

Corporate Value Maximization



NISSIN FOODS HOLDINGS CO., LTD.

Stock Code: TSE 2897

May 2020



Contents

Section 1 Mid-Term Business Plan FY2021

Interim Review and Future Outlook

- Review of Medium-Term Business Plan 2021 ··· 4
- Summary of Medium-Term Business Plan 2021 ··· 5
- Review of Medium-Term Business Plan 2021 (by Segment) ··· 7
- Review of Five Key Themes · · · 8
- Review of Investment, etc. and Future Policy · · · 9
- Impact of the Coronavirus Disease 2019 (COVID-19) · · · 10
- Initiatives to Sustainable Growth and Enhance Corporate Value ··· 11

Achievements of the 4th year of the MTBP FY2021

- Sales/Revenue, Operating Income/Profit & OPM-Consolidated · · · 13
- Sales/Revenue, Operating Income –By Segment · · · 14
- Growth Trend of Instant Noodles Business · · · 17
- Financial and Capital Policies · · · 18
- Market Capitalization · · · 19

Essence of Mid-Term Business Plan FY2021(Initial)

Section 2 Domestic Business Strategy

- NISSIN's Position in Instant Noodles Industry in Japan · · · 36
- Power of NISSIN's Brands in Japan · · · 37
- Growth Strategy of Instant Noodles Business · · · 38
- Core Brands of NISSIN FOOD PRODUCTS····40
- Growth Strategy of NISSIN's Domestic Other Businesses · · · 41

- Section 3 Overseas Business Strategy
 - Global Demand Trend of Instant Noodles · · · 43
 - Composition Rate of Bag-type and Cup-type noodles and GDP/Capita · · · 44
 - CUP NOODLES Strategy ··· 45
 - Overseas Expansion(wholly-owned/equity-method/investing) · · · 47
 - Relationship with Premier Foods plc · · · 48
 - Growth Drivers by Geographical Area · · · 49
 - Brazil: Overview of Business · · · 50
 - China: Overview of Business ····52
 - China: Production Capacity Enhancement and Sales Offices · · · 53
 - India: Overview of Business · · · 54
 - Promote local personnel to senior executives in major overseas areas · · · 55
 - Developing and Strengthening Human Resources for Global Management · · · 56

Given Section 4 Corporate Governance for Sustainable Growth

- Management centered on Corporate Governance · · · 58
- Major Achievements of the effective Board of Directors · · · 59
- Section5 Overview of NISSIN

Section 1 Mid-Term Business Plan FY2021







MTBP2021 Interim Review and Future Outlook







Mid-term Plan KPIs (IFRS)

		FY2020 F	Results	FY20 Plar		FY2 Revise	
	Revenue	468.9	bil. yen	480.0	bil. yen	486.0	bil. yen
Earning power through operations	Operating profit	41.3	bil. yen	42.5	bil. yen	43.5	bil. yen
	Ratio of operating profit from overseas business	30	% or higher	30	% or higher	28.3	%
	Profit ^{*2}	29.3	bil. yen	30.0	bil. yen	30.5	bil. yen
Capital market value	ROE	9	%	8	%	9	%
	Adjusted EPS*3	278	yen	284	yen	281	yen

*1: The Medium-Term Business Plan 2021 was revised and announced on May 9, 2019.

*2: Profit attributable to owners of parent under IFRS

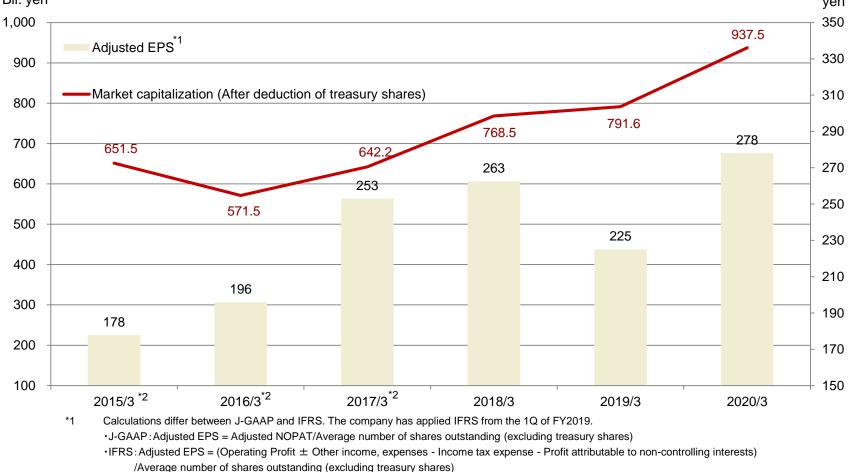
*3: Operating profit ± Other income, expenses – Income tax expenses – Profit attributable to non-controlling interests) / Average number of shares outstanding during the fiscal year (excluding treasury shares)



(Bil. yen)	FY2021 Initial plan	FY2021 Plan ^{*1}	FY2021 Revised Plan	FY2020 Results
Revenue	550.0	480.0	486.0	468.9
Operating profit	47.5	42.5	43.5	41.3
Profit	33.0	30.0	30.5	29.3
ROE (%)	8% or higher	8% or higher	9%	9%
Payout ratio	Average 40% or higher*2	Average 40% or higher*2	37.6%	39.1%
Adjusted EPS (yen)		284 um-Term Business Plan payout ratio for the five-ye		278 nnounced on May 9, 2019. n Business Plan 2021.
ROE:	Initial plan:	<u>8%</u> or higher \rightarrow	FY2021 Revised	d plan : <u>9%</u>
Average payout ratio :	Initial plan:	<u>40%</u> or higher \rightarrow	FY2021 Revise	d plan: <u>41.3%</u>
CAGR of adjusted EPS:	Initial plan:	<u>10%</u> or higher \rightarrow	FY2021 Revised	d plan : <u>8.3%</u>



 Market capitalization and Adjusted EPS during the period of the Mid-term Business Plan 2021
 Bil. yen



*2 J-GAAP

Review of Results (partial)

- Acquisition of Brazil business in the 3Q of FY2016
- Mid-term Business Plan 2021 commenced at FY2017
- The company has applied IFRS from the 1Q of FY2019.
 - Domestic instant noodles prices were revised in June 2019.



	FY2	021 Targ	jets for D	omestic E	Business	FY2
	(Bil. yen)		FY2020 Results	FY2021 Plan ^{*1}	FY2021 Revised Plan	(Bil. ye
		Revenue	237.8	238.0	242.5	
	Instant noodles	Operating profit	29.8	29.5	30.2	The America
		%	12.5%	12.4%	12.5%	
		Revenue	99.2	103.0	104.0	
	Chilled and frozen foods, confectionery and beverages	Operating profit	3.6	5.2	4.1	China (incl. H.I
	Ŭ	%	3.6%	5.0%	3.9%	
Fo	Foreign exchange rate:			•	<u>FY2021</u> Assumed)	Asia
			JSD	108.74	107.00	
		E	BRL	26.52	26.00	EMEA
		ŀ	IKD	13.91	14.00	
		E	UR	120.82	121.00	

FY2021 Targets for Overseas Business

(Bil. yen)		FY2020 Results	FY2021 Plan ^{*1}	FY2021 Revised Plan
	Revenue	65.9	67.5	68.0
The Americas	Operating profit	4.1	3.7	4.3
	%	6.2%	5.5%	6.3 %
	Revenue	43.1	47.0	47.0
China (incl. H.K.)	Operating profit	4.9	4.7	4.9
	%	11.3%	10.0%	10.4%
	Revenue	11.3	13.0	13.5
Asia	Operating profit	2.4	2.7	3.4
	%	21.3%	20.8%	25.2%
	Revenue	7.4	7.5	7.5
EMEA	Operating profit	1.1	1.3	1.4
	%	14.4%	17.3%	18.7%

*1: The Medium-Term Business Plan 2021 was revised and announced on May 9, 2019.

* The business plan targets for the China region were set independently by NISSIN FOODS HOLDINGS.



Review of Five Key Themes

	Strategic Theme	FY2021 Target	FY2020 Results	FY2021 Estimate	Comments
1	Promoting global branding for CUP NOODLES	Up 50% compared to FY2016 (units)	Սp 20 %	••• Up around 30%	 Progress was slightly slow due to the impact of price revisions and a shift to premium products in the U.S. business . Progress remained solid in Brazil, China and India, among BRICs.
2	Focusing on priority locations (BRICs)	Operating profit generated in priority overseas locations accounts for 70%	63%	Around 63%	✓ As overseas businesses were generally strong, performance remained steady, particularly in areas other than BRICs.
3	Laying stronger foundations for domestic profit base	NISSIN FOOD PRODUCTS + MYOJO FOODS 29.5 bil. yen Operating profit target	29.8 bil. yen	••• 30.2 bil. yen	 Full-scale operation of Kansai Plant (improvement of production efficiency, safety and security) Further enhancing the value of core brands Aim to further strengthen the foundations by reducing SKU and concentrating on core brands.
pr (c	stablishing a second imary revenue source onfectionary, cereals, illed and frozen foods)	As well as growing brands organically, make the most of M&A	We went outside M&A o We will continu favourable M&	deals. ue to examine	 The Cereal business increased its market presence and value. In particular, revenue in the Frozen Foods business grew due to market growth and increased demand for single-serving food products. A shift to more profitable business is needed.
	luman resources for global management	Pool of management human resources x 2 (200 people) (x 1.9 Around 190 people)	x 2 (200 people)	 The pool of human resources is almost full. Systematic rotation and education opportunities are being enhanced to improve the quality of the pool of human resources.



Review of Investment, etc. and Future Policy

Bil. yen	Initial plan	<u>FY2017</u>	<u>FY2018</u>	<u>FY2019</u>	<u>FY2020</u>	<u>FY2021</u>	
Capital investment	150.0 bil. yen over 5 years	36.3 ^{*1}	52.0	57.6	39.7	Around 39.4	(Reasons for extra investment) NISSIN FOOD PRODUCTS (increased investment in Kansai Plant, shift to in-house manufacturing of materials, chilled and frozen food plant, etc.) The expansion of overseas lines: BonChi Yamagata Plant, Nissin Brazil, and new warehouse contracts that have arisen associated with IFRS16, etc.
Depreciation and amortization	Around 19.0 bil. yen (FY2021)	15.4 *1	17.8	20.3	25.2	Around 25.4	Impact of approximately 3.0 bil. yen due to the adoption of IFRS16 is included in the FY2020 *1 FY2017 standards are based on J-GAAP
Review of capital investment					Review o	of business investment	

- ✓ Expansion of investment in safety and security
- ✓ Expansion of investment aimed at improving production efficiency and saving labor
- ✓ Expansion of facilities for growing categories

	Initial plan	<u>FY2020</u>
Business investment	100.0 bil. yen over 5 years	24.6 bil. yen over 4 years

✓ Major investments up to FY2020 included Investment in Premier Foods, investment in Thai President Foods and Zhuhai Nissin Packaging Company

✓ We are still examining M&A deals.

The total amount of investment, including M&A, needs to be controlled. We will manage expenditure by putting investments in order of priority based on factors such as ROI.

