




**Nissin Foods Holdings  
IR Meeting**

**The U.S. Business**

May 21<sup>st</sup>, 2025

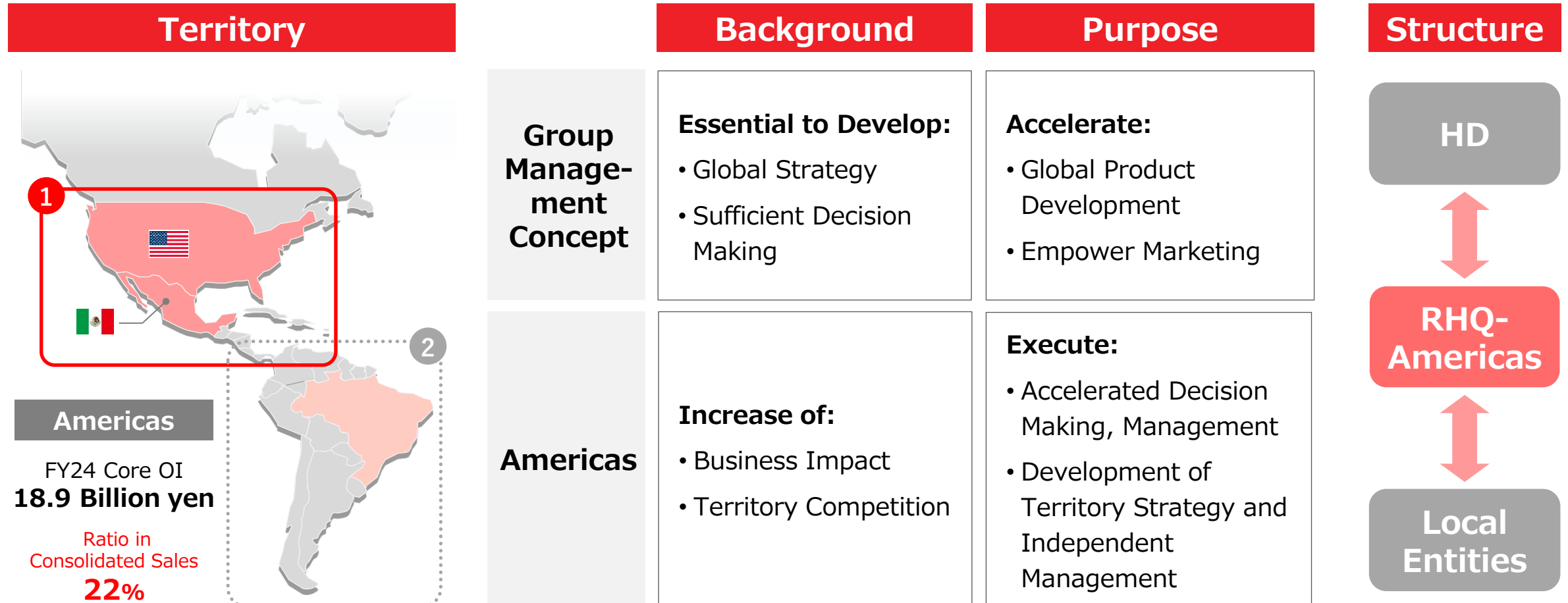
# Agenda

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- 1. RHQ-Americas Establishment**
  - 2. FY2024 the U.S. Business Overview**
  - 3. FY2024 Business Challenges and FY2025 Target**
  - 4. Mid-Long Term Business Strategy**

# **RHQ-Americas Establishment**

# RHQ-Americas Establishment

RHQ Americas will swiftly execute strategy with local managements empowered by Nissin Foods Group's combination of product development and marketing.

