Aiming to Become a Century Brand Company

The mission of the NISSIN FOODS Group is to leverage brand strategies that overturn the company's conventional wisdom in fundamental ways, stimulate product demand, and foster brand attachment and loyalty. We engage in marketing activities that focus on consumer insights to respond to ever-changing consumer needs. Our lineup includes numerous brands spanning a wide range of businesses, including *CUP NOODLE* and other instant noodles.

Diverse Brands to Meet Consumer Needs

Domestic Instant Noodles Business

World's first cup-type instant noodles *CUP NOODLE*

World's first instant noodles

CHICKEN RAMEN

Bowl-type Udon and Soba category
No. 1 in sales*1

NISSIN NO DONBEI

Yakisoba category
No. 1 in sales*2

NISSIN YAKISOBA U.F.O.

Cup rice category
No. 1 in sales*3

NISSIN CURRY MESHI

30 years on the market!

MYOJO IPPEICHAN YOMISE NO YAKISOBA

Domestic Chilled/Frozen Foods and Beverages Business

Frozen fresh pasta
No. 1 in sales*4

NISSIN MOCHITTO NAMA PASTA

Chilled two-serving ramen
No. 1 in sales*5

GYORETSU NO DEKIRU MISE NO RAMEN

Large yogurt drinks
No. 1 in sales*6

TOKACHI NOMU YOGURT

Domestic Confectionery/ Snack Business

60 years on the market!

COCONUT SABLE

Corn snack
No. 1 in sales*7

SCONE

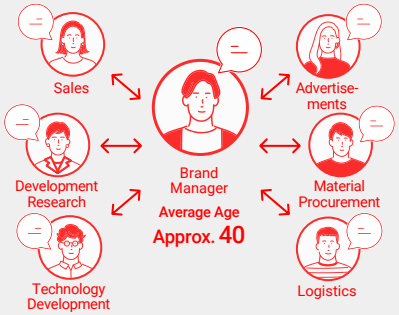
65 years on the market!

BONCHI AGE

Corporate Culture and Structures That Foster Our Strong Brand

Brand Manager System

Each brand appoints a mini-president who is responsible for everything from product development to sales. This system fosters a corporate culture that leads to strong brands by creating internal competition among brands to deliver more innovative products and brand promotions.



NISSIN 10 Rules

The NISSIN 10 Rules plays a major role in driving the growth of NISSIN FOODS. We use this unique code of conduct as the basis for our decisions, whenever we face difficulties or are unsure of our decisions, ensuring we act in line with our company vision.

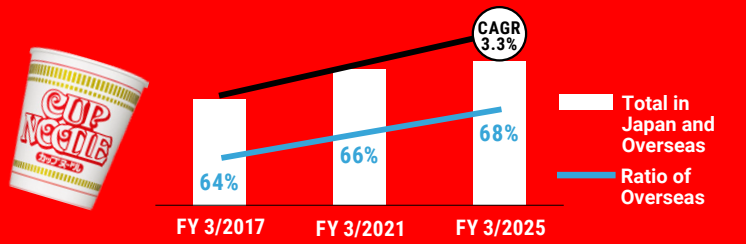
1. Cultivate brand ownership to the fullest.
2. Aim for first entry and strive to be number one in every category.
3. Create with your own hands. Restructure it if someone is to overcome it.
4. Draw on wisdom from the outside to accelerate the business.
5. Diversity is powerful. Embrace our differences to thrive.
6. Strive for new experiences and wisdom. The future is bright for those who constantly challenge themselves.
7. Forge ahead in the face of uncertainty. Turn back immediately if you notice mistakes.
8. Lead and persuade through accountability, not through authority.
9. Challenge the impossible, and break through barriers.
10. It's our job to make work fun. This will accelerate growth.

*1 INTAGE SRI+ Cup-type instant noodle market, bowl-type Udon and Soba category; Feb. 2023-Jan. 2024 *DONBEI* brand cumulative sales amount (nationwide, all categories)
*2 INTAGE SRI+ Cup-type instant noodle market, Yakisoba + Aburasoba category; Jan. 2023-Dec. 2023 *U.F.O.* brand cumulative sales amount (nationwide, all categories)
*3 INTAGE SRI+ Processed rice market, set rice category; Jan. 2023-Dec. 2023 *NISSIN CURRY MESHI* brand cumulative sales amount (nationwide, all categories)
*4 INTAGE SRI+ Frozen cooked fresh pasta market; Jan. 2017-Apr. 2023 amount base
*5 INTAGE SRI+ Two-serving fresh ramen market in the fresh and boiled noodles category; Jun. 2024-May 2025 cumulative sales amount
*6 INTAGE SRI+ Yogurt (drink, 600 ml+) market; Apr. 2024-Mar. 2025 cumulative sales amount
*7 INTAGE SRI+ Corn snack market; Mar. 2024-Feb. 2025 cumulative sales amount