Impact of the Coronavirus Disease 2019 (COVID-19)

Impact on business performance (FY2020) **Response to COVID-19** In the entire NISSIN FOODS Group: Main working conditions Approx. 5.9 bil. yen • Feb. 27-: Working from home, in principle, and minimizing the number of commuters. impact on revenue Commuters: Preventive measures such as staggered commuting, social distancing, ventilation, body temperature checks, hand-washing and wearing of a mask. Breakdown: Bil. yen TEAMS meetings, stamp-less paperwork Revenue Manufacturing staff come to work as usual to supply products. 3_4 Instant noodles Chilled and frozen foods. **Product supply** 1_0 confectionery and beverages Working to supply products based on an enhanced production system to deliver foods, which are part of the life The Americas 0_7 infrastructure, to consumers. Efficient production by narrowing SKU down and 0.5 China (incl. H.K.) concentrating on core brands, in principle. 0_{2} Asia

Procurement of materials and production

- Generally, there is no problem in the procurement of materials.
- Overseas plants are operating as usual with the exception of certain area, by taking thorough preventive measures.



0.1

5.9

EMEA

Total

EARTH FOOD CHALLENGE 2030

NISSIN FOODS GROUP Mid-to Long-Term Environmental Strategy



This is the NISSIN FOODS Group's own medium- to long-term environmental strategy. By taking on critical environmental issues and increasing its ability to coexist with the environment, the Group will sustain its business life cycle over the longer term by avoiding the risk of existing businesses declining in the future.

Efforts to raise awareness of emergency stockpiling were recognized

The Group received the Grand Prix in the corporate and industrial division of the 6th Japan Resilience Award, recognized for its efforts to raise awareness of emergency stockpiling through the "Hyakufukushi Project": Project No.25 "Keep Your Pantry Stocked for an Emergency: The Rolling Stokers Project," which encourages general customers to practice "rolling stock^{*1},"as well as through the sale of "CUP NOODLE Rolling Stock Set,"^{*2} which make it easy to practice "rolling stock" at home.



- *1: A method of always keeping a certain stockpile of food at home by consuming stockpiled food on a routine basis and regularly purchasing stocks.
- *2: NISSIN FOOD PRODUCTS, a Group company of NISSIN FOODS HOLDINGS, sells it.

International ESG reputation

Selected for the second consecutive year as a component of the Asia/Pacific Index of the Dow Jones Sustainability Indices, a group of global stock price indices of ESG investments

Dow Jones Sustainability Indices

In Collaboration with RobecoSAM 🐽

Evaluation of health management

NISSIN FOODS HOLDINGS, NISSIN FOOD PRODUCTS, NISSIN CHILLED FOODS and NISSIN FROZEN FOODS were certified by METI and Nippon Kenko Kaigi as 2020's White 500 for strategic health and productivity management for the second consecutive year.



Evaluation of empowerment of women

Selected for the second consecutive year as "Semi-Nadeshiko Brand" in the "Nadeshiko" initiative run by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange to recognize enterprises that are outstanding in terms of encouraging the empowerment of women in the workplace.

O NADE

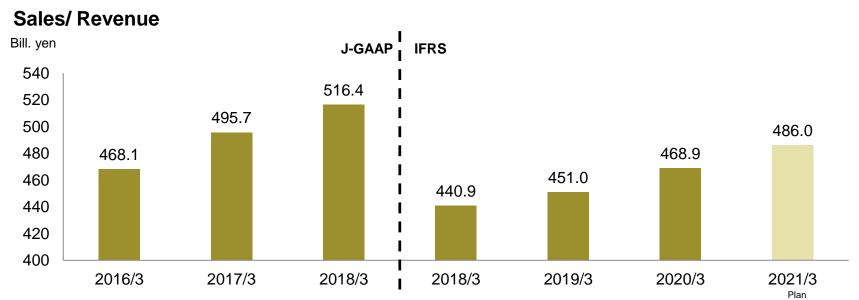


Achievements of the 4th year of the MTBP FY2021 (Fiscal Year Ended March 31, 2020)

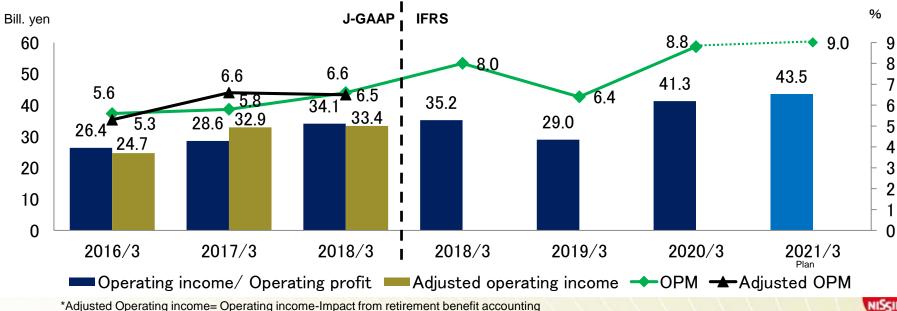








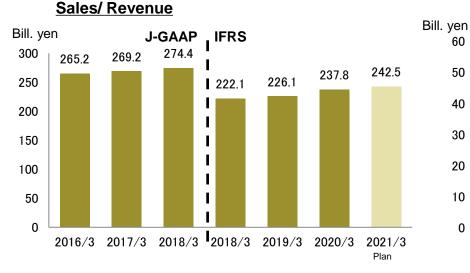
Operating income/Operating profit/Adjusted operating income/OPM/Adjusted OPM

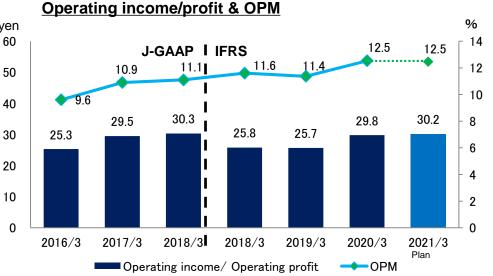


EARTH FOOD CREATOR * Due to the introduction of IERS. Adjusted Operating income as KPI was abalished and (IERS) Operating

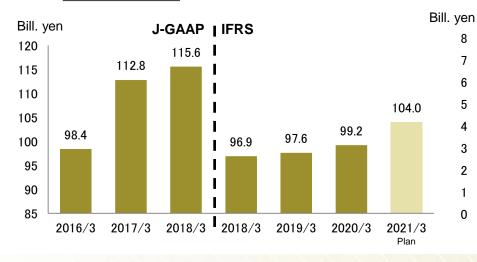
* Due to the introduction of IFRS, Adjusted Operating income as KPI was abolished and (IFRS) Operating Profit is KPI.

Instant Noodles (NISSIN FOOD PRODUCTS&MYOJYO FOODS)

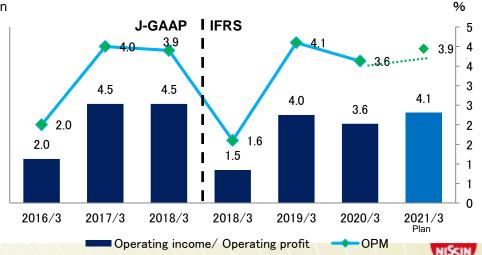




Chilled and Frozen, Confectionery and Beverages Sales/ Revenue



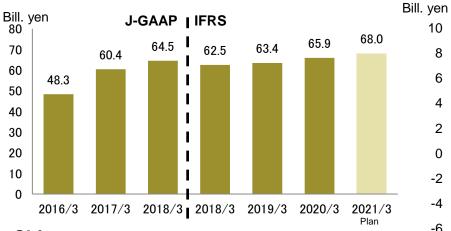
Operating income/profit & OPM



Overseas

The Americas

(Instant noodles in the U.S., Brazil, and Mexico)

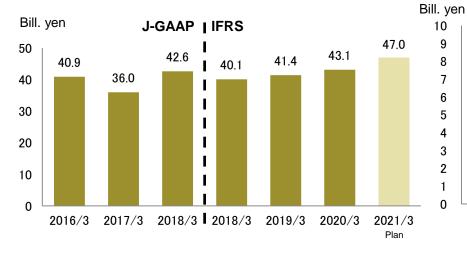


Sales/ Revenue

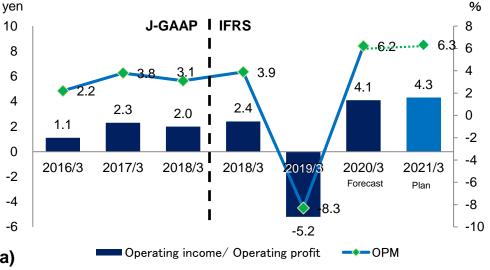
China

(Instant noodles in Hong Kong and Mainland China)

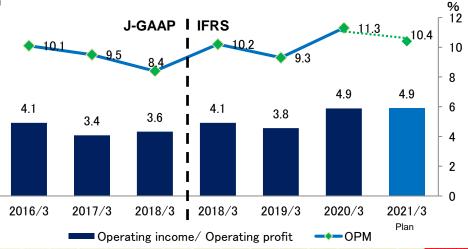
Sales/ Revenue







Operating income/profit & OPM



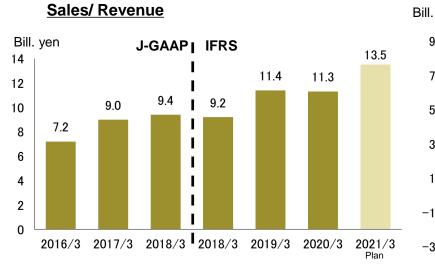


Sales/Revenue & Operating Income – by Segment-3

Overseas

Asia

(Instant noodles in India, Thailand, Indonesia, Viet Nam, and Singapore)

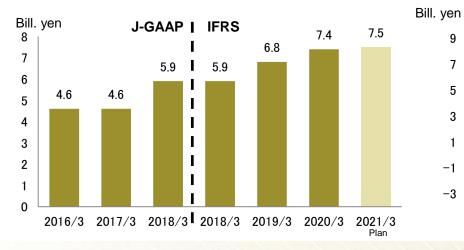


Operating income/profit & OPM Bill. yen % 25 ************* 25.2 9 J-GAAP I IFRS 21.3 20 7 16.0 5 15 3.4 2.4 3 1.8 10 1 -2.0 -1.4-1.4 -0.45 2017/3 2018/3 2018/3 2019/3 2021/3 2016/3 2020/3 -3 Plan 0 Operating income/ Operating profit — OPM

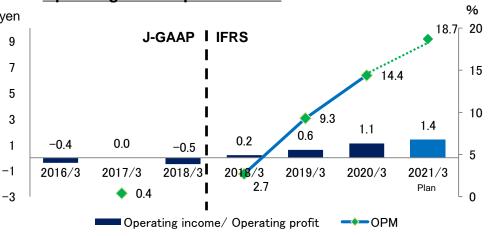
EMEA

(Instant noodles in Europe and Turkey)