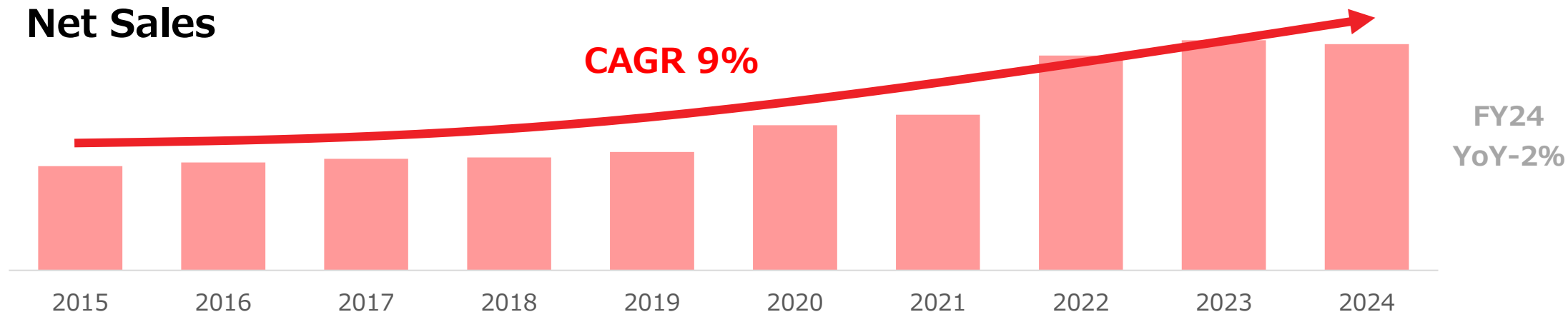


# **FY2024 the U.S. Business Overview**

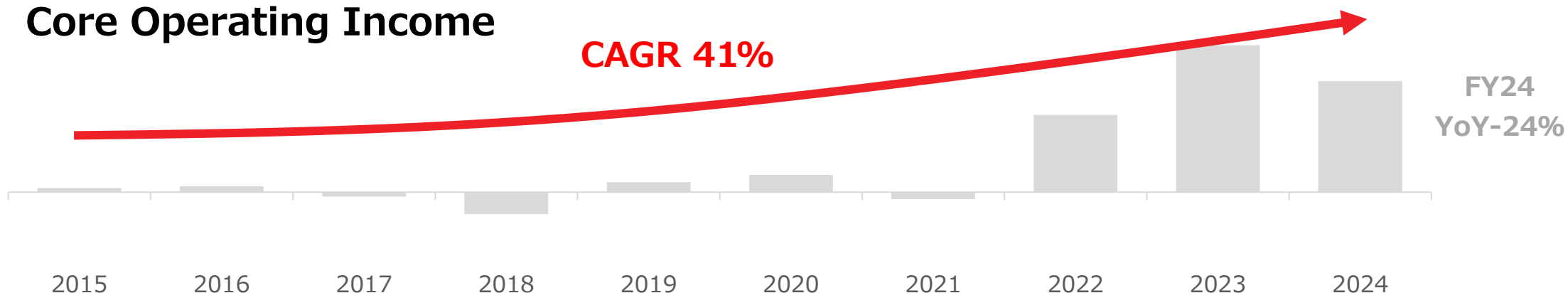
# FY2024 the U.S. Business Financial Highlights

Though the U.S. business has struggled in FY2024 in sales and incremental logistic costs, it has sustained healthy profit performance over the past 10 years.

## ■ Net Sales



## ■ Core Operating Income



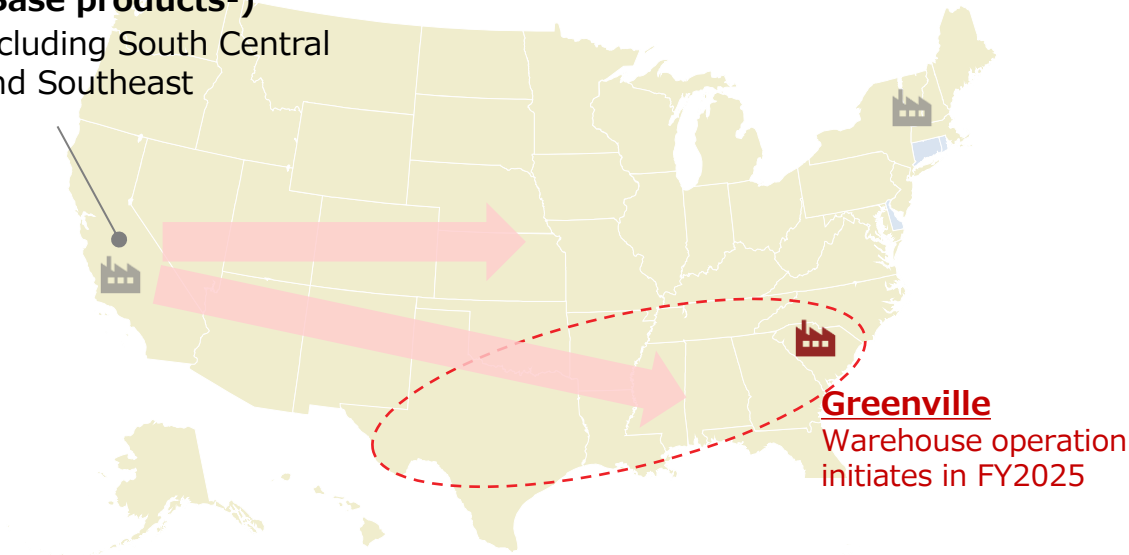
# **FY2024 Business Challenges and FY2025 Target**

