

## Transforming Global Food—The Present and Future of *KANZEN MEAL*

In today's so-called age of overabundance, food- and health-related issues have grown increasingly diverse and complex.

Such issues include overconsumption, as well as malnutrition caused by restrictive dieting based on misinformation.

The NISSIN FOODS Group tackles these challenges head-on, driving new businesses through fresh perspectives and unconventional thinking.

We apply our proprietary food technology Optimized Nutrition Technology to achieve healthier, more sustainable eating habits while contributing to the overall well-being of society.

### Results to Date

The *KANZEN MEAL* series has surpassed 48 million meals sold (as of July 31, 2025) in the three years since launching in 2022, with brand recognition even exceeding 50%. The product line has earned high praise for balancing health and great taste, with sales reaching 7 billion yen (based on market prices) in FY 3/2025. The brand is on a steady growth trajectory, with FY 3/2026 sales projected to hit 10 billion yen.

*KANZEN MEAL* has also received numerous awards, including the Nikkei Trendy Grand Prize in the Food Category, the Technology Achievement Award from the Shokuhin Sangyo Shimbunsha Co., Ltd., and the Frozen of the Future Award. Blending innovation and public appeal, *KANZEN MEAL* has established a strong position in the market.



## Where the *KANZEN MEAL* Brand Stands Today

### Over 48 Million Servings Sold Through a Diverse Product Lineup

*KANZEN MEAL* has surpassed 48 million meals sold (as of July 31, 2025) thanks to the wide-ranging lineup of products, including instant noodles, frozen foods, and bread. Spring 2025 new releases were popular, with the *SHIRUNASHI CUP NOODLE* reaching 127% of planned sales and the *ANPAN*, a bun filled with sweet red bean paste, developed in collaboration with Kimuraya Sohonten., Ltd. achieving 132% of our target.



\*Sales amount compared to plan from launch week to March 31, 2025

### Brand Awareness Exceeds 50% Amid Growing Market Buzz

*KANZEN MEAL* received numerous awards, including the Grand Prize in the Food Category from Nikkei Trendy and the Technology Merit Award from the Shokuhin Sangyo Shimbunsha Co., Ltd. The brand grew further in popularity in March 2025, receiving honored with the Frozen of the Future Award. Brand awareness has now exceeded 50%, solidifying the brand's position in the market.



Shokuhin Sangyo Shimbunsha Co., Ltd.  
Food Industry Technology Merit Award



JAPAN Drugstore Show Grand Prix Winner



Nikkei Inc.  
Grand Prize Winner



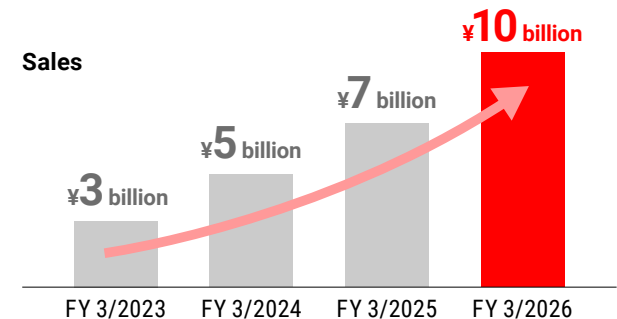
Japan Naming Award,  
Rookie Division Grand Prize Winner



Ranked No. 1 in Meal Replacement Category of  
MAQUIA Healthy Beauty Awards

### Becoming a 10 Billion Yen Brand Through Steady Sales Growth

The *KANZEN MEAL* series surpassed 48 million meals sold (as of July 31, 2025) and achieved over 50% brand awareness. Praised for balancing health and great taste, the brand generated 7 billion yen in sales in FY 3/2025. Sales are expected to reach 10 billion yen in FY 3/2026 with continued growth anticipated in the years ahead.



\*Based on market price

# New Businesses | Multifaceted Optimized Nutri-Dense Technologies

The NISSIN FOODS Group applies our Optimized Nutri-Dense Technologies across packaged foods, retail items (e.g., lunch boxes, prepared foods, and base ingredients) employee cafeterias, and a broad range of other eating occasions to help solve global food challenges.

