories, ranging from cup-type instant noodles and cup rice to cup soup and smoothies, securing a high brand recognition rate through sales promotions, commercials, and other advertising campaigns for these products.

Our online store renewed *KANZEN MEAL DELI* frozen food in December 2023, with a lineup of 28 items as of July 31, 2024 and a repeat purchase rate of 59%*1 (as of June 30, 2024). In this way, the *KANZEN MEAL* series is building up a steady brand reputation in the market and further expanding its touchpoints.

FY 3/2026 Becoming a **10 billion yen brand**

FY 3/2025 ¥7.0 billion (Plan)

FY 3/2024 ¥5.0 billion (Result)

FY 3/2023 ¥3.0 billion (Result)



*Market price conversion

The KANZEN MEAL Series

The *KANZEN MEAL* brand strives for nutritional meals with a complete balance of flavor and all 33 nutrients prescribed by the Dietary Reference Intakes for the Japanese population.



Sold a Cumulative Total of
30 million servings!
(As of August 31, 2024)

Brand Recognition Rate of
approx. **50%***2

2023 Japan Naming Award
(Rookie Category)*3
Grand Prize Winner

We expanded the *KANZEN MEAL DELI* frozen category.

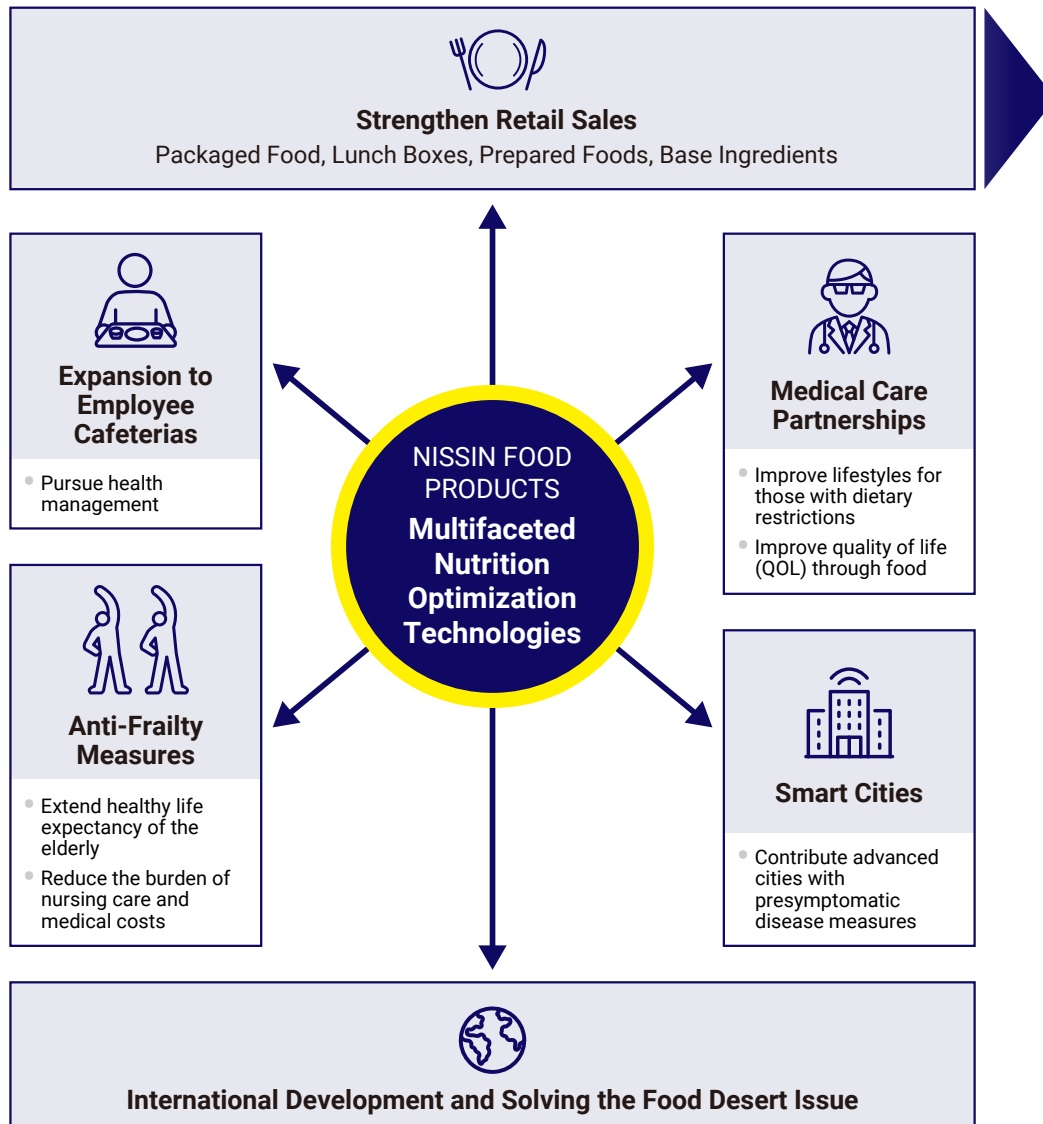


Lineup: **28 items**
(As of July 31, 2024)

Repeat purchase rate: **59%***1
(As of June 30, 2024)

*1 Percentage of first-time buyers who repurchase two or more times within one year. *2 Survey method: 5th Brand Tracking Survey / Online Survey / Nationwide / Conducted April 25–30, 2024 / Men and Women aged 15–79 / n=2000.
*3 Only items within two years of release or announcement are eligible.