# Challenges and Opportunities with Distribution

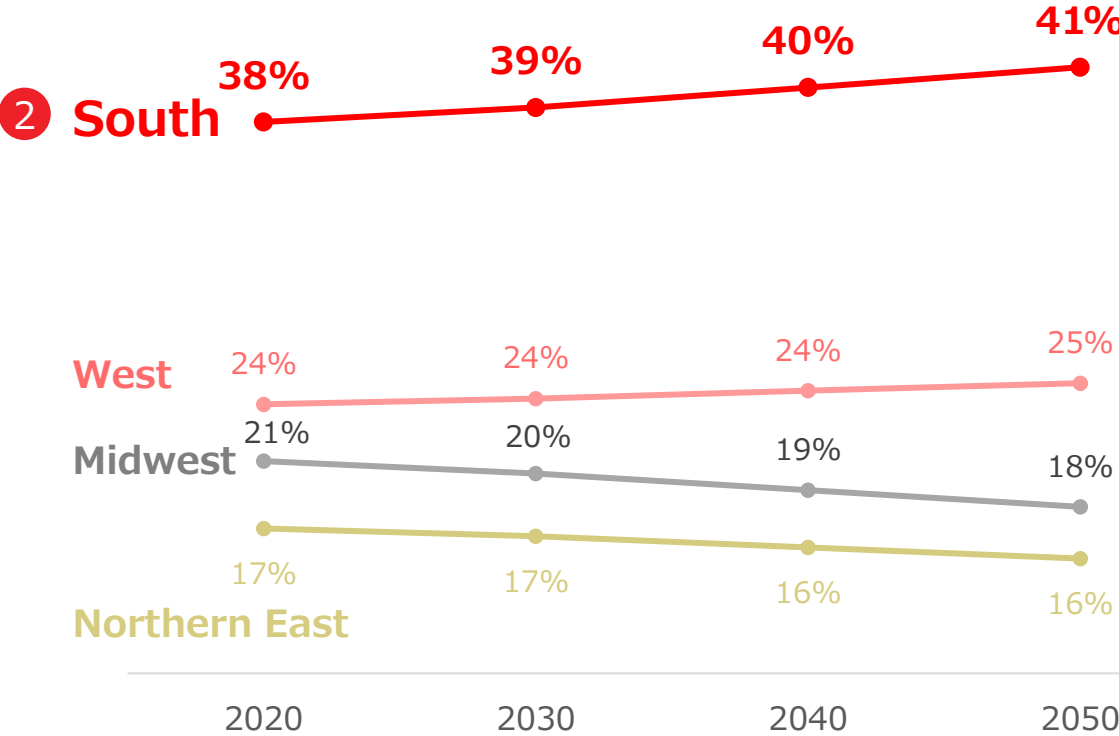
① Success in expanding distribution, challenges are to accelerate volume in low competitive areas. ② South Region expects steady uptick in potential market population, where we find opportunity to invest on Base product.