Sales/ Revenue



Operating income/profit & OPM

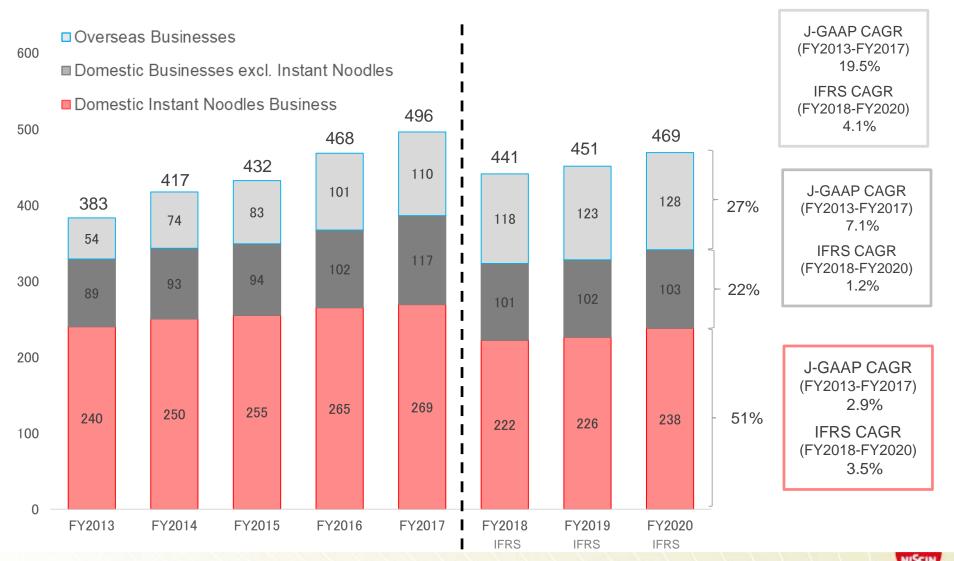


Growth Trend of Instant Noodles Business

Consolidated Sales Trend

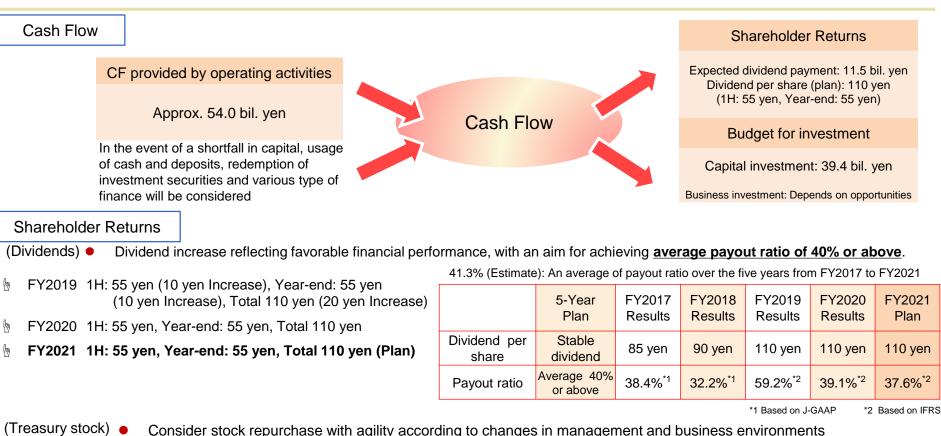
(Bil. yen)

EARTH FOOD CREATOR





Financial and Capital Policies



- Consider stock repurchase with agility according to changes in management and business environme
- FY2017 Executed stock repurchase in Nov.: 4,088,300 shares/ 22,935 mil. yen
- FY2019: Cancelled 10% of the number of shares outstanding (May 24, 2018, 11,763,685 shares).
- **FY2021:** Consider the timing of stock repurchase, taking the market environment and business environment into consideration.

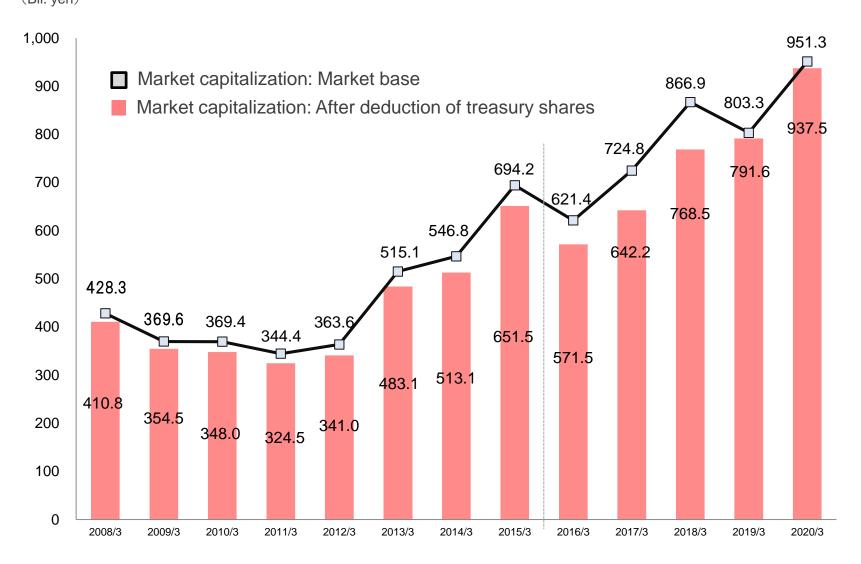
Strategic shareholdings

- Plan to reduce the number of shares held in view of increasing capital efficiency, and sold some of the shares in FY2017, FY2018, FY2019 and FY2020.
- In FY2021, the Group will continue to consider the sale of strategic shareholdings in view of the market and business environment. In accordance with internal investment rules, the Board of Directors is consulted over whether to continue to hold the individual stocks.



Market Capitalization

(Bil. yen)





Essence of the MTBP FY2021(Initial)







Nissin: 1 Trillion Yen Market Cap in 2020



1,000,000,000,0000

We can do it!

Medium-Term Business Plan FY2021 : Target Figures

Shift towards "profitability" from the current medium-term plan onwards **Becoming an** Toward FY2021 Toward FY2016 **"EARTH** "Recognition" as "Evolution" FOOD a global company towards a global **CREATOR**" company **Overseas** operating **Overseas** operating 50% or higher 30% or higher **Overseas** operating income ratio income ratio 11% income ratio FY2016 FY2021 Reference Results Targets J-GAAP J-GAAP IFRS Sales/ Revenue 550.0468.1 600.0 bil. yen bil. yen bil. yen Earning power Adjusted Operating Income^{*1} 24.7 bil. yen 40.0 bil. yen bil. yen through operations 47 5 (IFRS) Operating Profit bil. yen Market Capitalization^{*2} 570.0 bil. yen tri. yen Net Income/ Net Profit*3 26.9 33.0bil. yen bil. yen Value in % or 8 capital ROE 7.4 % higher markets 196 (J-GAAP) Adjusted EPS*4 ven yen (IFRS) Adjusted EPS^{*5} 189 CAGR 10% or higher yen yen

Payout ratio: 40% or higher on the average for the five-year period

*1: Only under the J-GAAP: Adjusted operating income = Operating income under the J-GAAP - Impact of retirement benefit expenses

*2: Market capitalization = Share price × Shares outstanding at end of year (excluding treasury stocks)

*3: "Net income attributable to owners of parent" under the Japanese GAAP, "Profit attributable to owners of the parent" under IFRS

*4: Adjusted EPS(J-GAAP)=Adjusted Operating income after tax + Equity earnings of affiliate companies + Amortization of goodwill (Including those contained in the equity method subsidiaries) - Net income attributable to non-controlling interests /Average number of shares outstanding (excluding treasury stocks)

*5: Adjusted EPS = (IFRS Operating profit ± Other income, expenses - Tax expense - Profit attributable to non-controlling interests) / Average number of shares outstanding (excluding treasury stocks)

The FY2016 values were estimated because there is no individual data.



 Changes to Segment Targets Associated with the Shift to the International Financial Reporting Standards (IFRS) from Q1, FY2019

		FY2021
_ .	(IFRS) Revenue	550.0 bil. yen
Earning power	(IFRS) Operating Profit	47.5 bil. yen
through operations	OP margin	8 % or higher
operations	Ratio of operating profit from overseas business	30 % or higher

(Domestic)

(1	bil. yen)	FY2021 J-GAAP Plan		FY2021 IFRS Plan
	Revenue	297.6		243.0
Instant Noodles	Operating Profit	29.5		29.1
	OP margin	9.9%		12.0%
Chilled/ Frozen, Confectionery, Beverages	Revenue	132.3		111.6
	Operating Profit	5.2	,	5.2
	OP margin	3.9%		4.7%

Key currency exchange rates assumed in the plan

Curronov	Exchange rate (yen per unit of currency)				
Currency	FY2016	FY2021			
US\$	120.14	112.68			
BRL	30.60	28.00			
CNY	18.85	17.39			
HK\$	15.49	14.53			
EURO	134.31	131.77			

bil. yen)	J-GAAP	IFRS
	Plan	Plan
Revenue	80.8	80.8
Operating Profit	6.4	6.4
OP margin	7.9%	7.9%
Revenue	53.7	53.7
Operating Profit	5.1	5.1
OP margin	9.5%	9.5%
Revenue	24.1	24.1
Operating Profit	0.5	2.0
OP margin	2.2%	8.3%
Revenue	8.3	8.3
Operating Profit	0.8	2.4
OP margin	9.4%	28.9%
	Revenue Operating Profit OP margin Revenue Operating Profit OP margin Revenue Operating Profit OP margin Revenue Operating Profit	PlanRevenue80.8Operating Profit6.4OP margin7.9%Revenue53.7Operating Profit5.1OP margin9.5%Revenue24.1Operating Profit0.5OP margin2.2%Revenue8.3Operating Profit0.8

* Based on exchange rates as of the date of the creation of the mid-term plan

* The values for targets for the China segment are those expected by NISSIN FOODS HOLDINGS.



(Overseas)

Investment

Use capex and business investment by controlling them within the total amount of 250.0 billion yen for the five-year period of the medium-term plan

Capital Investment

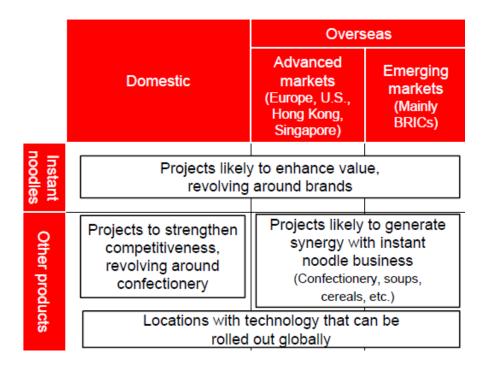
FY2017-FY2021 (Plan) 150.0 bn yen

(Policy)

- Domestic: Investment aimed at saving labor and strengthening safety/security management in the instant noodle business, in the interests of sustained growth, etc.
- Overseas: Investment in strengthening production systems in promising growth areas
- General: Maintenance and upgrades

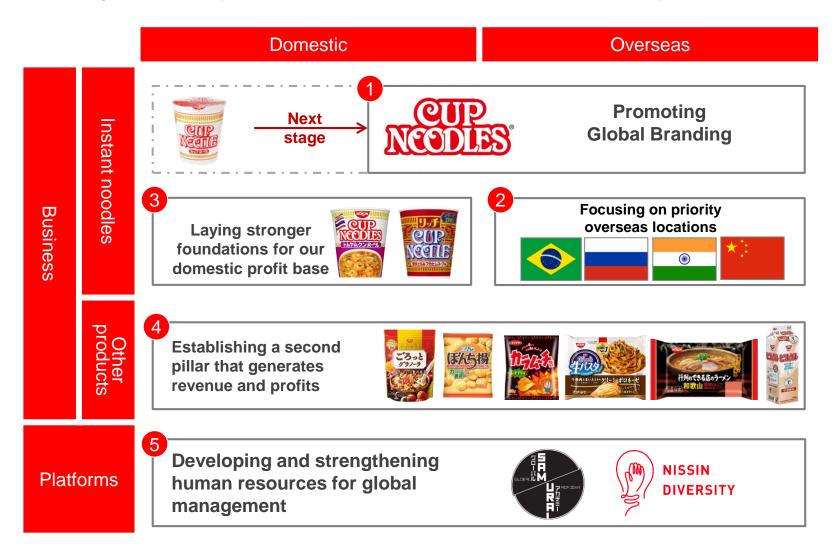
Business Investment (M&A)

