

Group Philosophy

The MISSION, VISION, and VALUES Built on Our Founder's Spirit

To achieve sustainable growth while solving environmental and social issues as an
“EARTH FOOD CREATOR”
constantly creating new food cultures through innovation.

MISSION

ENDURING VALUES

食 足 世 平

Peace will come to the world
when there is enough food

食 創 為 世

Create foods to
serve society

美 健 賢 食

Eat wisely for
beauty and health

食 為 聖 職

Food related jobs are
sacred profession



VISION

EARTH FOOD CREATOR

VALUE

FOUR ATTRIBUTES

MISSION

食 足 世 平

Shoku-soku Se-hei

Peace will come to the world
when there is enough food

Food is the most important pillar supporting human life. People can discuss culture, art, and ideas only when they have sufficient food. If the supply of food is disrupted, a country is bound to decline, and conflict invariably occurs. The business operations of the NISSIN FOODS Group originated from this basic human principle.

美 健 賢 食

Bi-ken Ken-shoku

Eat wisely for
beauty and health

The desire to satisfy hunger and the taste buds is a common human instinct. However, it is not the only role of food. Food is also important for forming strong bodies and maintaining health. Since a beautiful, healthy body is the product of a sensible diet, the NISSIN FOODS Group pursues food functionality and advocates a wise diet.

VISION

The NISSIN FOODS Group explores various possibilities for food and creates dream-inspiring delicious tastes. We contribute to society and the Earth by gratifying people everywhere with pleasures and delights food can provide. The term EARTH FOOD CREATOR means not only being an entity that creates food for the Earth but also expresses our desire to contribute to the world and its people by creating food, the basis of all life. EARTH also means soil. Grains grown in the soil are the starting point for all food, and the mission of the NISSIN FOODS Group is to create and continue to produce food derived from the bounty of the Earth and its precious soil.

食 創 為 世

Shoku-so I-sei

Create foods to
serve society

A spirit of creativity is the most important thing of all for a company. Creativity means the power to create innovative products through new ideas and technologies. The NISSIN FOODS Group creates foods to serve society. We are creating a new food culture and providing people all over the world with happiness and inspiration.

食 為 聖 職

Shoku-i Sei-shoku

Food-related jobs are
a sacred profession

Food production is an occupation that supports the very essence of life. For this reason, those who work in the food industry must have a pure spirit that inspires them to serve society and contribute to human health and world peace. Working with food is a sacred profession, and it is the mission of the NISSIN FOODS Group to provide the world with safe, delicious, healthy food.

VALUE

We expect NISSIN FOODS Group employees, who are committed to creating and proposing everything from scratch, to be creators with a creative and highly sensitive mindset, regardless of their department or position.

Social Value Creation History

The History of NISSIN: Over 60 Years of Pioneering New Food Innovations

1958-1980s

Invented the world's first instant noodles and founded NISSIN FOOD PRODUCTS
Created a new food culture and transitioned to a comprehensive food group

1958 Innovation Born From Social Issues The Invention of CHICKEN RAMEN

Our founder, Momofuku Ando, was inspired by an experience on a cold winter day after World War II, when he saw people lining up at a ramen stand in a black market, happily enjoying bowls of hot ramen. This experience led him to pursue the development of ramen that could be prepared and eaten at home simply by adding hot water. Mr. Ando went on to invent *CHICKEN RAMEN*, the world's first instant noodles, and launch the business.



Replica of the research lab used in the development of *CHICKEN RAMEN*

CHICKEN RAMEN at the time of its introduction



Direct sampling and sales event in Ginza for *CUP NOODLE*



CUP NOODLE at the time of launch

1971 Invented CUP NOODLE to Meet Needs for Convenience

CUP NOODLE, the world's first cup-type instant noodle, was developed after Momofuku Ando took a marketing trip to the U.S. There, he saw supermarket employees break *CHICKEN RAMEN* noodles into pieces, place the pieces in a paper cup, add hot water, and then eat using a fork. This new product met the growing need for convenient food during a period of rapid economic growth in Japan. Soon, the streets of Ginza were filled with young people slurping samples of *CUP NOODLE*.

1990s-2010s

Pursued sustainability management and strengthened innovation further

2008 Pursuing Sustainability Invented the ECO CUP

We transitioned to paper materials for *CUP NOODLE* containers and named the ECO Cup using the first letters of three important elements: for Ecology, for the Customer, and for Originality.



2014 Strengthening Innovation Established the WAVE



In 2014, we established the WAVE technology, development, and research center, consisting of the Global Innovation Research Center and the Global Food Safety Institute. The WAVE aims to communicate to the world the NISSIN FOODS Group's promise as a food manufacturer: technological innovation and food safety.

2020s

Accelerating globalization and taking on challenges as an EARTH FOOD CREATOR



2022 Launched KANZEN MEAL

We launched *KANZEN MEAL*, offering the perfect balance between taste and 33 essential nutrients. Brand recognition of *KANZEN MEAL* in Japan has surpassed 50%, and total sales of the *KANZEN MEAL* series have now exceeded 74 million units (as of July 2026), solidifying the presence of the *KANZEN MEAL* brand.