Global Development of the *CUP NOODLES* Brand

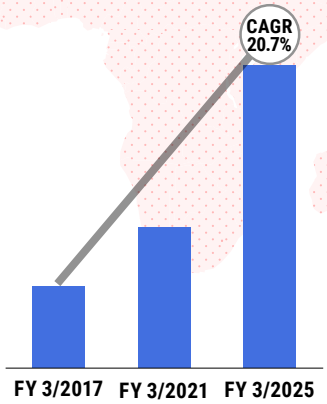
CUP NOODLE, launched in 1971, was the world's first cup-type instant noodle. Leveraging the branding and marketing strengths of the Company, *CUP NOODLES* became a global brand sold in 100 countries and eaten by people around the world. We are developing competitive marketing strategies according to market environments and target preferences in each area, while adhering to the core values of the brand, striving to deliver *CUP NOODLES* to more people than ever.

Worldwide Number of *CUP NOODLES* Servings



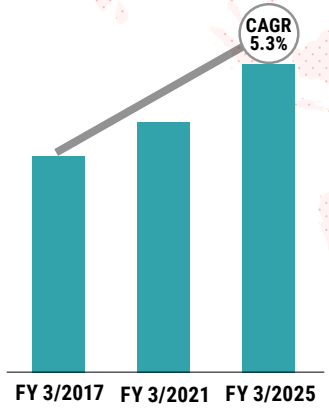
EMEA

Stimulate demand with detailed strategies tailored to each region under the Authentic Asia concept



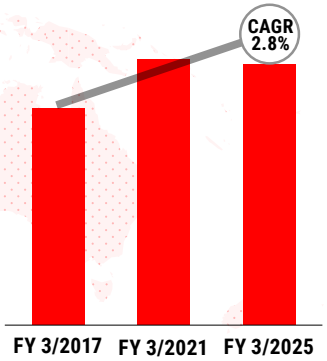
Asia

Work to increase sales in line with the shift to cup-type instant noodles



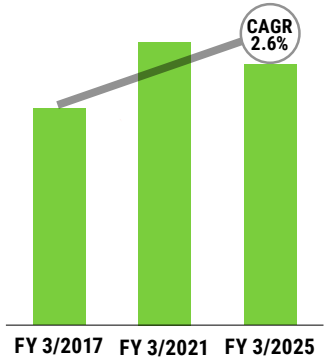
Japan

Build an optimal product portfolio to meet diverse consumer needs



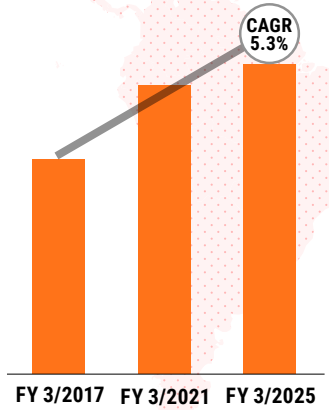
China/Hong Kong

Enhance brand value through improving quality and engaging in safety and environmental initiatives



Americas

Expand premium products, renew existing products, and pursue marketing initiatives to establish the brand



Note: Each graph uses the FY 3/2017 sales volume as the index baseline (set at 100)

Supporting NISSIN as a Food Tech Company

As Japan's leading comprehensive food group, the NISSIN FOODS Group develops innovative technologies on a daily basis. Our mission is to create new food cultures beyond instant noodles. We develop cutting-edge food and production technologies founded in food safety and security using our processing techniques cultivated to date.

Our Superior Strengths in Intellectual Property in Japan and Overseas

One advantage of the NISSIN FOODS Group is our competitiveness as a *Food Tech Company* based on the processing technologies we have cultivated over many years. Underpinning this competitiveness is our intellectual property, which includes patents, registered designs, and trademarks across the Group's entire line of products. We protect and utilize new technologies and designs we create through research and development as patents and registered designs, and the number of patents we hold grows every year. We now own more than 2,000 trademarks in Japan and overseas, which contribute to strengthening brand protection.