FY2017-FY2021 (Plan) 100.0 bn yen



24

Focusing on five key themes in pursuit of business profitability

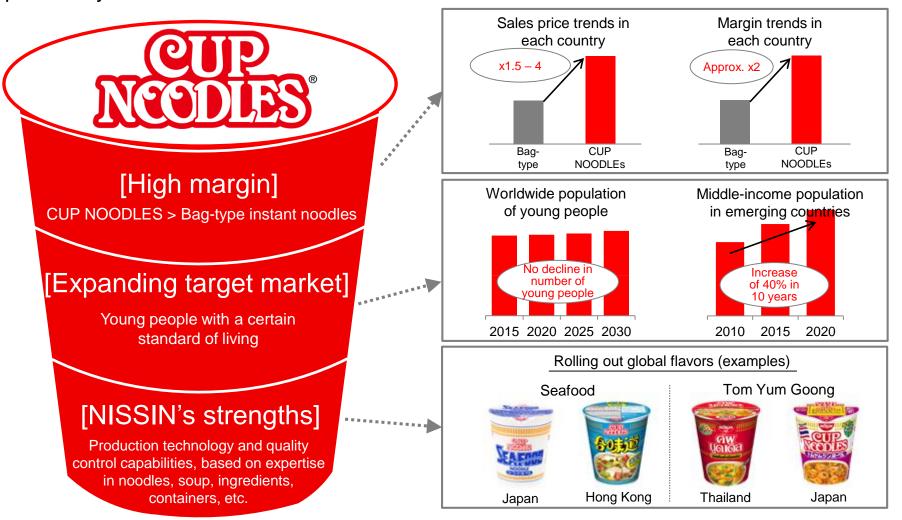




25

Strategic Theme 1 Promoting Global Branding > Globalize CUP NOODLES

Actively rolling out CUP NOODLES, as a high value-added product that makes the most of our strengths, to young people with a certain standard of living, in order to improve overseas profitability





Strategic Theme 1 Promoting Global Branding > Approach

EARTH FOOD CREATOR

 Approaching clearly defined target markets with initiatives including design, flavor and promotion with the aim of expanding more efficiently and effectively, and increasing overseas CUP NOODLES sales (units) by 50%



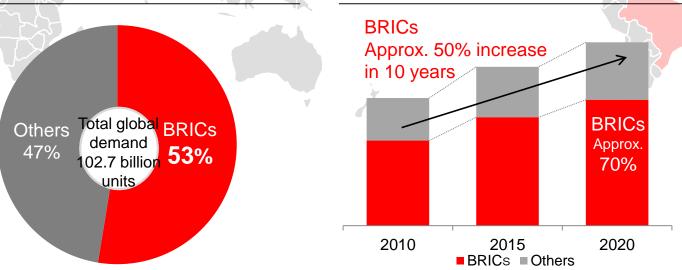
 As markets continue to grow in scale and standards of living continue to improve, we have earmarked BRICs as priority locations where we expect to achieve growth by harnessing NISSIN's strengths in each area.

> Income*1 to be generated in the priority overseas locations accounts for: Approx. 70% in FY2021 (in income from overseas business)

> > ۲

Total demand for instant noodles (unit basis)*2

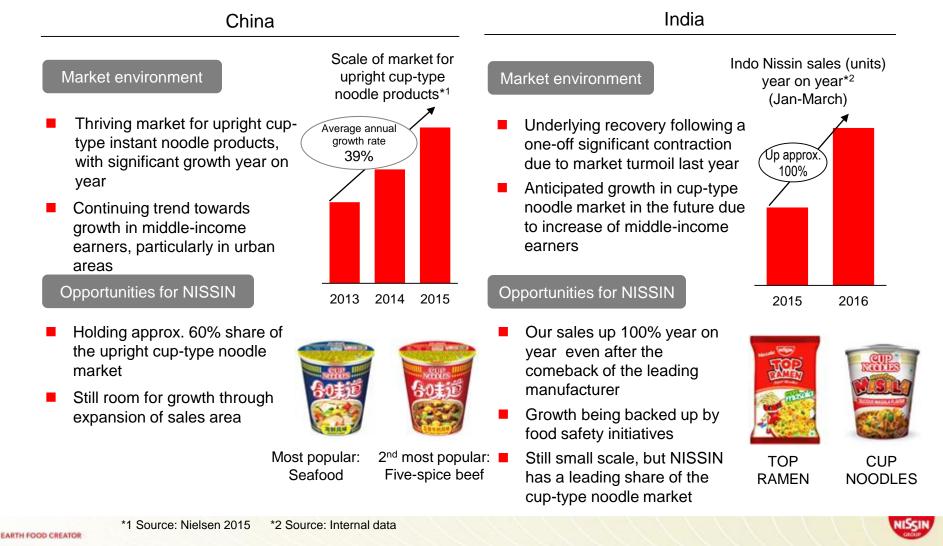
Middle-income population in emerging countries*³



ARTH FOOD CREATOR

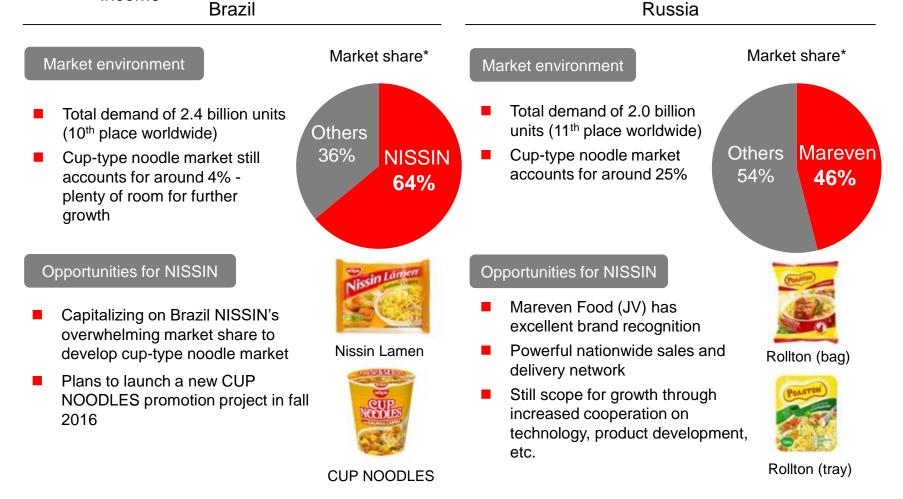


- China: Making the most of our leading share of the growing market for upright cup-type noodle products to expand our sales area
- India: Stepping up promotion of CUP NOODLES to rapidly growing population of middle-income earners, as well as tapping into growth in bag-type instant noodle products

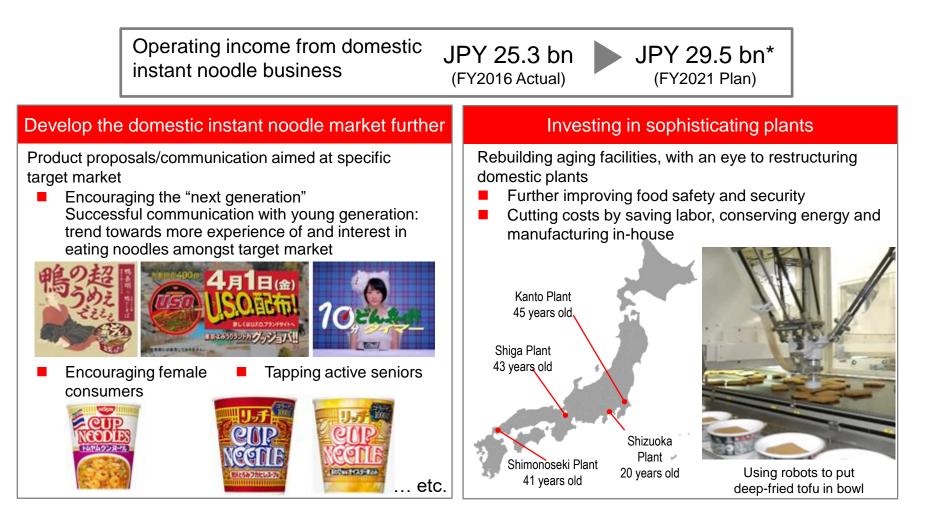


Strategic Theme 2 Focusing on Priority Locations: BRICs – Brazil and Russia

- Establishing strong foundations as market leader in both Brazil and Russia
- Brazil: Building on strong foundations to reinforce CUP NOODLES and establish a base of operations for expansion into South America
- Russia: Strengthening support structure in order to secure an even greater market share and increase income



Developing the domestic instant noodle market further, investing in sophisticating plants to improve food safety and production efficiency, and achieving stable profit over the long term



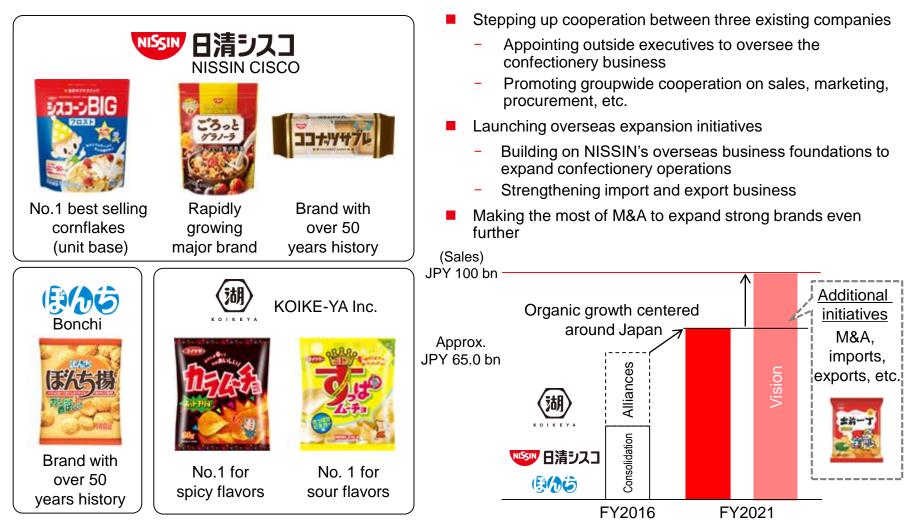
Creating a "Century Brand Company"



Strategic Theme 4

Establishing a Second Primary Revenue Source: Confectionary/Cereal Business

 As well as growing brands organically, we intend to strengthen cooperation to achieve greater synergy, expand overseas operations and make the most of M&A, with the aim of increasing sales to JPY 100.0 billion, including partners.





