

## Nichirei Corporation

### HO address:

6-19-20, Tsukiji, Chuo-ku, Tokyo 104-8402 JAPAN  
URL: <http://www.nichirei.co.jp>

**Founded:** December 1, 1945

**Listing:** Tokyo Stock Exchange, 1 Section(#2871)

**# of Employees:** 10,118

### Business:

Nichirei Foods - Processed Foods

Nichirei Fresh - Marine, Meat & Poultry Products

Nichirei Logistics - Low-Temperature Logistics

Nichirei Bio-Science – Bioscience

**Business Results** as at 2012/3/31 (unit: bil Yen)

Net Sales: 455.9, OP: 16.2, NI: 7.9, NW 118.7

**Mid-Term Management Plan:**

Energy 2012 (FY 2010-2012)

## Nichirei Foods Inc.

**History:** Started frozen food production in 1952 and has always been the No.1 manufacturer in Japan. Started overseas foods production in China and Thailand in 1988.

**Business:** Production/Sales of ambient and frozen processed foods. Sales of frozen processed vegetables. Production/Sales of Wellness foods including diabetic meals and healthier meals with lower-calorie and salt content. Production/Sales of puree of Brazilian cherry, Acerola. Newly formed as a wholly-owned operating company under a holding company system in 2005.

### Production facilities:

Domestic - 6 factories and 4 affiliates

Overseas - China (3 in frozen foods, 1 vegetable), Thailand (2 frozen foods), Vietnam (1 foods), Brazil (1 acerola)

**Global Offices** – Shanghai, Bangkok, Sydney, Seattle, Amsterdam, Ho Chi Minh, Sao Paulo

### Business strategy:

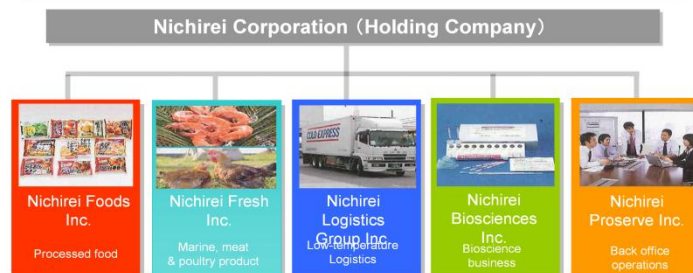
- Domestic market: Solidify the No.1 market share and improve profit margins.
- Overseas: Expand and develop overseas foods businesses in China, ASEAN countries and the US by 2014 and then develop India/Middle East

## Nichirei Group Structure

NICHIREI

### Group Brand Statement

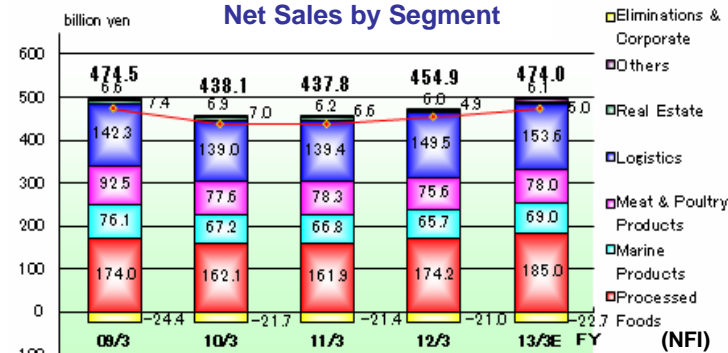
**Networking “Good Taste” and “Freshness”**



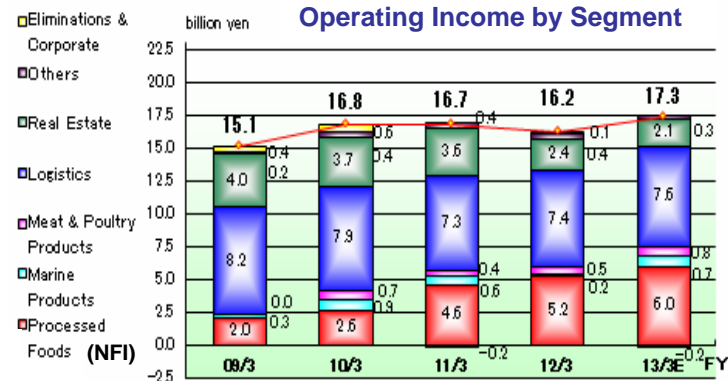
Nichirei group covers every step from procurement of raw materials to food processing, distribution and even supporting back office.