## Major National Retail Distribution (after FY2024)

① **Nationwide Distribution (Base products<sup>1</sup>)**  
including South Central and Southeast



## Regional Population Forecast 2020-2050<sup>2</sup>

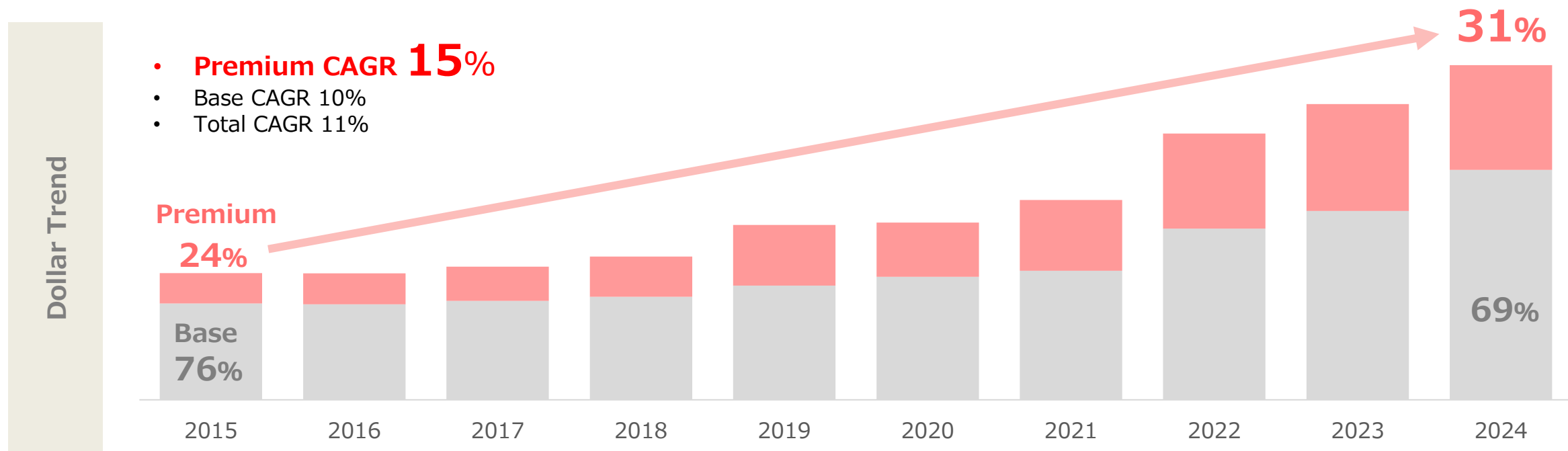


1 Premium products are already distributed nationwide  
 2 Source: Total Population for the U.S., the 50 States, and the District of Columbia: Census 2020 and Projections 2030-2050



# The U.S. Instant Noodles Market Growth by Dollar

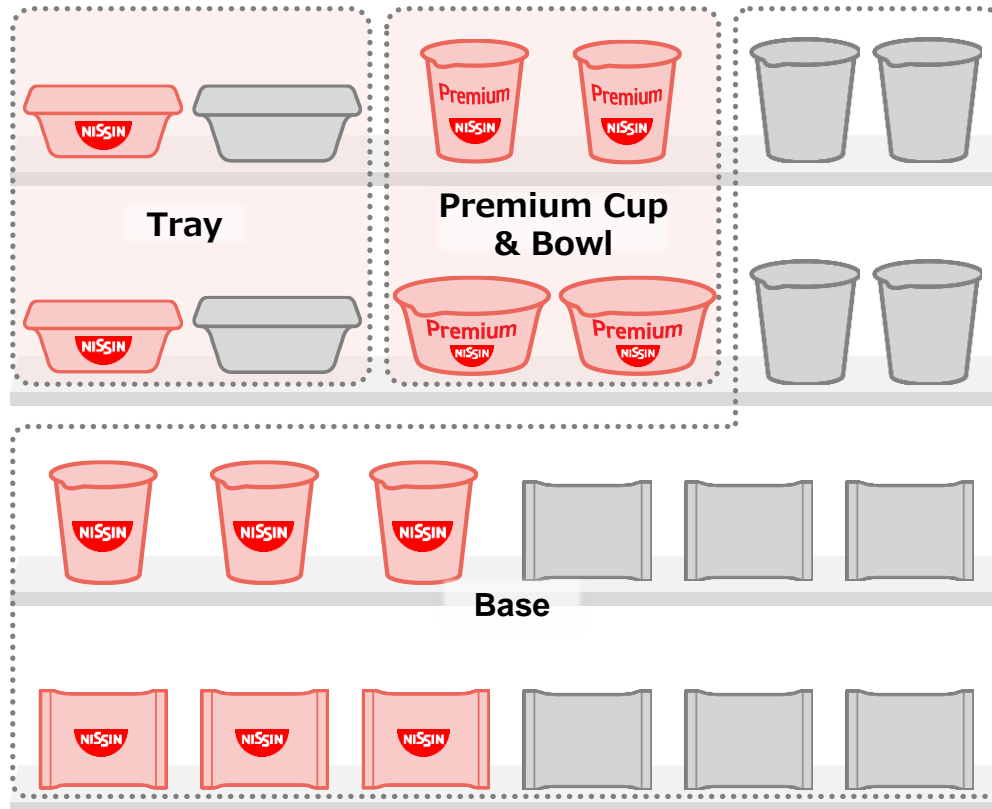
Nationwide market has grown significantly in terms of value, with notable contributions from the premium segment. Nissin USA's premium products growth led to the development of the market.