Strategic Theme 4

Establishing a Second Primary Revenue Source: Chilled and Frozen Food Business/Beverage Business

Building on efforts to establish brands throughout the previous medium-term period in order to increase profit growth domestically



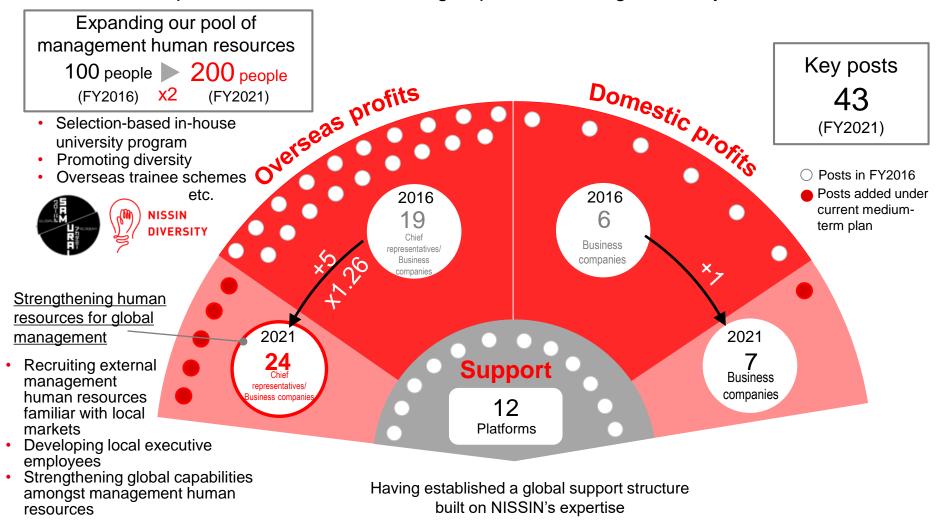




Strategic Theme 5

Developing and Strengthening Human Resources for Global Management

Having established a platform-based support structure, we intend to increase management human resources and accelerate global management in the future, based on both human resource development measures within the group and recruiting externally.





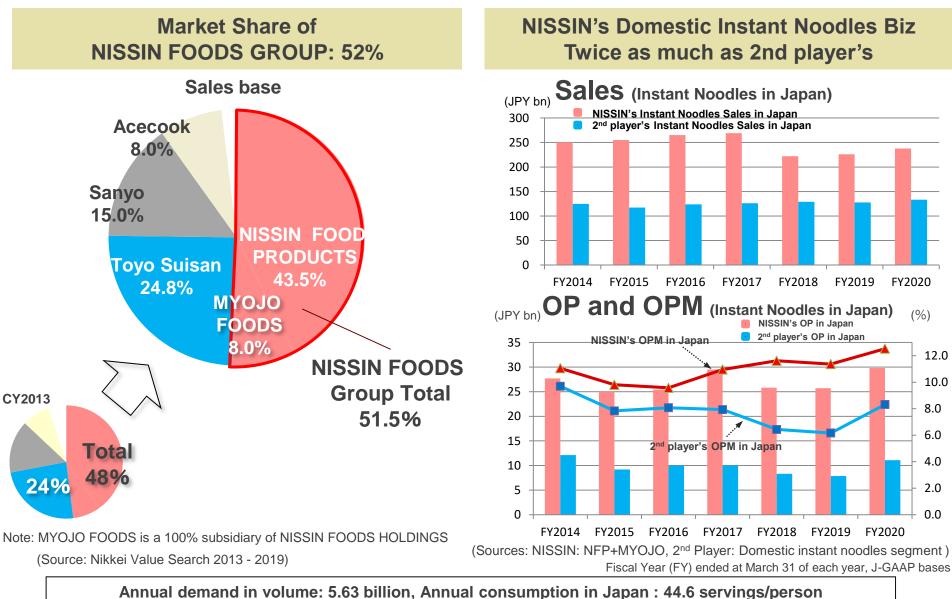
34

Section 2 Domestic Business Strategy





EARTH FOOD CREATOR



(Population of Japan: 126.2 mil Source: WINA (January 2019 - December 2019), IMF(population)



NISSIN is ranked No. 5 in Japan Brand Recognition Ranking

Co	onsumer Market (B to C	C), appraised by general consu	mers in 2020
			2011: 5th
			2012: 8th
	Brand ranking		2013: 9th
			2014: 17th
1	YouTube	NISSIN	2015: 3rd
2	LINE		2016: 25th
2			2017: 6th
3	MUJI		2018:7th
			2019:3rd
4	Panasonic		2020: 5th
5	NISSIN		2011: 27th
6	Google		2012: 14th
-			2013: 15th
7	Amazon	(CIND)	2014: 21st
8	CUP NOODLE	GOP	2015: 24th
U	COL NOODEE	READ B	2016: 7th
9	Kewpie	(1)]7	2017: 5th
10	STADDUCKS		2018:52th
10	STARBUCKS		2019:22nd

TV Commercial Success

TV Commercial Likability Rating in FY2020 (April 2019 - March 2020)

Corporate				
1	KDDI			
2	Као			
3	SoftBank			
4	Coca –Cola			
5	NISSIN FOODS			
6	McDonald's			
7	P&G			
8	Recruit			
9	Kirin			
10	NTT docomo			

Source: CM Soken Consulting

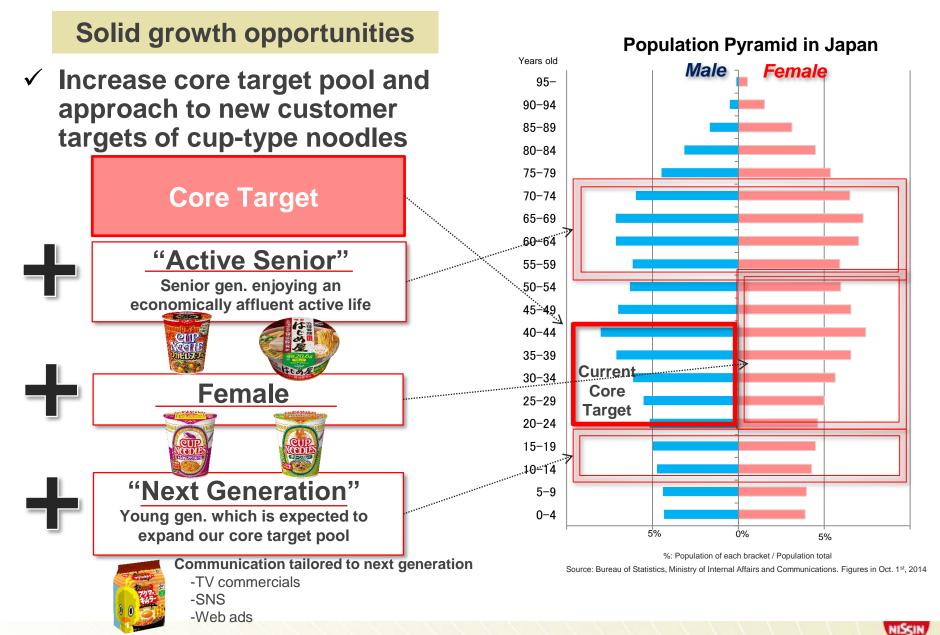
Source: Brand Japan, NIKKEI BP Consulting

Among 1,000 brand names, "Brand Japan," a renowned survey company, makes a ranking list by using four indicators: Friendliness, Convenience, Uniqueness and Innovativeness

2020:8th



Growth Strategy of Instant Noodles Business-1





Growth Strategy of Instant Noodles Business-2



Young gen. which is expected expand our core target pool

Communication tailored to next

generation

-TV commercials -SNS -Web ads



Core Target



Brand extension



CUP NOODLE and DONBEI achieved Record-high revenue for FY2020.



Since 1958



Since 1971



Since 1976





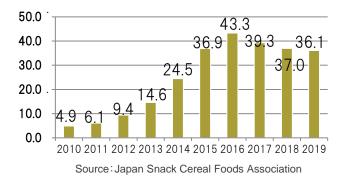




EARTH FOOD CREATOR

Confectionery and Cereal

Granola



Biscuit (sablé)

Long-seller product since 1965 with renewed brand image.

Granola and biscuit businesses are operated by NISSIN CISCO Co., Ltd.

Deep-fried rice cakes

Making "BonChi Co.," one of the major rice cracker companies, a consolidated company since the 1st quarter of this fiscal year ended March 31, 2017

Potato chips

Owning 34.53% of "KOIKE-YA Inc." a second largest potato chips player and joining forces to expand its business.



Focusing on high value-added products in competitive markets by leveraging our accumulated noodle-related expertise.





Chilled and frozen noodles are businesses operated by NISSIN CHILLED and NISSSIN FROZEN, respectively.

Beverages

Lactobacillus and yogurt drink

Cultivate value strategy to add an appeal with "Food for Specified Health Uses"



The first drink yogurt launched in Japan and still growing



Beverage business is operated by NISSIN YORK Co., Ltd.



Section 3 Overseas Business Strategy

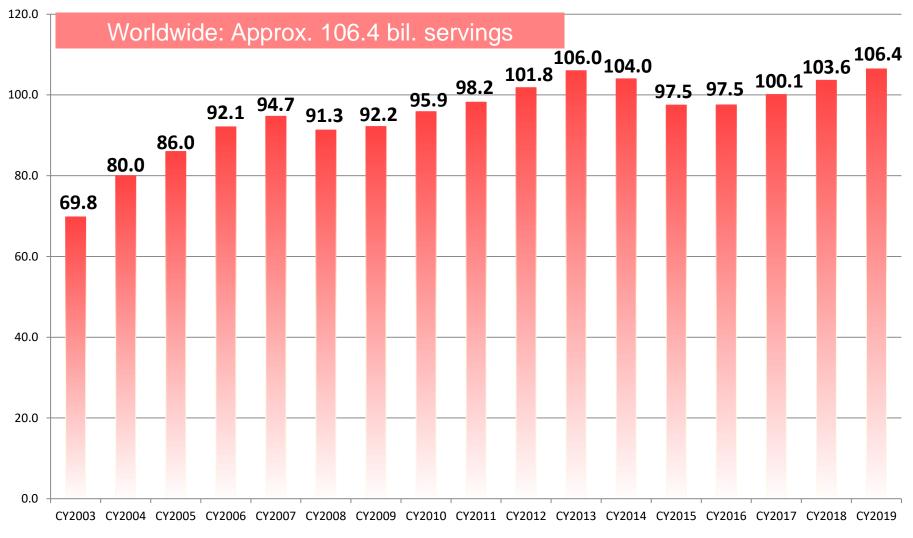






Global Demand Trend of Instant Noodles

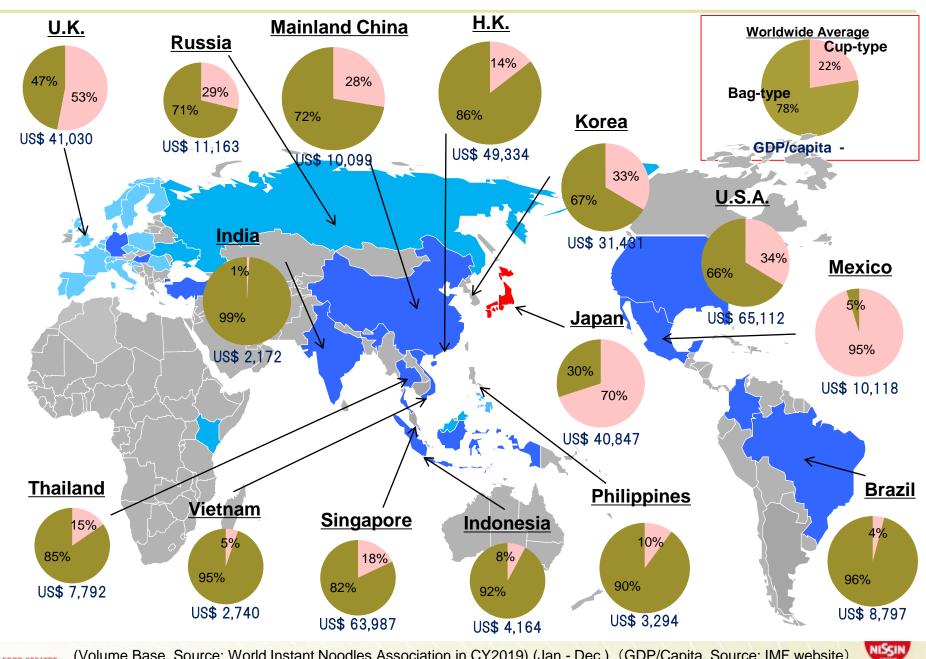
Unit: Billion servings



(Source: World Instant Noodles Association) (Jan.- Dec.) Figures up to CY2014 might not be exactly correct since WINA restates and endorses only past five years including the latest year.