NISSIN FOODS Group Patents

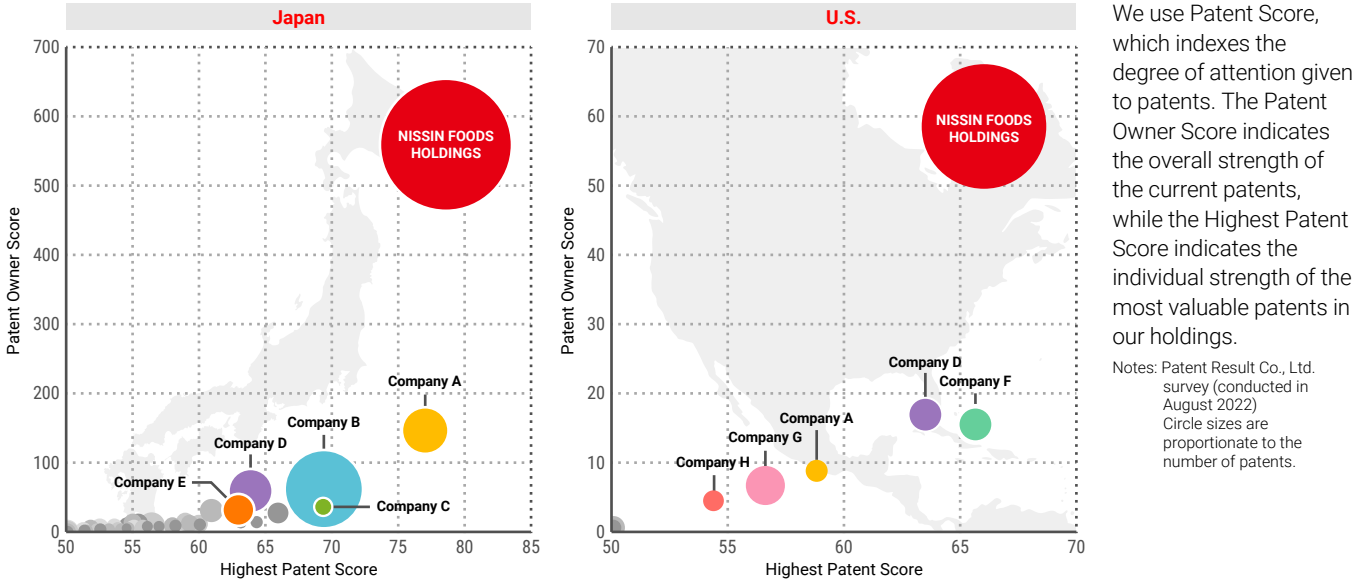
	FY 3/2024	FY 3/2025
Japan	550	584
Overseas	802	854*

No. of Registered Trademarks

End of FY 3/2025
Japan + Overseas
2,000-plus

*Overseas refers to the total number of countries in which product rights have been granted

Instant Noodle Patent Map



We use Patent Score, which indexes the degree of attention given to patents. The Patent Owner Score indicates the overall strength of the current patents, while the Highest Patent Score indicates the individual strength of the most valuable patents in our holdings.

Notes: Patent Result Co., Ltd. survey (conducted in August 2022)
Circle sizes are proportionate to the number of patents.

TOPICS Maximizing Brand Value by Leveraging Trademarks

Our strengths in marketing and branding help the NISSIN FOODS Group maximize the value of numerous long-selling brands, including *CHICKEN RAMEN* and *CUP NOODLE*. We prioritize multifaceted trademark protection and utilize new types of trademarks to protect our brand value. Examples include the position mark for the iconic shape of *CUP NOODLE* and the color mark for the memorable color scheme used for *CHICKEN RAMEN*. In recognition of these new efforts, we received the 2024 Intellectual Property Achievement Award from the Director-General of the Japan Patent Office, sponsored by the Ministry of Economy, Trade and Industry. Enhancing brand value by protecting and utilizing trademarks in this fashion helps drive NISSIN FOODS Group business strategy.

Trademark Registration No. 6034112 (position mark)

Trademark Registration No.6534071 (color mark)

Transforming Production With Next-Generation Smart Factories

The NISSIN FOOD PRODUCTS, Kansai Plant began operations in October 2018. The plant boasts state-of-the-art equipment and uses IoT technology to achieve automation and efficiency.

The 200-meter production line produces 400 servings per minute, with one serving of *CUP NOODLE* ready in about 40 minutes after the flour is first added. The plant is one of the largest in Japan, capable of producing up to 4 million servings per day and up to 1 billion servings per year.

A central monitoring and control room, called the *NASA Room*[*1], oversees all information in the plant. Data from 700 quality control cameras is stored for an extended period, facilitating immediate tracing of any problems as they occur. State-of-the-art inspection equipment ensures all products are inspected at 15 checkpoints throughout the manufacturing process.

The plant reduces the risk of human error by automating what had been manual checks, inspections, and the transport of raw material containers, etc. As a result, we achieved a product defect rate due to any factor of less than 1 per 1 million pieces, providing a safer production system.