## Strengthen Retail Sales

### From Packaged Food to Lunch Boxes, Prepared Foods, and Base Ingredients

We develop a product lineup spanning a wide range of categories, including instant noodles, frozen foods, cup rice, bread, and snack foods. We also accelerate sales channel expansion through retail partnerships by developing lunch boxes and prepared foods in collaboration with convenience stores and supermarkets.



## Pursuing Health Management

### As a Corporate Health Management Solution

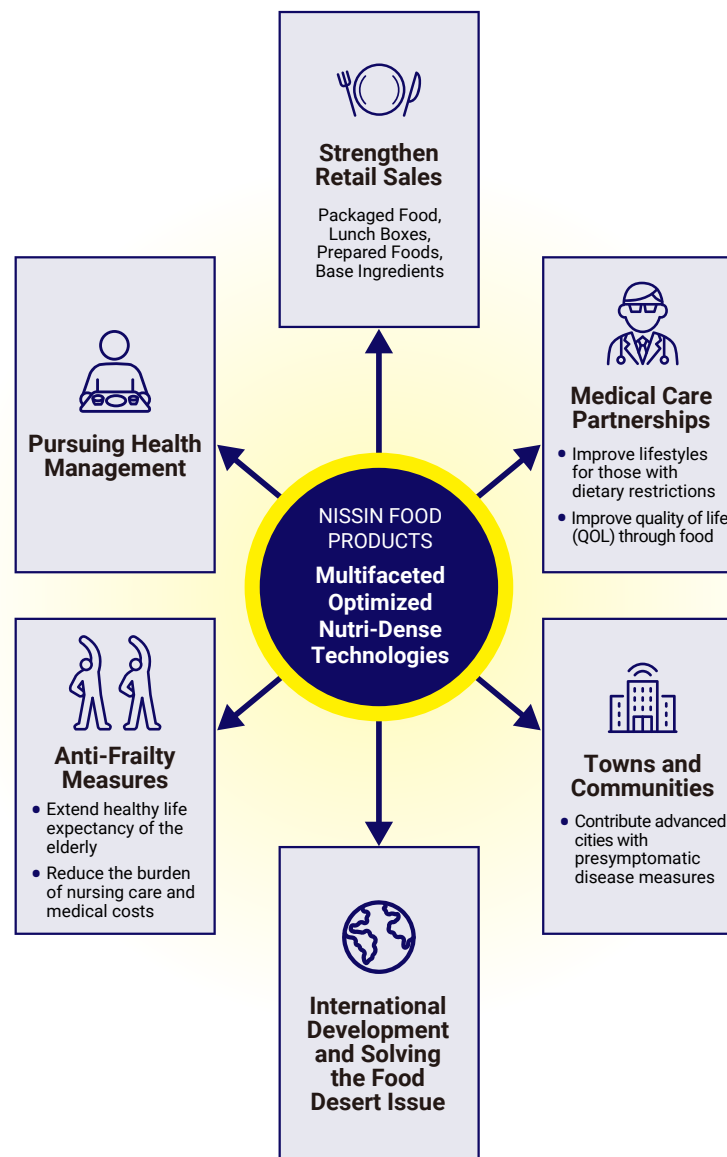
We introduce Multifaceted Nutrition Optimization Technologies to employee cafeterias as a part of our health management initiatives. Offerings range from freshly prepared cafeteria-style meals to stand-type formats using frozen products, expanding diverse meal types at work. Through these products, we aim to support employee health and well-being.



## Anti-Frailty Measures

### Extending Healthy Life Expectancy of the Elderly

The rapidly aging population in Japan presents a serious challenge for extending healthy life expectancy of the elderly population. The NISSIN FOODS Group aims to help prevent frailty, support longer healthy lives, and reduce nursing care and medical costs by developing and offering Optimized Nutri-Dense Meals for seniors that deliver essential calories and help supplement nutrients that are often lacking, even in small portions.