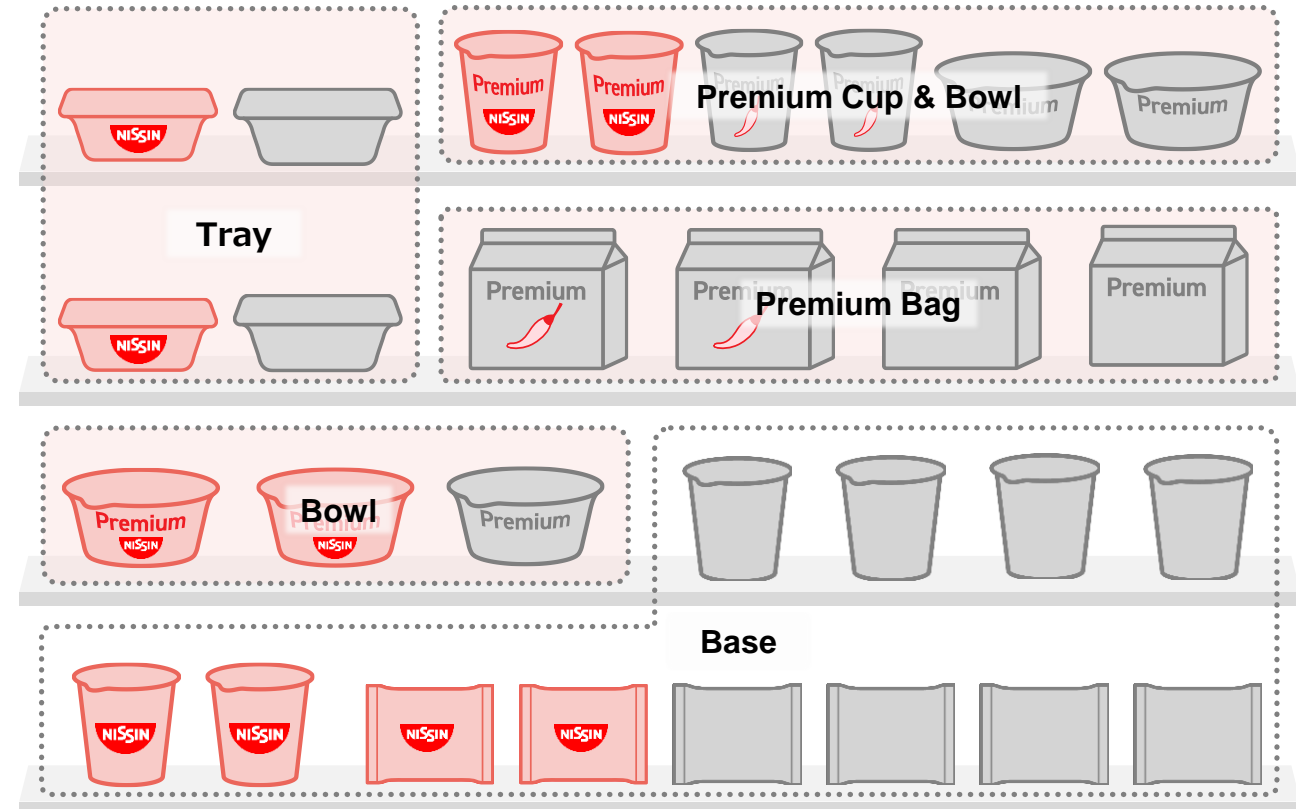
# Mass/Grocery Market Instant Noodles Shelving Transition

Premium segment in Instant Noodles category sustainably grown as the market accepted Nissin Foods launches of Premium varieties.