*1 *NASA Room*: Nissin Automated Surveillance Administration Office

Production Capacity	Defect Rate	Automated
1 Billion Meals (Annual Maximum)	Less Than 1/1,000,000	50%*2 of Manual Processes

*2 Compared to levels at the time of establishment

A Source of Innovation—the WAVE

The WAVE is the NISSIN FOODS Group's technology, development, and research center, consisting of the Global Innovation Center and Global Food Safety Institute. The mission of the WAVE is to create the most advanced wave of food technology, emanating powerful vibrations across the globe. Based on our founder's spirit, we conduct research and development to fulfill our mission of achieving technological innovation and food safety and reliability. We take on the challenge to co-create foods of the future with food science, forging ahead in creating new kinds of food culture.

Latest Food Technology

The Global Innovation Center creates new technologies that drive the growth of the NISSIN FOODS Group. We create future technologies at this research center, developing not only instant noodles, but also chilled, frozen, rice, confectionery, and lactobacillus beverage products. Our efforts integrate various technologies that transcend the boundaries of different genres.

Delicious Taste Reproduction Technology

We are employing a variety of processing techniques, dedicated to perfecting the art of balancing nutrition with the delicious signature flavors of NISSIN.

Rice Synthesis Technology
Technology that enables calorie control by enhancing dietary fiber while respecting the original taste of rice

Salt Reduction Technology
Technology that blends salt, minerals, etc., to enhance the flavor of food, even in small quantities, based on repeated collection and research of approximately 170 different types of salt

Plant-Based Processing Technology
Technology that uses plant-based ingredients to replicate the texture and flavor of meat and seafood, aiming for sustainable food sourcing

Nutrition Hold Production Method
A technique that locks in nutrients prone to loss during cooking while minimizing impact on taste

Cultured Meat
Cultured meat is expected to solve future food crises and global warming; researched and developed in collaboration with the University of Tokyo

Optimized Nutri-Dense Meal Design Technology
A method for combining various nutrients to design a diverse range of deliciously optimized meals

Technology Behind Our World-Class Safety

The Global Food Safety Institute, which is responsible for quality assurance in the NISSIN FOODS Group, obtained ISO/IEC 17025 accreditation, an international standard that recognizes the accuracy of testing laboratories. The institute analyzes pesticide residues, mold toxins, and other hazardous substances to verify the safety of raw materials used in the Group. In addition, the institute uses advanced analytical technologies to improve the quality control department technologies of Group company plants.

● NASRAC*1 Pesticide Residue Analysis System

NASRAC is a system to analyze pesticides developed originally by the Global Food Safety Institute in 2001. We developed our own analysis system prior to the implementation of the positive list system. Since then, we have gradually increased the number of pesticides covered to approximately 550 types of pesticides for rapid analysis.

*1 NASRAC: Nissin's Analytical Systems for Residual Agricultural Chemicals

Analytical Accuracy Improvement Milestones

2001 Developed the pesticide residue testing system (NASRAC-60), capable of analyzing 60 types of pesticides simultaneously
2002 Developed and introduced NASRAC-300, capable of analyzing approx. 300 pesticides
2012 550 pesticide residues made available for analysis, with more than 1,000 samples analyzed each year

● FASRAC*2 Automatic Pre-Treatment Device for Residual Pesticides Developed by NISSIN (Patent No. 5395847)

Pesticide residue analysis requires pre-treatment to extract pesticides from products and raw materials. FASRAC is the first device in the world to automate this pre-treatment process. While pre-processing has historically required manual operation, FASRAC more than triples processing capacities. The ability to test for pesticides is six times greater than before as a result of this improvement, which also reduced the risk of contamination significantly. As a result, FASRAC can analyze more than 1,000 pesticide samples per year.

*2 FASRAC: Food Automatic Analytical Systems for Residual Agricultural Chemicals

● Robotic Arms to Support the Expansion of Optimized Nutri-Dense Meals (Patent No. 7551721)

The Group introduced a dual-arm robot in April 2022 to establish an analytical system for Optimized Nutri-Dense Meals. While conventional automatic preanalytical equipment has a fixed sequence of operations, robotic arms possess a high degree of freedom. Using these robotic arms, NISSIN increased the number of analysis items supported. Testing for Optimized Nutri-Dense Meals must guarantee that a variety of nutrients are contained in the product in question, increasing the number of nutrient items to analyze. However, robotic arms doubled the pre-processing capacity of this analysis. While we have reached our goal to automate pre-processing for the 10 major food allergens, we will continue to support the growing need for Optimized Nutri-Dense Meals from a quality perspective.

