

Corporate Philosophy & Primary Management Objective

1. *Corporate Philosophy*

The Nisshin Seifun Group has determined to expand its consumer goods business globally, under the corporate mottoes “the basis of business is built on trust”, “being in tune with the changing climate”, and in conformity with the corporate philosophy “contributing to a healthy and fruitful life for all”.

2. *Primary Management Objective*

Nisshin Seifun Group’s primary management objective is to maximize its “long-term corporate value” based on the Group’s basic corporate philosophy mentioned above.

We aim to implement and develop Group management, while focusing on allocating resources to those areas where we are currently most competitive and where potential for growth exists.

Each company of the Group, in harmony with the basic corporate philosophy, will carry out business activities under the banner of “self-sufficiency and alliances”. This means each company within the Group will conduct its business as an independent entity in the most appropriate way according to its individual business characteristics and market environment, and in so doing, create corporate alliances both inside and outside the Group to strengthen its competitive position.

At the same time, Nisshin Seifun Group encourages our innovation while upholding its commitment to social responsibility by complying with applicable laws and regulations, making food safety a priority, and working to protect the environment. Thereby, we seek to achieve maximum support from our stakeholders, comprised of customers, shareholders, employees, business partners, and society as a whole.