## Past | Majority in Base Segment



## 2025 | Premium Segment Diversification

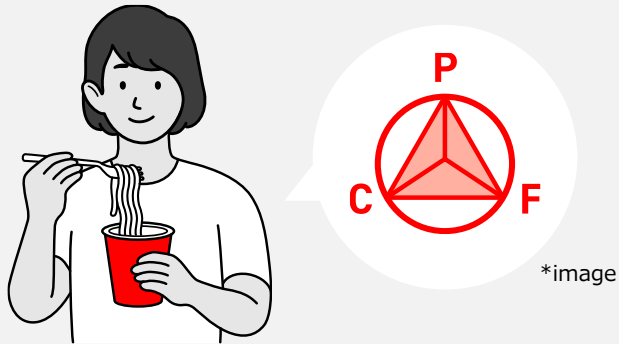


# Today's Instant Noodles Consumers in the U.S.

## Penetration of Instant Noodles Category

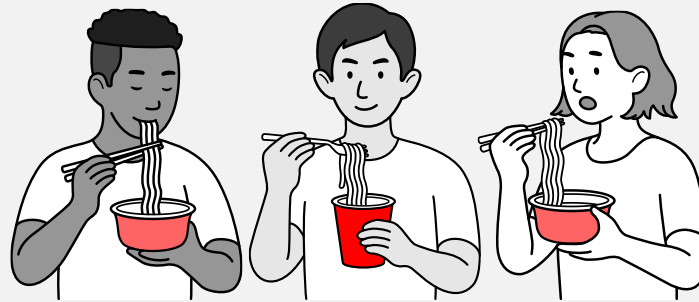
The frequency to eat Instant Noodles of Gen Z and Millennials is about twice that of Gen X and Boomers, indicating that the category itself has significantly penetrated these groups<sup>1</sup>

### 01 | Conscious Balanced Nutrition



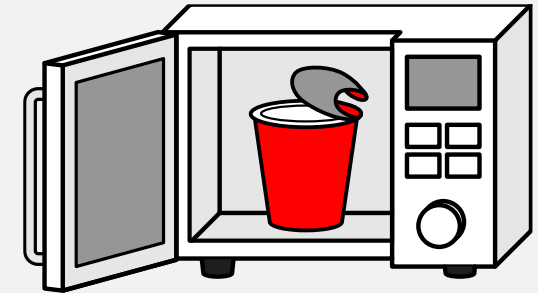
More consumers seek "Protein" when considering Nutritional balance in their daily diet and add such as Meat protein<sup>1</sup>

### 02 | Globalization



Gen Z seeks out global flavors more than Boomers, Gen X & Millennials<sup>2</sup>

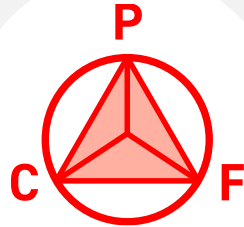
### 03 | Emphasis on Convenience



While the frequency of consuming microwaveable products is high, the top demand for instant noodles is "convenience"<sup>1</sup>