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### Net Sales by Segment



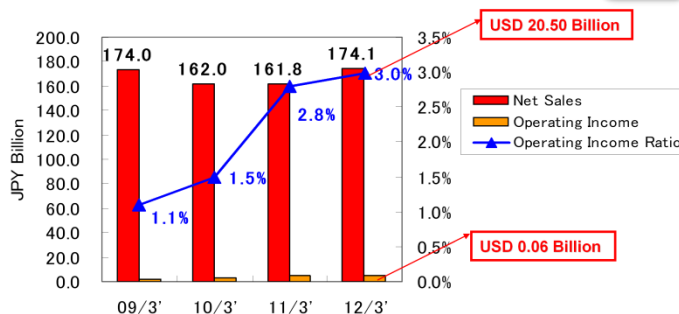
### Operating Income by Segment



## Nichirei Foods – Business Result

Nichirei Foods

### Net Sales and Operating Income (2009-2011)



# Nichirei Foods – Business Profile



Serving Customers with “7 Values” in products **Nichirei Foods**



Frozen Foods: Portfolio

**Nichirei Foods**

**Frozen**

- >Rice
- >Noodle
- >Chicken
- >Pork
- >Beef
- >Seafood
- >Croquette
- >Vegetable
- >Dessert

**Ambient**

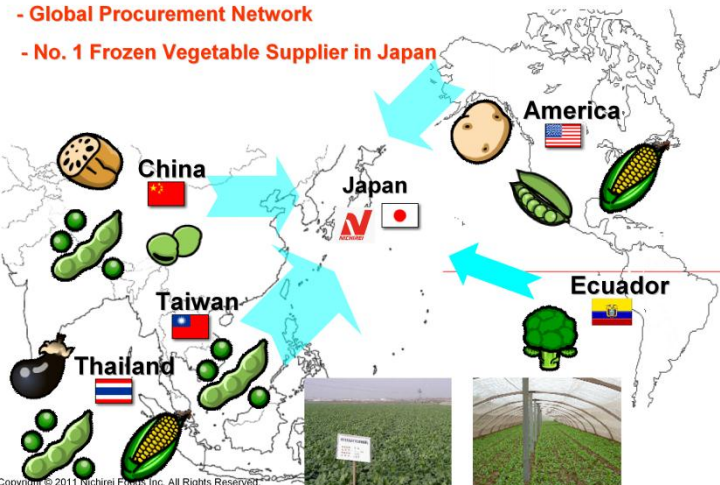
- >Curry sauce
- >Pasta sauce
- >Soup

**Appetizer** **Main Dish** **Dessert**

Agri-Business: Frozen Vegetable

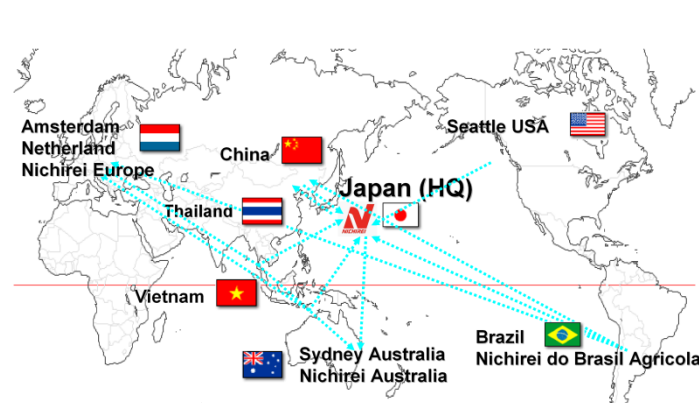
**Nichirei Foods**

- Global Procurement Network
- No. 1 Frozen Vegetable Supplier in Japan



Expanding Global Business Network

**Nichirei Foods**



Agri-Business : **Acerola** Business

**Nichirei Foods**

Nichirei do Brasil Agricola.Ltda in Brazil  
 •Manufacturing of Acerola Puree • Powder



- China**
- Shanghai Nichirei Foods
  - Shandong Nichirei Foods
  - Taian Jiayu Foodstuff
  - Beihai Foodstuff
  - Laiyang Hengtai Foodstuff
- Brazil**
- Nichirei do Brasil Agricola
- Australia**
- Nichirei Australia
- Thailand**
- GFPT Nichirei
  - Surapon Nichirei Foods
- Vietnam**
- Cholimex Foods
  - Nichirei HPC
- USA**
- Nichirei Foods USA
  - InnovAsian Cuisine Enterprise
- Netherlands**
- Nichirei Europe

**Nichirei Foods**