## Medical Care Partnerships

### Improving the QOL of Patients With Strict Dietary Restrictions

Patients with strict dietary restrictions due to diabetes, hypertension, and other conditions experience low satisfaction with food and reduced quality of life. Our goal is to develop Optimized Nutri-Dense Meals that improve the quality of life of these patients.



## Towns and Communities

### Proof-of-Concept Testing of Optimized Nutri-Dense Meals at Toyota Woven City

NISSIN FOOD PRODUCTS is working to create an environment within Toyota Woven City\* where Optimized Nutri-Dense Meals can be accessed anytime, anywhere. We will observe changes in users' physical and mental states, as well as behavior, from both subjective and objective perspectives to verify the effectiveness of these products.



\*Toyota Woven City: A futuristic smart city under construction in Susono City Shizuoka Prefecture, a demonstration city led by Toyota Motor Corporation.

## Global Expansion and Addressing Food Deserts

### Solving Food-Related Issues

Around the world, food-related social issues are becoming increasingly severe, including obesity and limited access to fresh food in food deserts. We aim to leverage Optimized Nutri-Dense Technologies to solve global challenges by providing people around the world with delicious, nutritionally balanced meals.

# New Businesses | Expanding KANZEN MEAL From Japan to the World

The NISSIN FOODS Group launched KANZEN MEAL in Japan in 2022.

We are now preparing to expand globally, beginning with test sales in Europe and North America, as the domestic business nears profitability.

## Japan



### Developing Business to Become Profitable After 2026

We expect the core business of KANZEN MEAL in Japan to become profitable in stages beginning FY 3/2027. The BtoB cafeteria meals business continues to grow steadily, supported by increased focus on health management. We expect this business to turn profitable in FY 3/2027. The BtoC frozen food business, including the online-exclusive Frozen KANZEN MEAL DELI lineup, is also performing well, and is expected to turn profitable in FY 3/2028. Meanwhile, the grocery (room-temperature products) business, our largest BtoC segment by sales, plays a key role in raising overall KANZEN MEAL brand recognition through TV commercials and other media. We expect this business to

become profitable in FY 3/2029.

Our partnerships with retailers, restaurants, and manufacturers are also progressing steadily. The NISSIN FOODS Group diversifies our distribution channels through various measures. Our efforts include supplying KANZEN MEAL base ingredients, including pasta sauces and curry roux, for in-store prepared lunch boxes at supermarkets, and collaborations with family restaurants and pizza delivery chains. We expect this BtoB business, developed through partnerships with retailers, restaurants, and manufacturers to become profitable in FY 3/2030. The KANZEN MEAL business in Japan continues to make steady progress toward sustainable growth.

### Profitability Outlook for Each Business Segment in Japan

Profitability Outlook for Each Business Segment in Japan					Turning profitable in domestic New Business		
Fiscal Year	3/2025	3/2026	3/2027	3/2028	3/2029	3/2030	3/2031
Sales in Terms of Market Price	¥7 billion	¥10 billion				¥42 billion	
BtoC Glossary					FY 3/2029 Profitable		
BtoC Frozen				FY 3/2028 Profitable			
BtoB	Cafeteria meals business		FY 3/2027 Profitable				
	Retail, food service, and manufacturer collaborations					FY 3/2030 Profitable	

Note: Excludes domestic others not listed above (and Overseas Business). Also, R&D expenses are not included.

## Overseas

### KANZEN MEAL Test Sales Began in the U.S., With Plans to Expand to Europe

The NISSIN FOODS Group accelerates the overseas rollout of the KANZEN MEAL business under the KANZEN MEAL brand. Test sales began in the U.S. in June 2025 with frozen pastas, with plans to expand this lineup going forward. We secured distribution in 600 stores, mainly independent chains, and will continue to expand coverage.

In Europe, we plan to introduce KANZEN MEAL with a cup rice-style product with curry flavor. Preparations are underway to begin test sales between the end of this fiscal year and the beginning of the next.