# Conscious Balanced Nutrition

01



\*image

## Cup Noodles PROTEIN



Price Range

Premium \$1.2~1.8

Volume Content

2.54 OZ (72g)

Goal

Grow the Cup Noodles' portfolio by expanding into Premium Soups

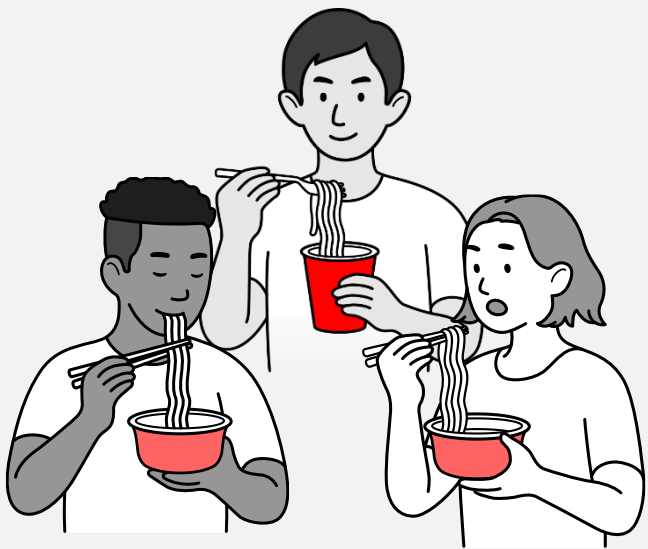
Concept

High Protein Asian-inspired Instant Ramen to fuel you

# Globalization



02



## Cup Noodles RAMEN BISTRO



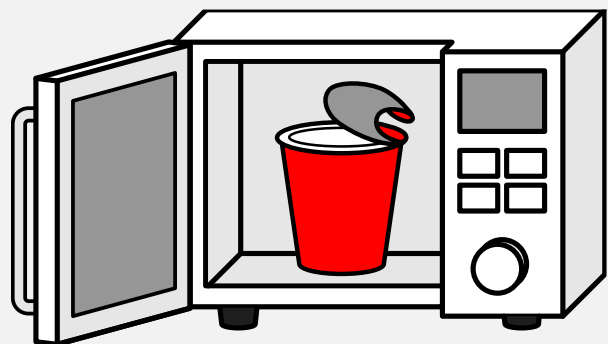
## Top Ramen HOT POT FUSIONS



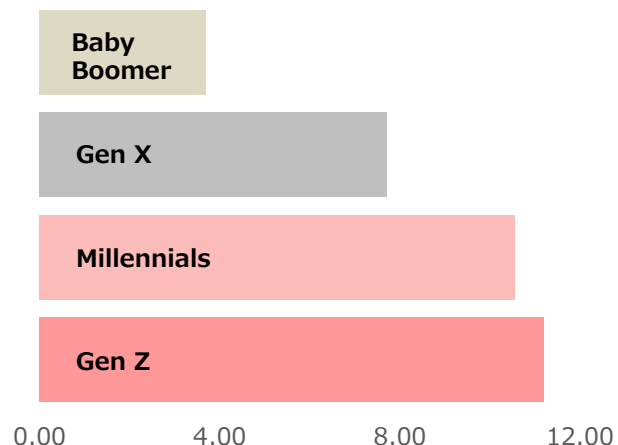
Price Range	Premium \$1.2~1.8	Premium \$2.0~3.0
Volume Content	3.1 oz (88g)	4.8 oz (136g)
Goal	Grow Cup Noodles' Portfolio by expanding into Premium Soups	Grow Top Ramen Portfolio by expanding into more premium experiences
Concept	Modern Restaurant-Inspired Twist	Global Twist

# Emphasis on Convenience

03



## Consumption Frequency of Microwavable Ready Meals (Times per month)



Source: Nissin Foods USA U&A Survey

## New Cup Noodles



✓ **Microwaveable**

✓ **More Sustainable**

Paper cup, made with recycled paper, no sleeve (40% Recycled Fiber)