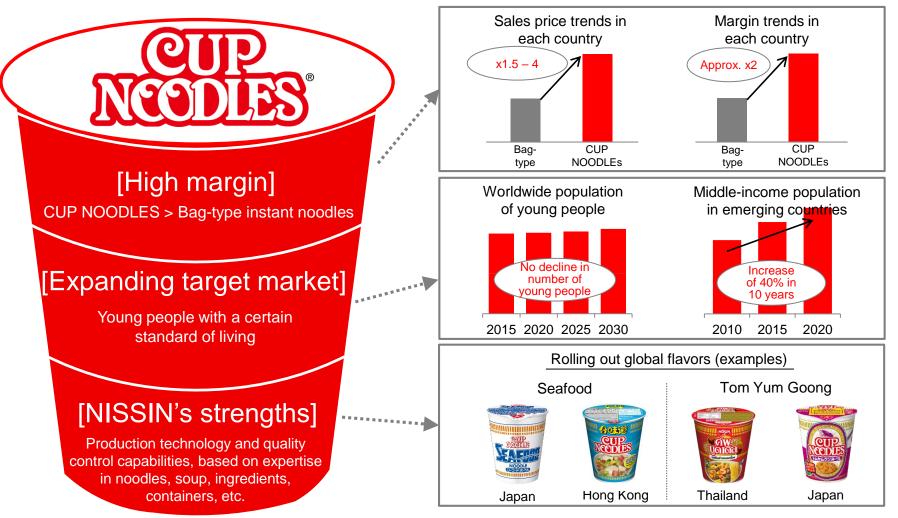
Composition Rate of Bag-type and Cup-type noodles and GDP/Capita



(Volume Base, Source: World Instant Noodles Association in CY2019) (Jan.- Dec.) (GDP/Capita, Source: IMF website) EARTH FOOD CREATOR

CUP NOODLES Strategy- 1

Actively rolling out *CUP NOODLES*, as a high value-added product that makes the most of our strengths, to young people with a certain standard of living, in order to improve overseas profitability



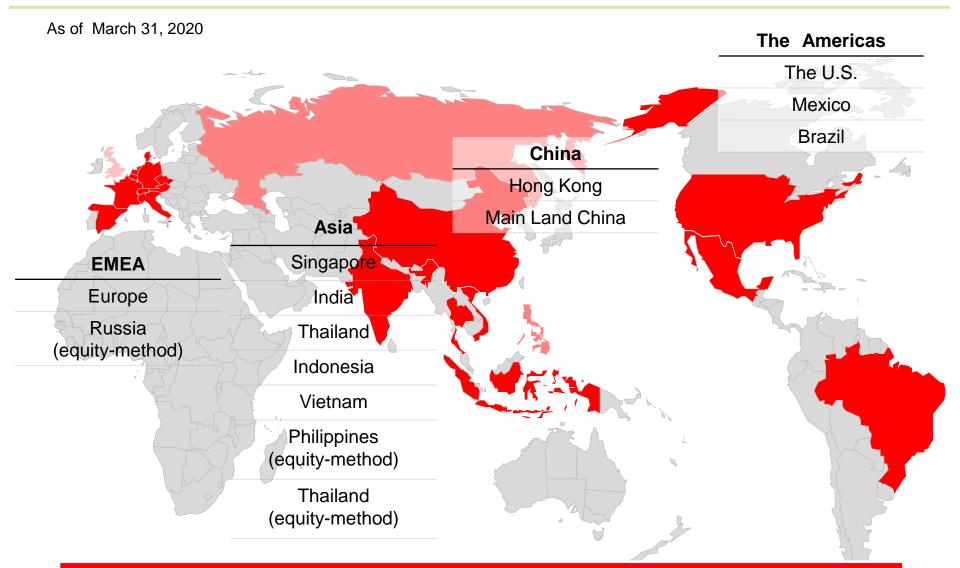
45

 Approaching clearly defined target markets with initiatives including design, flavor and promotion with the aim of expanding more efficiently and effectively, and increasing overseas CUP NOODLES sales (units) by 50%





Overseas Expansion(wholly-owned/equity-method/investing)



Due to the adaption of IFRS from Q1 FY2019, operating profit includes non-amortization of goodwill (including affiliates accounted for using equity method), gain (loss) on investments accounted for using the equity method, and extraordinary gains and losses.



• March 24, 2016

Entered into a conditional co-operation agreement with Premier Foods plc

: on utilization by both parties of their respective distribution networks, joint development of products, cooperation in research and development, manufacture by one party of the other party's products and others.

- Pursuant to the terms of the conditional co-operation agreement, NISSIN FOODS HOLDINGS has the right to appoint a non-executive director to the Board of Premier for so long as it holds an interest in shares representing 15 percent or more of the ordinary issued share capital of Premier.
 - As of March 23, 2018, Shinji Honda is appointed as a non-executive director and as NISSIN's managing executive officer(CSO).
 - Percentage of shares acquired: 19.6% (As of March, 2019)

February - October 2017

Super Noodle in Pots is one of the NISSIN's collaboration with Premier Foods. They are available in the classic Super Noodles flavors - Chicken, Curry, Bacon and BBQ Beef. Alliance with Premier Foods for selling Soba and CUP NOODLES.

Outline of Premier Foods

Name:	Premier Foods plc
Location:	Hertfordshire, UK
Business:	Production and distribution of processed foods, cooking source and confectionary





NISSIN



Growth Drivers by Geographical Area

Fiscal Year		March 2016 (Actual) J-GAAP	March 2017 (Actual) J-GAAP	March 2018 (Actual) J-GAAP	March 2018 (Actual) IFRS	March 2019 (Actual) IFRS	March 2020 (Actual) IFRS	March 2021 (Mid-term Plan)IFRS	Growth Drivers
The Americas	Sales/ Revenue	48.3	60.4	64.5	62.5	63.4	65.9	68.0	Brazil: ✓ Significant growth by
	OP/OI	1.1	2.3	2.0	2.4	(5.2)	4.1	4.3	expanding cup-type noodle market through CUP NOODLES strategy
China (incl. H.K.)	Sales/ Revenue	40.9	36.0	42.6	40.1	41.4	43.1	47.0	Mainland China: CUP ✓ Secure dominant market
	OP/OI	4.1	3.4	3.6	4.1	3.8	4.9	4.9	share in the growing premium instant noodle market
Asia	Sales/ Revenue	7.2	9.0	9.4	9.2	11.4	11.3	13.5	India: Growth potential backed up by vast population and middle-
	OP/OI	(2.0)	(1.4)	(1.4)	(0.4)	1.8	2.4	3.4	income earners at 8 metropolitan cities Thailand: <i>CUP NOODLES</i> <i>and</i> sales grow thanks to the change of retail industry
EMEA	Sales/ Revenue	4.6	4.6	5.9	5.9	6.8	7.4	7.5	 ✓ Under the transition period from stable profit
	OP/OI	(0.4)	0.0	(0.5)	0.2	0.6	1.1	1.4	base to expansion of sales and profit

In light of changes in the business environment, we have revised segment targets for March 2021.



50

History of Brazil Business

1965 Local instant noodles company was established by Taiwanese (Named "MIOJO AIMENTOS")

1972 Capital injection from Ajinomoto Co., Ltd.

1975 Capital injection from NISSIN FOODS HOLDINGS →JV btw. Ajinomoto & NISSIN (55:45)

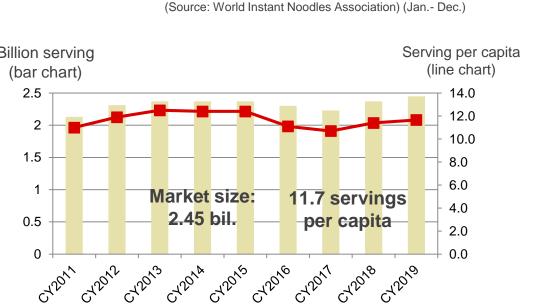
1983 Change in ownership (50:50) and name: NISSIN AJINOMOTO ALIMENTOS LTDA.

2002 Started to manufacture cup-type instant noodles

Instant Noodles Market Transition

2013 Started operation of new factory, "Gloria do Goita"

2015 (October) Became a 100% subsidiary of NISSIN by acquiring 50% for 32.5 billion yen

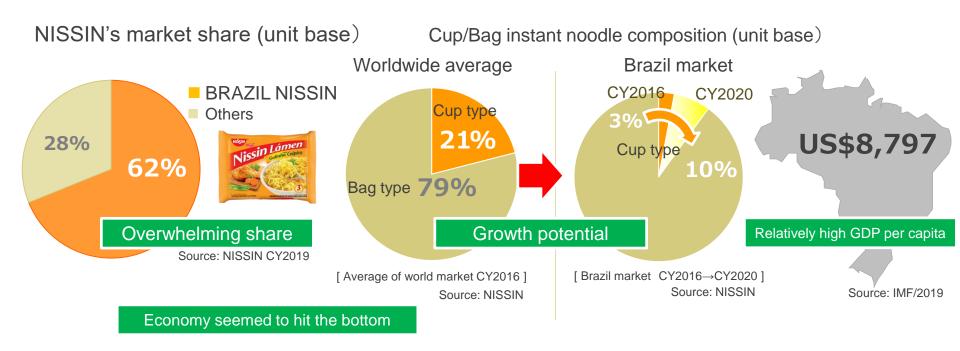


BRAZIL NISSIN Sales (BRL) 14/3 15/3 16/3 17/3 18/3 19/3 20/3 IFRS

Sales Expansion







New CUP NOODLES was launched in Sept. 2016



Capabilities in technology and product development

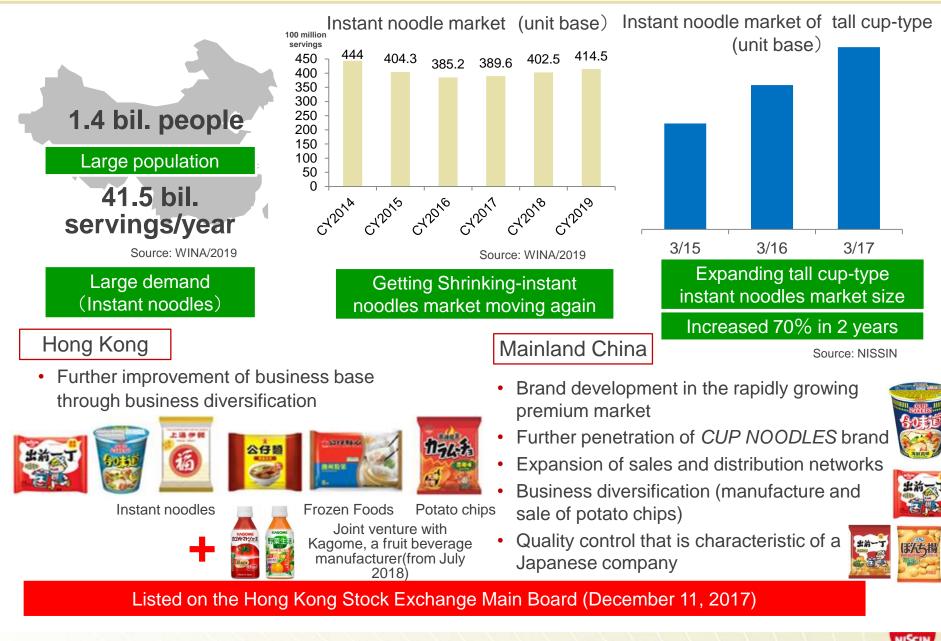
- High name recognition as No. 1 player
- Offer food sampling to have consumers realize its quality and value
- Have consumers feel a sense of familiarity to the product by leveraging social media