Impact of Robotic Arms

- Improved processing capabilities
  (20 specimens per day with manual labor → 40 specimens per day with robots)
- Ensured the same level of technical competence as proficient analysts
- Achieved pre-processing automation for the 10 major food allergens
- Reduced annual costs by approx. 36 million yen
- Ensured flexibility to adapt to changing analytical trends in the future

● New *Test Method for Food Allergens* to Ensure Food Safety

We stated our commitment to food allergen testing at the 2021 Tokyo Nutrition For Growth Summit, and we are dedicated to engaging with food safety issues.

Food labeling standards were revised in March 2023 to include walnuts in allergy label requirements in light of the increasing number of walnut food allergies. We developed two qualitative testing methods to detect walnut-derived DNA in processed foods, both of which have been adopted as official testing methods. In 2023, we also developed a quantitative testing method that enables the simultaneous analysis of the 20 additional food allergens. This method not only allows items untestable using conventional methods to be tested, but also reduces working hours.

TOPICS Unique Nutritional Profiling System (NISSIN-NPS) to Address Health Issues

In recent years, the world has begun facing overnutrition (obesity due to excessive calories), low nutrition (lack of calories and nutrients due to incorrect diets), and other health issues.

Health and nutrition represent one of the NISSIN FOODS Group's materialities. To ensure that consumers receive adequate nutrition through our products, the Group developed a proprietary nutrition profiling system, NISSIN-NPS (NISSIN Nutrient Profiling System). We began using this system, which scores the nutritional value of products, in February 2024. We developed NISSIN-NPS in line with the Health Star Rating System (HSR), one of the most widely used NPSs in the world. We also evaluate vitamins and minerals not used in HSR to calculate the score. Using NISSIN-NPS, we evaluate and compare the nutritional value of products and quantitatively assess improvements in nutritional factors.

In addition, we were selected as one of the constituents of the ATNi Global Index*, an index that evaluates the efforts of the world's 30 largest food companies in addressing nutrition issues. We were the second-highest rated Japanese company of the four Japanese companies selected for ranking (announced November 2024).

The NISSIN FOODS Group will continue efforts to improve nutrition in light of domestic and international developments.

Targets by FY 3/2031 Developed Using NISSIN-NPS

- Increase the percentage of products with improved nutritional value to 50% (compared to 2020)
- Market 150 nutritious products that meet established standards

Nutrients Evaluated by NISSIN-NPS

NISSIN-NPS Target Nutrients

HSR Target Nutrients

• Energy	• Na	• Vegetables	• Vitamins
• Saturated fatty acids	• Dietary fiber	• Fruit	• Minerals
• Sugars	• Protein	• Nuts	

*An index published by the Access to Nutrition Foundation (ATNF), a Dutch non-governmental organization. The index evaluates the efforts of 30 global food and beverage companies in addressing nutrition challenges.

IR Activities Report

NISSIN FOODS Group Innovation Center Opened to Tours for Shareholders, Investors, and Analysts

Tours of the WAVE, Our Source of Innovation

In December 2024, we invited 41 institutional investors from Japan and overseas, as well as sell-side analysts, to tour the WAVE. In addition to watching a video overview and taking a tour of the facility, three speakers gave presentations overviewing initiatives, innovation strategy, and research labs at the WAVE (Mitsuru Tanaka, Director, CDO, Head of Research Institutes, and Managing Executive Officer, the Company; Naohiro Nomura, Deputy Head of NISSIN Global Innovation Center, and Kazuhiro Kobayashi, Deputy Head of NISSIN Global Food Safety Institute). Tour invitees asked questions about KPIs to show research and development progress, conducting research and development to meet consumer needs, and collaborations between the WAVE and overseas R&D.

Next-Generation Smart Factory Tours at the Kansai Plant

We held a factory tour for individual shareholders in February 2025. We held the tour in response to a request at last year's General Meeting of Shareholders. Of the more than 3,000 people who applied in advance, we selected 175 by lottery to participate in the tour. We set aside time to make *CUP NOODLE* by hand and have a question-and-answer session. Participants were very pleased with the experience, commented about the excitement of the event and the ease of understanding manufacturing processes using the latest equipment.

We held another tour for institutional investors and analysts in March 2025. The tour presentation included an overview of the Kansai Plant, a video showing the *CUP NOODLE* production process, and a hands-on *CUP NOODLE* production experience. Through these efforts, we highlighted our commitment to factory automation and efficiency, as well as painstaking pursuit of safe and secure product manufacturing.

We plan to continue conducting a variety of initiatives to ensure the continued support of our shareholders and institutional investors.