The Group continues to develop products tailored to local food cultures and consumer needs, aiming to deliver great taste and nutritional balance to consumers worldwide.

### KANZEN MEAL Planned for Rollout in the U.S.



Spaghetti Bolognese

Fettuccine Alfredo

### KANZEN MEAL Scheduled for Development in Europe



JAPANESE CURRY RICE

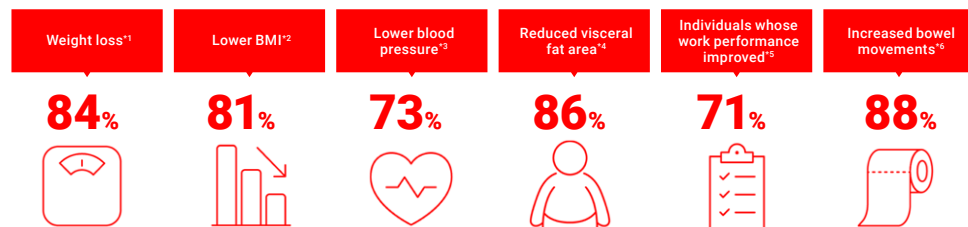
KEEMA CURRY RICE

# New Businesses | Fundamental Research for Optimized Nutri-Dense Meals

Our Optimized Nutri-Dense Meals deliver ideal nutritional balance, designed to provide an optimal balance of all 33 essential nutrients. We are committed to expanding the potential of these meals through ongoing fundamental research and clinical trials to support solutions to social health challenges.

## Supporting Better Health Through Improved Vital Data

A clinical trial conducted to evaluate the effectiveness of Optimized Nutri-Dense Meals replaced 40 of 84 meals over one month with optimized options. The results showed improved nutritional balance and significant changes across multiple health indicators, suggesting the potential to help build a healthier body.



Note: The chart shows the percentage of participants with improved evaluation items in two clinical trials (Trial 1: 110 employees of Company A; Trial 2: 66 employees of Company B)

<sup>\*1</sup> Body weight: 86 out of 102 male participants lost weight. (Trial 1:  $72.4 \pm 8.0$  before consumption,  $71.5 \pm 7.9$  after consumption ( $p < 0.001$ ); Trial 2:  $77.7 \pm 9.2$  before consumption,  $76.8 \pm 9.3$  after consumption ( $p < 0.001$ )) <sup>\*2</sup> BMI: BMI decreased in 47 of 58 male participants having a BMI of  $25 \text{ kg/m}^2$  or higher. (Trial 1:  $27.5 \pm 1.8$  before consumption,  $27.2 \pm 1.7$  after consumption ( $p < 0.001$ ); Trial 2:  $27.4 \pm 2.5$  before consumption,  $27.1 \pm 2.5$  after consumption ( $p < 0.001$ )) <sup>\*3</sup> Blood pressure: Decreased in 34 of 46 participants having a systolic blood pressure of  $130 \text{ mmHg}$  or higher and/or diastolic blood pressure of  $80 \text{ mmHg}$  or higher. (Trial 1:  $136.9 \pm 9.0$  before consumption,  $128.1 \pm 9.5$  after consumption ( $p < 0.001$ ); Trial 2:  $134.0 \pm 6.7$  before consumption,  $130.1 \pm 8.7$  after consumption ( $p = 0.024$ )) <sup>\*4</sup> Visceral fat area: Decreased in 68 of 79 participants having a visceral fat area of  $100 \text{ cm}^2$  or greater. (Trial 1:  $153.9 \pm 30.2$  before consumption,  $145.6 \pm 29.7$  after consumption ( $p < 0.001$ ); Trial 2:  $148.3 \pm 34.8$  before consumption,  $129.1 \pm 38.7$  after consumption ( $p < 0.001$ )) <sup>\*5</sup> Work performance evaluated based on presenteeism scores. Presenteeism is a numerical value based on the overall performance score in the WLQ-J test. A score of 0 represents a state in which a person is able to attend work, but is hindered and can only perform at a level of 0%. A score of 100 represents a state in which a person performs at a level of 100%. Scores improved for 46 of 64 participants with overall performance scores below 94. (Trial 1:  $90.9 \pm 2.5$  before consumption,  $92.6 \pm 3.8$  after consumption ( $p = 0.005$ ); Trial 2:  $90.7 \pm 2.6$  before consumption,  $93.0 \pm 3.5$  after consumption ( $p = 0.004$ )) <sup>\*6</sup> Bowel movement frequency: Bowel movement frequency increased in 24 out of 27 participants who experienced bowel movements 6 times a week or less. (Trial 1:  $4.2 \pm 1.1$  before consumption,  $5.6 \pm 1.6$  after consumption ( $p < 0.001$ ); Trial 2: Not analyzed due to limited participants.)