The nutrition optimization technology of the NISSIN FOODS Group is transitioning into a new phase of expanding touchpoints in light of the market response to *KANZEN MEAL*. We will pursue possible multifaceted developments in various categories and create environments that provide customers with easy access to Optimized Nutri-Dense Meals.



Initiatives to Strengthen Retail Sales

In FY 3/2024, we strengthened our efforts with partner companies in various industries that endorsed the objectives of our Optimized Nutri-Dense Meals business. We developed our BtoBtoC business by selling base materials and providing recipe services to each partner company.

BtoBtoC Business Development

CVS Channel	Ran test sales of rice balls, bread, noodles, and other side dish products under the <i>KANZEN MEAL</i> brand	
SM Channel	Developed <i>KANZEN MEAL</i> brand boxed lunches	
Food Service Industry	Provided limited Premium <i>KANZEN MEAL</i> menus	
Food Manufacturers in Other Fields	Released <i>KANZEN MEAL ANPAN</i> , <i>KANZEN MEAL KARAMUCHO HOT CHILI FLAVOR</i> , and <i>KANZEN MEAL CURRY-FLAVORED LUNCH PACK</i> supervised by NISSIN FOOD PRODUCTS	

The *KANZEN MEAL* Expands Beyond Retail Sales

Pursuing Health Management

An increasing number of companies are introducing *KANZEN MEAL* in company cafeterias as part of the company health management. Meals include cafeteria and stand meals

Collaboration With Other Industries

We plan to study and develop initiatives that leverage *KANZEN MEAL* to contribute to improved health and QOL for Meiji Yasuda Life Insurance Company. Initiatives include the Quality of Life Support Program and joint efforts in corporate sales

Expanding Senior-Oriented Channels

We began developing sales channels through JAPANET Takata. Our Frozen *KANZEN MEAL 3-STAR SERIES* is introduced on the BS television program and sold through TV shopping

Possibility as Disaster Relief Food

We expect *KANZEN MEAL* products offering optimized nutrition could play a major role during prolonged periods of evacuation



Company cafeteria meals (meal services)



Company cafeteria meals (vending machine)

The NISSIN FOODS Group uses food technology to develop Optimized Nutri-Dense Meals for those with diabetes, hypertensive patients, and for seniors. Through the development of these meals, we help solve issues related to health and nutrition while contributing to Human Well-being.

Optimized Nutri-Dense Meals in Medical Collaborations and Anti-Frailty Measures



For diabetic and hypertensive patients
Highly Satisfying Meals Amidst Strict Dietary Restrictions

The NISSIN FOODS Group conducted clinical trials to develop a new Optimized Nutri-Dense Meals for diabetic and hypertensive patients. We developed an Optimized Nutri-Dense Meal even lower in salt and carbohydrates than our standard product, and we conducted clinical tests with patients eating one meal a day for three months which showed a reduction in blood sugar and blood pressure. Patients with diabetes and hypertension have severe dietary restrictions. Using Optimized Nutri-Dense Meal technology, we can offer highly satisfying meals—even junk food, for lack of a better word—for people suffering illnesses. We hope to expand development for this type of food for the sick in the future.



Observed **reduced blood-glucose level and blood pressure** with Optimized Nutri-Dense Meals low in **salt and carbohydrates**

For seniors
Enhanced Nutrients Often Deficient

The NISSIN FOODS Group also develops Optimized Nutri-Dense Meals for seniors in Japan's super-aging society. In a clinical trial on Optimized Nutri-Dense Meals for seniors, participants were served a special Optimized Nutri-Dense Meal fortified with nutrients that tend to be deficient in seniors, such as protein, n-3 fatty acids, omega-3s, and other vitamins. The clinical trials observed improvements in walking speed, cognitive function, and sense of well-being, and were presented at a conference. Through these efforts, the NISSIN FOODS Group focuses on developing Optimized Nutri-Dense Meals for seniors.



Fortified with protein, n-3 fatty acids, and other nutrients

Improvements observed in gait speed, cognitive function, and sense of well-being

Overseas Development of Optimized Nutri-Dense Meals



To solve social issues
Solving Food-Related Issues

The NISSIN FOODS Group has accumulated various data and expertise in the R&D of Optimized Nutri-Dense Meals throughout our history. In Japan, we develop products in a wide range of categories leveraging our Optimized Nutri-Dense Meals Technology. We plan to expand these meals overseas promptly as well.

Excessive calorie intake is a global social issue, with an estimated 2 billion people suffering from obesity around the world and so-called *sugar taxes* being introduced. Certain areas of the world also suffer from food deserts. These areas do not have access to fresh food, only processed food. We aim to solve these social issues with Optimized Nutri-Dense Meals.

Social Issues Related to Food

Obesity Trend Over 2 Billion People

Introduction of Sugar Taxes

Food Deserts