Gain a good response and confidence mainly in cities in southeast and south areas

Enhance marketing

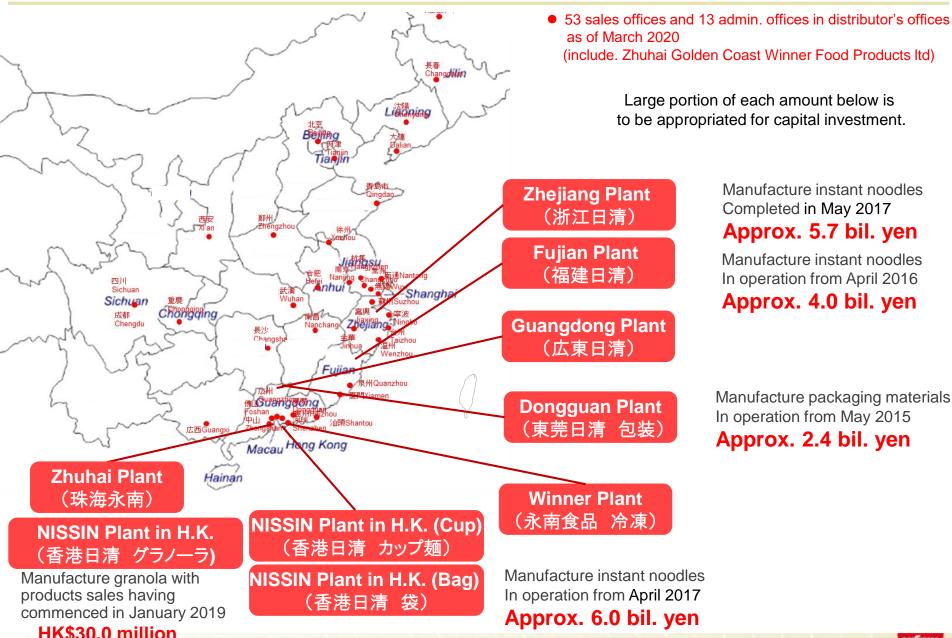


China: Overview of Business



52





EARTH FOOD CREATOR * The management policy of the China segment is a role expected by NISSIN FOODS HOLDINGS.



53

India: Overview of Business

	1.4 bil. people
La	arge population
	Source: IMF/2019
Gr	owth rate 7.2%
High ra	ate of economic growth

8 metropolitans	Population	
2011 Extended UA	(000' people)	
Delhi	21,753	
Greater Mumbai	20,748	
Kolkata	14,618	
Chennai	8,918	
Bangalore	8,729	
Hyderabad	7,749	
Ahmedabad	6,352	
Pune	5,050	

Source: "INDIA STATS : Million plus cities in India as per Census 2011

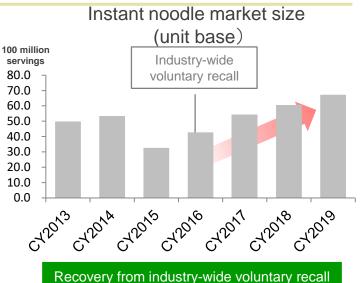
Population concentration in metropolitans

Expand sales of bag-type noodles

- Increased coverage ratio after the industry-wide voluntary recall
- · Sales growth supported by the large population
- · Growth potential seen in the low eating rate

Further penetration of the CUP NOODLES

- Expansion in large cities where high and middle income households are concentrated
- Development in public facilities such as airports
- An increase in brand recognition and repeat customers



Expected growth rate: more than 10%

Source: WINA/2019

54

Differentiation from competitors to strength CUP NOODLES' variety

• Introduction of "MALAI KOFTA", which is one of the most popular meals in India in October 2019



MALAI KOFTA 50INR

NISSIN



Crusy

20**INR**

11INR



50INR



EARTH FOOD CREATOR

Promote local personnel to senior executives in major overseas areas

Build local area-based strategies based on management familiar with culture and business customs, etc.



INDO NISSIN FOODS PRIVATE LTD. President: Gautam Sharma Since Jan. 2014

He has worked for several global consumer goods manufacturers and until recently served as the president of a local Indian subsidiary of a leading U.S. manufacturer. He has enormous connections in India and developing more attractive new products tailored to local tastes.



NISSIN FOODS (U.S.A.) CO., INC. President: Michael J. Price Since Oct. 2018

He worked for a leading food company in the U.S. for many years. Served as the general manager of divisions for the beauty and restaurant businesses. Joined NISSIN FOODS (U.S.A.) in 2015. Served as Vice President in charge of the sales division. Took office as president.



NISSIN FOODS DE MEXICO S.A. DE C.V. President: Luis Javier Gomez Martinez Since Sep. 2017

He worked in sales, logistics and marketing for many years at a food and consumer goods manufacturer in Mexico. He also has extensive management experience.





55





Global training, etc. of the NISSIN FOODS Group

"Brand marketing in the digital age" (2016 -)

- It consists of three parts: "What is CUP NOODLE?" "Mechanism of brand marketing in the digital age" and "Workshop."
- We provide the training by visiting Brazil, the United States, India, Mexico and Asia.

"Global IT meeting 2019" (Nov.11-12, 2019)

• Eleven overseas managers including those in charge at overseas companies discuss their activities and issues in sessions related to IT vision, IT strategy, and security.

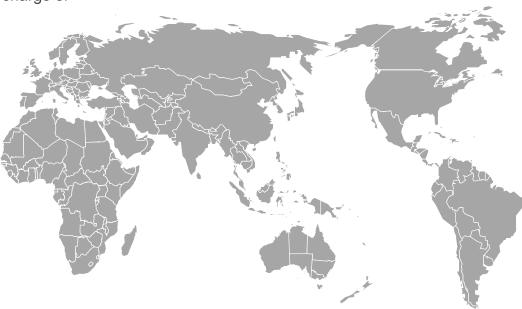
"Survival training on a deserted island" for new management level employees (Aug.29-31, 2019)

• 27 new management-level employees of Group companies in Japan, and 4 management-level employees in local subsidiaries in the China/Hong Kong segment participated in the training on a deserted island.

"Global Finance meeting 2018" (Nov.12–15, 2018)

Financial training for 15 employees including those in charge of accounting overseas.





Section 4 Corporate Governance for Sustainable Growth







Enhancement of Corporate Governance

- Clearly segregate management oversight from business execution and enhance supervisory function by the board of directors
- Reflect opinions from outside directors at the board of directors, and verify the validness of management strategies and check if the strategies are properly executed from stakeholders' point of view





Major Achievements of the effective Board of Directors

59

Abolition of the Takeover Defense Measures: December 6, 2017

The resolution was passed at the meeting of the Board of Directors after deliberations by the Management Advisory Committee, the majority of which are Independent Directors/Audit & Supervisory Board Members, and the measures were abolished on the day.

- Set up "Risk Management Committee" : February, 2008 Strengthen of the function: April, 2018
- The Company set up a "Risk Management Committee" with Executive Vice President & Representative Director, COO serving
 as chairperson to prevent, identify, manage, and address against various risks in regard to NISSIN FOODS Group; Especially,
 it focusses on 4 crucial risks of the group:1) Product accident, 2) BCP, 3) Compliance, 4) Information security. It covers not
 only domestic, but also overseas subsidiary companies.
- 4 committees of the above crucial risks are required to report incidents and countermeasures to the Board of Directors once a year respectively.
- The Company shall set up an organization under the Sustainability Committee to address environmental and safety risks. In the event a material accident occurs in environmental aspects, pursuant to the manual, it shall be immediately responded, stabilized, and resolved. In addition, the Company shall review various manuals including "Industrial Waste Treatment Manual" as necessary and confirm the status of the operation on a regular basis.





Section 5 Overview of NISSIN





EARTH FOOD CREATOR

Origin of NISSIN FOODS

- In 1958, the world's first instant noodles, <u>CHICKEN</u>
 <u>RAMEN</u>, was invented by Momofuku Ando, the founder of NISSIN FOODS. It is reasonably priced and tasty noodles that can be prepared simply by pouring boiled water.
- In 1971, the world's first cup-type instant noodles, <u>CUP</u>
 <u>NOODLE</u>, was introduced.
- Domestic instant noodle industry size has grown to be 5.6 billion servings and NISSIN Group has No.1 market share: approximately 50%.
- Instant noodles, which we had invented, penetrated throughout the globe and <u>worldwide market size</u> <u>reached 100.0 billion servings.</u>













3: Drying

4: Baking

Marketing and Branding



EARTH FOOD CREATOR

カップヌードル



Cereal

Domestic

NISSIN FOOD PRODUCTS CO., LTD.

Instant Noodles Health Foods Instant Rice Soup

MYOJO FOODS CO., LTD.

Instant Noodles

NISSIN CHILLED FOODS CO., LTD. Chilled Noodles & Soup

Crimed Noodles & Soup

NISSIN FROZEN FOODS CO., LTD.

Frozen Noodles, Rice and Snack

NISSIN CISCO CO., LTD.

Confectionery Cereal

BonChi CO., LTD.

Rice cracker Note: Equity interest held by NISSIN in is 50. 1%

NISSIN YORK CO., LTD.

