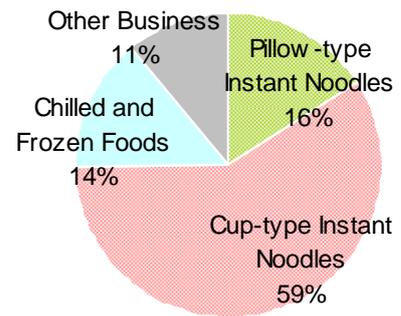


**Profile**

Nissin Foods Holdings Co., Ltd. (TSE 1st Section: 2897) is an industry pioneer approaching its 52nd anniversary that developed Chicken Ramen, the world's first instant ramen noodles and is a leading company in the manufacture and sale of instant noodles and cup noodles. The company has a dominant share of around 50%(\*) in the domestic market for instant noodles. The company aims to become the number one brand in various areas with its technological innovation and marketing capabilities, and is actively expanding its business overseas. The company switched to a holding company organization in October 2008 to provide cross-sectional logistics support for 7 domestic operating companies and 4 regions overseas. In January 2010, the company announced its 3-year mid-term business plan that begins in the year ended March 2011.

(\*) Total for 2 instant noodle operating companies

Net Sales: 371,200 million yen (Mar. 2010)



**Share information (May 31, 2010)**

**Share price:** 3,010 yen  
**Total shares issued:** 117,463,685  
**Market capitalization:** 353,566 million yen



**Highlights for the year ending March 2010**

**Increased sales and earnings lead to record income (net income)**

Consolidated net sales increased to 371,178 million yen due to the development of next-generation noodles using proprietary "premium straight-cut noodle" technology and the employment of active marketing activities. Business in North America becoming profitable contributed to an increase in operating income, which rose 16.1% to 27,341 million yen, and net income rose by 29.0% to the record level of 20,496 million yen.

**3-year Mid-term Business Plan:**

**“UNITE FOOD POWERS 2012” (FY2011-FY2013)**

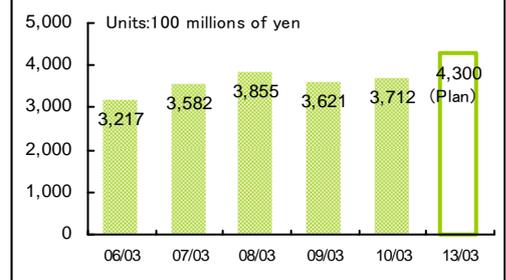
**1. FY 2013 Targets: net sales of 430,000 million yen, operating income of 35,500 million yen**

The company aims to enhance profitability in its domestic business by expanding demand through the use of new technologies. Overseas, focus will be placed upon concentrating the group's management resources, strengthening sales organizations and cultivating local resources more efficiently. In particular, in the Asia/ China/ Hong Kong market where demand for instant noodles is expected to increase, the company will strengthen local business foundations including production and sales, and work to develop products that match the needs of each region in an effort to increase both net sales and operating income in its overseas business by more than 30% compared to the year ended March 2010. Furthermore, the company has plans for 75,500 million yen in capital investment and more than 30,000 million yen in business investment over three years, including capital investment for new technology and the construction of the West Japan Plant of Nissin York Co., Ltd.

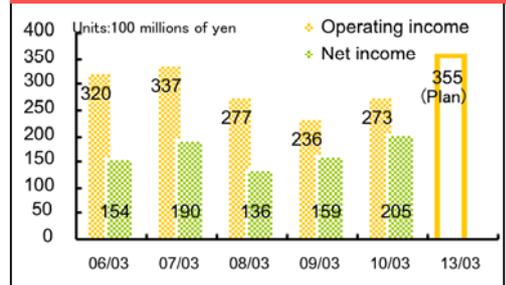
**2. Increased shareholder value through improved capital efficiency and shareholder returns**

By implementing the business strategies above, the company aims to create a more abundant cash flow, make reinvestments to further improve its business profitability, and increase shareholder returns through share buybacks and payment of dividends. Meanwhile, the company will achieve a more streamlined balance sheet by constricting the volume of marketable securities held and reviewing assets held. Through such measures, the company aims to have a ROE of 8% and a dividend payout ratio of 40% by the year ending March 2013.

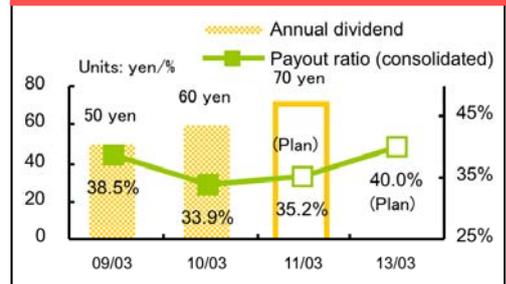
**Consolidated Net Sales**



**Consolidated Operating Income and Net Income**



**Dividends**



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The plans, performance forecasts and strategies contained in this document have been made according to the judgment of the company's management based on information available at the time this document was prepared. These are only estimates of the future and may differ from actual performance due to a variety of risks and uncertain factors such as intensification of price competition, fluctuations in economic trends surrounding the business environment, exchange rate fluctuations and significant fluctuations in prices in the capital market.