Note: Prepared based on the study reported in *Journal of Functional Foods* (2022, 92, 105050).

## Anti-Aging Effects Expected to Support Longer Healthy Life Expectancy

The NISSIN FOODS Group, in joint research with Keio University School of Medicine, examined the impact of continuous consumption of Optimized Nutri-Dense Meals on age-related physical changes. The results of this research showed an average reduction of approximately two years in DNA methylation age<sup>\*7</sup>, suggesting the potential to extend healthy life expectancy. Aging progresses as genes in cells become methylated. Our findings suggest that continued intake of a well-balanced diet may help slow this process. Optimized Nutri-Dense Meals expand possibilities as a new approach to age-related health challenges.

Note: Presented at the 2025 Annual Meeting of the Japan Society for Bioscience, Biotechnology, and Agrochemistry (March 8, 2025).

<sup>\*7</sup> Biological age (compared to chronological age). Measured the degree of DNA methylation progression associated with aging. Biological age is linked to risks of disease and death.



## Enhancing Well-Being Through Improvements in Stress, Fatigue, and Sleep

A clinical trial in which participants consumed one serving of Optimized Nutri-Dense Meals per day for four weeks confirmed improvements in stress, fatigue, and sleep. These findings suggest the potential for Optimized Nutri-Dense Meals to enhance well-being.

Note: Presented at the 71st Annual Meeting of the Japan Society for Food Science and Technology (August 31, 2024).



## Maintaining and Enhancing Physical, Cognitive, and Emotional Well-Being in Seniors

Consuming Optimized Nutri-Dense Meals enriched with nutrients often lacking in seniors led to confirmed improvements in walking speed, cognitive function, and well-being. These findings suggest the potential of Optimized Nutri-Dense Meals as a new approach to addressing age-related health challenges.

Note: Published in *Nutrients*, Volume 15 (2023), Article 4317.



## Improving Women's Quality of Life by Easing PMS Symptoms

The NISSIN FOODS Group conducted a clinical trial to explore the potential of Optimized Nutri-Dense Meals in supporting women affected by premenstrual syndrome (PMS), a condition experienced by approximately 95% of women. Participants consumed two optimized meals per day for 12 weeks, a total of 168 meals fortified with nutrients, such as folic acid, that are often lacking in typical diets. The results showed reduced physical and mental discomfort in participants before and during menstruation. These findings suggest that improved nutritional balance through Optimized Nutri-Dense Meals may help ease PMS symptoms.

Note: Presented at the 2025 Annual Meeting of the Japan Society for Bioscience, Biotechnology, and Agrochemistry (March 8, 2025).

## Enhancing Quality of Life and Expanding Dietary Options for Patients With Diabetes and Hypertension

The NISSIN FOODS Group explores the potential of Optimized Nutri-Dense Meals that are satisfying to eat while reducing salt and carbohydrates for patients with diabetes and hypertension. Clinical trials confirmed improvements in blood glucose and blood pressure, suggesting the potential for Optimized Nutri-Dense Meals to expand dietary options for patients.

Note: Presented at the 2023 Annual Meeting of the Japan Society for Bioscience, Biotechnology, and Agrochemistry (March 14, 2023).

The photo on the right is for illustrative purposes only and is not related to our products.