Health foods & Lactobacillus Drinks

7 operating companies

eadquarters
Management
Strategy development
Supporting operations
by 12 platforms



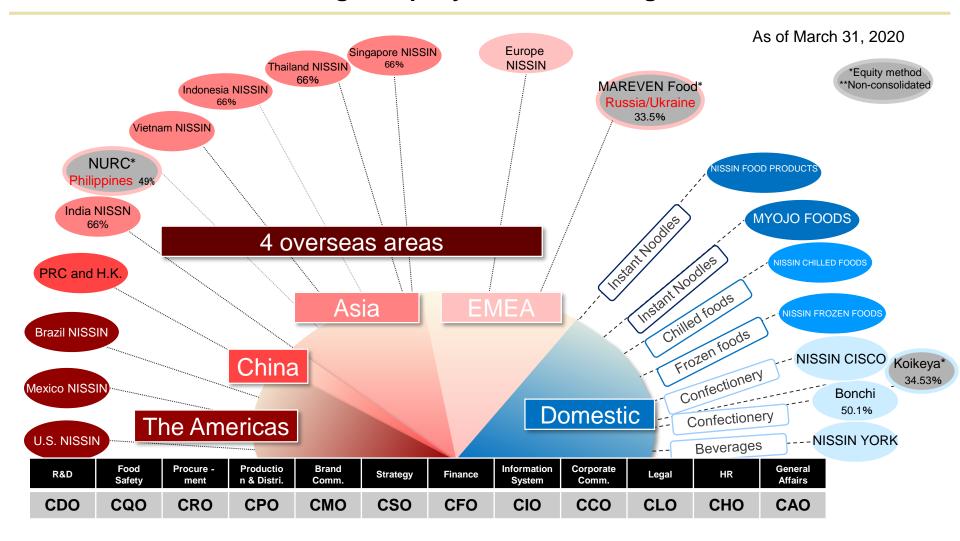
- Innovation
- Product Development Technology
- Food Safety

Over	seas						
The Americas							
U.S.A.	Brazil						
Mexico							
China Mainland Chir	na Hong Kong						
Asia							
Singapore	India						
Thailand	Vietnam						
Indonesia							
EMEA Europe							





Structured Above the Holding Company(Platform Management)



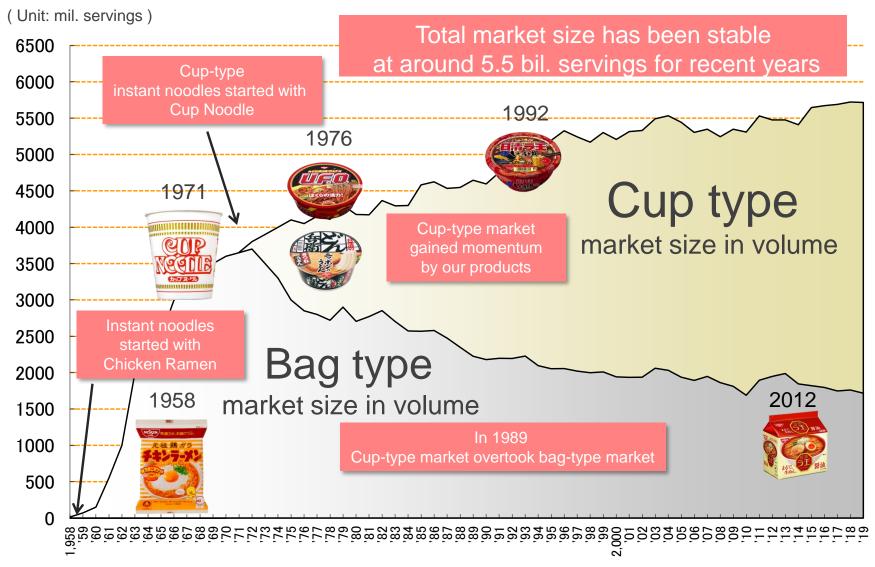




NISSIN FOODS HOLDINGS CO., LTD.

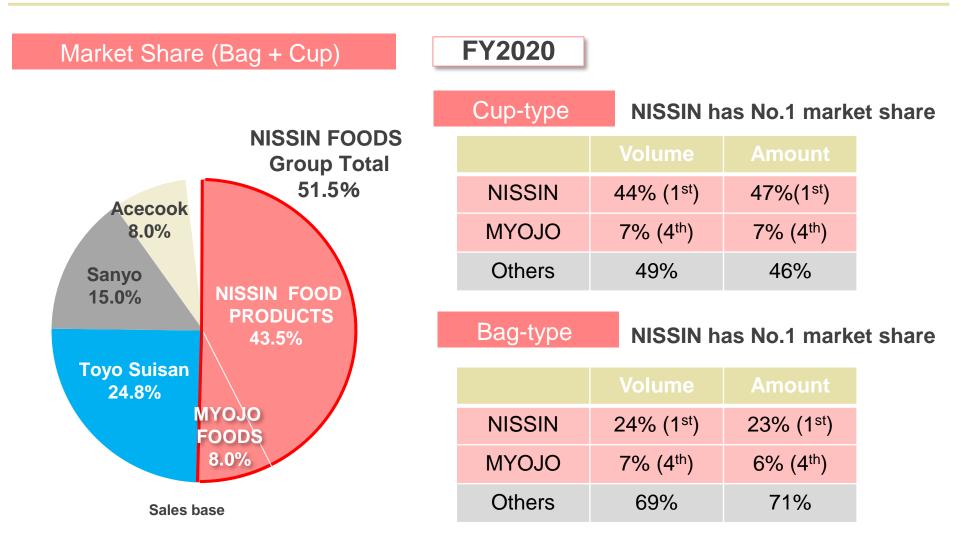


Instant noodles' history started with Chicken Ramen in 1958



(Source) JCFIA=Japan Convenience Foods Industry Association (http://www.instantramen.or.jp)





(Source: Nikkei Value Search 2019)

(Source: NISSIN, From April 2019 to March 2020)



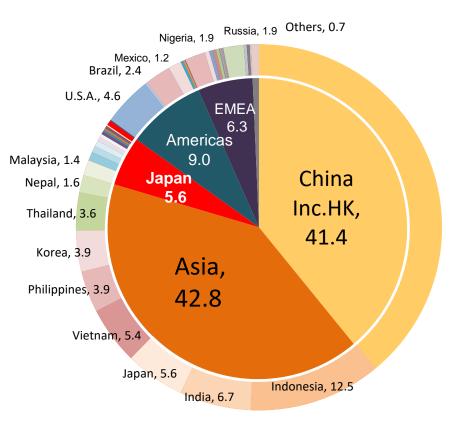


(Billion servings) Total: 106.4 bn

Jan. 2019- Dec. 2019

In Descending Order

Rank Country Volume Per capita Per capita (bil. serving) (GDP) (serving) China China: 10,099 1 41.4 29.3 H.K. H.K: 49,334 2 Indonesia 12.5 46.9 4.164 India 6.7 5.0 3 2,172 5.6 44.6 40,847 4 Japan 5.4 5 Vietnam 56.9 2,740 6 U.S.A. 4.6 14.1 65,112 **Philippines** 3.9 35.5 3,294 7 Korea 3.9 75.1 31,431 8 3.6 52.5 9 Thailand 7,792 10 Brazil 2.4 11.7 8,797 Nigeria 1.9 9.6 2,222 11 Russia 1.9 13.0 11,163 12 1.6 13 Nepal 57.6 1,048 14 Malaysia 1.4 44.1 11,137 1.2 10,118 15 Mexico 9.7



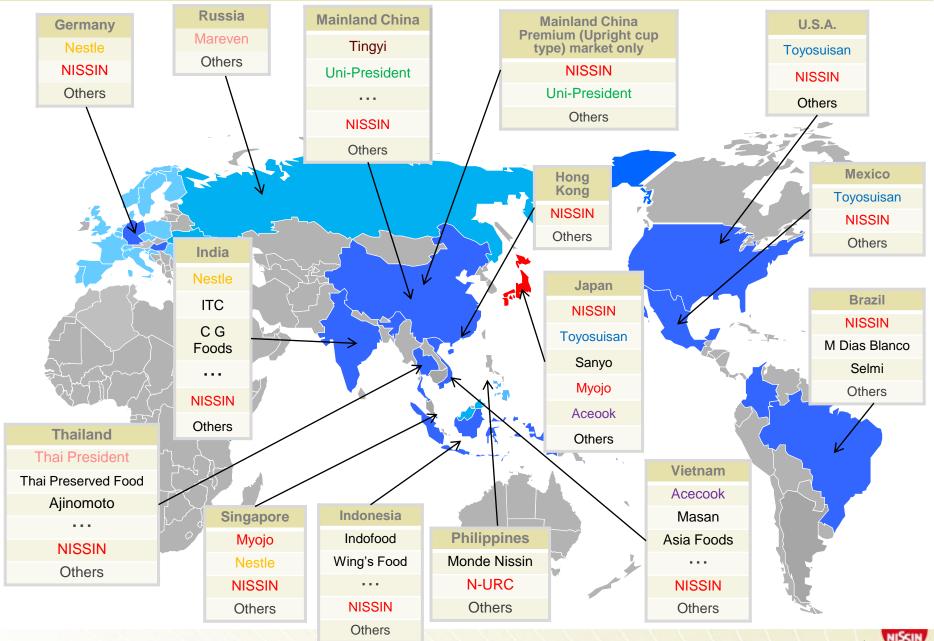
Categorized by Four Areas

(Source: World Instant Noodles Association in CY2019) (Jan.- Dec.)





Major Players by Country



EARTH FOOD CREATOR

(Volume base, Source: Estimation by NISSIN in CY2020(Jan.-Dec.)



68

We centralized and strengthened the product development and food safety research capabilities of the Group to enhance our ability to be innovative in quality.

INNOVATION

- NISSIN Global Innovation Center
 - Providing technical support for innovation for product development
- Realizing group-wide synergy with an integration of instant noodles, chilled and frozen foods, confectioneries and beverages, to be more innovative.

FOOD SAFETY

- NISSIN Global Food Safety Institute
 - Ensuring the food safety essential to a food product company
- Global center for the transmission of information about instant noodles and quality control tower of the entire instant noodle industry.

Outline of "the WAVE", the NISSIN FOODS Group's R&D center

- Operation started: March 2014
- Commonly called: "the WAVE"
- Site area: 86,768 m²
 (site owned by the Company)
- Total floor space: 19,708 m²

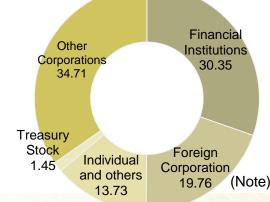




Investor Information of NISSIN FOODS HOLDINGS

Information As of March 31, 2020		Principal Shareholders As of March 31, 2020	#of Shares Held (Hundred)	Holding ratio (%)		
Name	NISSIN FOODS HOLDINGS CO.,	Ando Foundation	79,043	7.58		
	LTD.	Mitsubishi Corp.	78,000	7.48		
Date of Establishment	September 1948	The Master Trust Bank of Japan,	55,734	5.35		
# of Employee	12,983 on a consolidated basis	Ltd. (Account in Trust)				
	Authorized: 500,000,000 shares	ITOCHU Corp.	54,000	5.18		
Common Stock	Issued: 105,700,000	Ando International Y.K.	39,454	3.78		
	Number of shareholders: 50,175	Japan Trustee Services Bank,	36,954	3.54		
Share Capital	JPY 25,122 million	Ltd. (Account in Trust)				
Ota ale Lia tin na	Tokyo Stock Exchange	Mizuho Bank, Ltd.	33,750	3.23		
Stock Listings	1st section (Ticker Code: 2897)	MUFG Bank, Ltd.	22,735	2.18		
Independent Auditors	Deloitte Touche Tohmatsu LLC	Japan Trustee Service	17,377	1,66		
Transfer Agent Mizuho Trust & Banking Co., Ltd.		Bank(Account in Trust5)	,	.,		
		Sumitomo Mitsui Banking Corp.	16,200	1,55		
Distribution of ownership among shareholders						

As of March 31, 2020



(Note) Holding ratio is calculated with total number of shares issued, excluding treasury stock (15,293 hundred shares), as the denominator.

6 (Note)Ownership ratio of shares is calculated excluding the shares less than one unit.



Note: FY2020 generally means the fiscal year from April 1, 2019 to March 31, 2020. CY2019 generally means the calendar year from January 1, 2019 to December 31, 2019.



Information in this material is not intended to solicit sales or purchase of NISSIN FOODS HOLDINGS stock shares. The comments and estimates in this document are based on the company's judgment at the time of publication and their accuracy is not guaranteed. They are subject to change without notice in the future. The company and its officers and representatives hold no responsibility for any damage or inconvenience that may be caused by any part of this material.

> Contact: IR Office (Tokyo Head Office) Tel: +81-3-3205-5027 E-mail: ir.jp@nissin.com