✓ **No Added MSG**

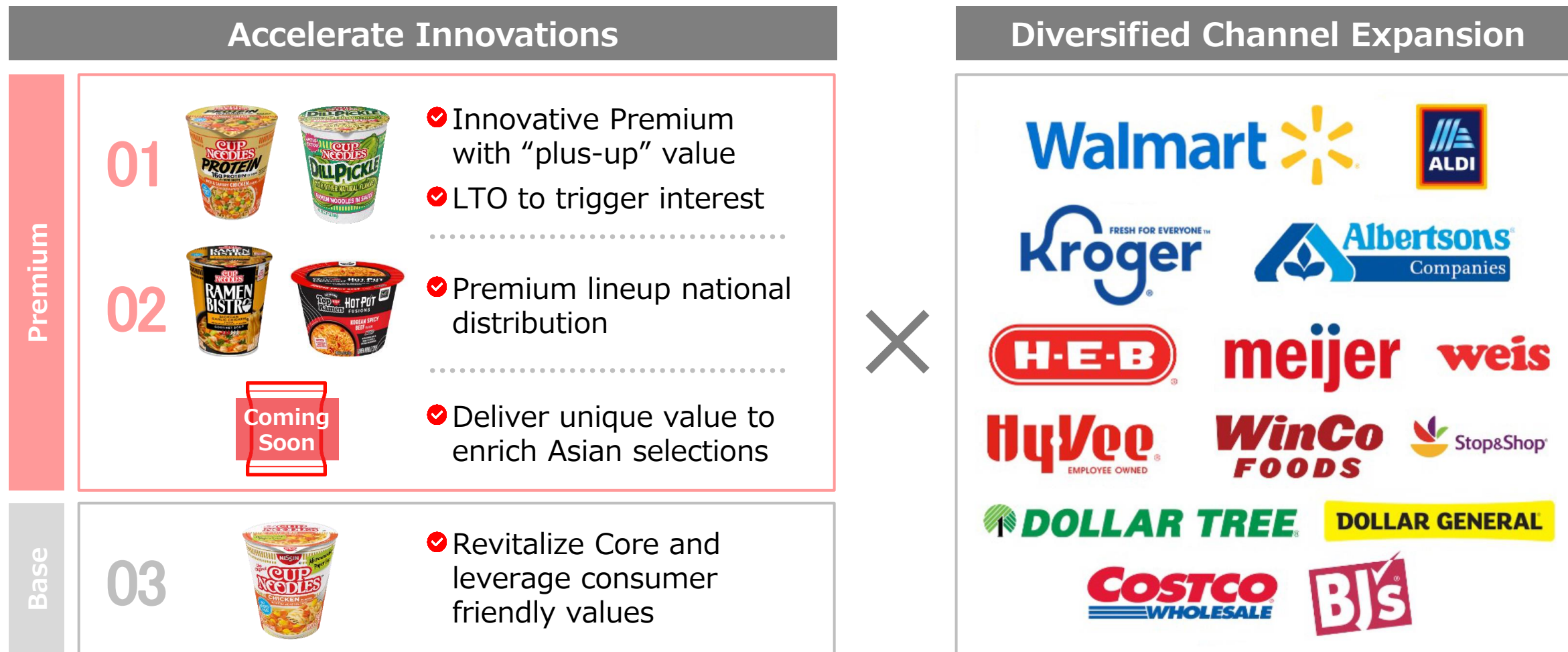
✓ **Premium Look**

✓ **Good Package Design**



# Deploy New Innovations to Multi Channels

Accelerate innovative products tailored to accommodate the diversification of food cultures, and drive focus to balanced distribution to multi channels.



# **Mid-Long Term Business Strategy**



# Mid-Long Term Business Strategy

## 1 Base Products Maximize Brand Value

- Permeate Brand Credibility/Value
- Leverage Category and Establish Strong Position

## 2 Premium Products Development

- Be Acutely Aware of Consumer Needs
- Progressively Differentiate Products with Innovative Functions by Nissin Group

## 3 Strengthen Communication

- Expand Touchpoints with Retail Partners, Strengthen Relationships with Collaboratives
- Drive Consumer Communication with Nissin Foods Impactful Contents

## 4 Organization Enhancement

- Transition Nissin Foods Group Platform Functions and Authorities to North and Central America
- Agile Strategy Planning and Execution



R&D center "the WAVE"



Cup Noodles Protein



Times Square 3D Advertisement



Cup Noodles Breakfast

RHQ-Americas



**E.O.F**

# Appendix

# Appendix : Product Portfolio in the U.S.

Base	Cup	CN Base (3SKU)			All products to be sleeveless in 2025
		Top Ramen (5SKU)			
Premium	Cup	CN StirFry (6SKU)			
		CN StirFry Rice (4SKU)			
		CN Global (3SKU)			
		CN Ramen Bistro (3SKU)		To be launched nationwide in 2025	
		CN Protein Serise		To be launched in 2025 Other flavors to be scheduled *image	
		Raoh (2SKU)			
Premium	Bowl	GEKI (1SKU)			
		FireWok Pillow (2SKU)			
		Top Ramen Bowl (2SKU)			
		Hot & Spicy (4SKU)			
		Fire Wok (4SKU)			
		TR HotPot Fusions Serise		To be launched nationwide in 2025 Other flavors to be scheduled *image	
Premium	Tray	Chow Mein (5SKU)			