- 1958** Launched *CHICKEN RAMEN*
- 1963** Listed on the Second Section of the Tokyo and Osaka Stock Exchanges
- 1970** Established NISSIN FOODS (U.S.A.) CO., INC.
- 1971** Launched *CUP NOODLE*
- 1972** Listed on the First Section of the Tokyo, Osaka, and Nagoya Stock Exchanges
- 1975** Established NISSIN FOODS DO BRASIL LTDA.

- 1976** Launched *NISSIN YAKISOBA U.F.O.* and *NISSIN NO DONBE!*
- 1980** Net sales reached ¥100 billion
Established NISSIN FOODS SINGAPORE PTE., LTD.
- 1983** Entered the chilled foods business
- 1984** Established NISSIN FOODS CO., LTD. (Hong Kong)
Expanded into China
- 1986** Entered the frozen foods business

- 1990** Entered the beverage business
- 1991** Entered the confectionery business, expanded into EMEA
- 2001** Net sales reached ¥300 billion
- 2002** Established the NISSIN Global Food Safety Institute
- 2005** Invented the world's first instant noodles as space food
- 2006** Took equity stake in MYOJO FOODS CO., LTD.
- 2008** Invented the ECO CUP; NISSIN FOODS Group transitioned to a holding company structure
- 2014** Established the WAVE R&D Center
- 2017** NISSIN FOODS CO., LTD. (Hong Kong) listed on the Main Board of the Hong Kong Stock Exchange
- 2018** Net sales reached ¥500 billion

- 2020** Market capitalization reached ¥1 trillion
Launched EARTH FOOD CHALLENGE 2030
- 2021** Launched NISSIN FOODS Group Mid- to Long-Term Growth Strategy
- 2022** Launched the new *KANZEN MEAL* brand business
- 2024** Net sales reached ¥700 billion



NISSIN Today

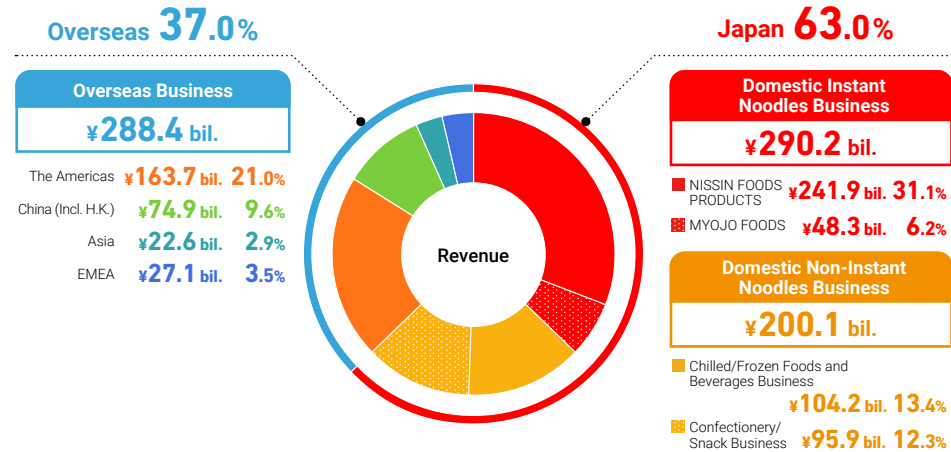
The NISSIN FOODS Group operates businesses around the world as Japan's leading comprehensive food group.

FY 3/2026 Actual Revenue **¥788.1 billion**

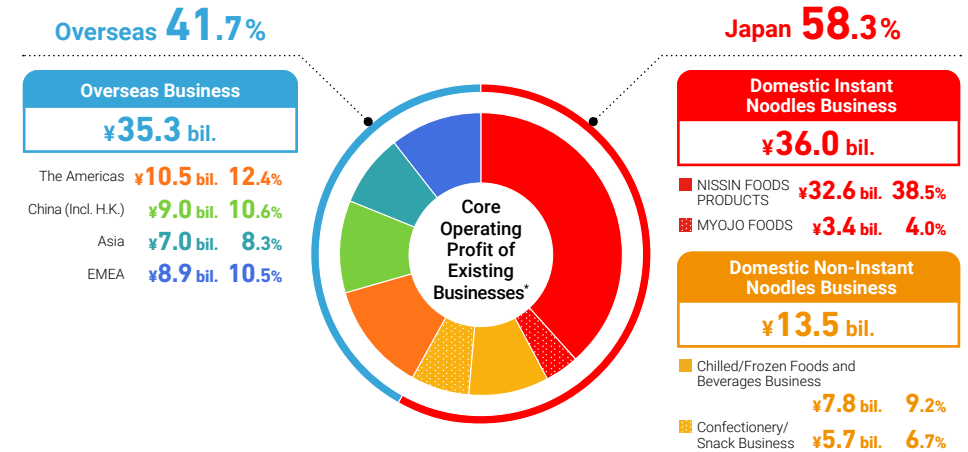
Core operating profit of existing businesses **¥70.6 billion**

Core operating profit margin of existing businesses **9.0%**

Composition by Segment



Note: Ratios for revenue and core operating profit of existing businesses are calculated based on the total of the Domestic Instant Noodles Business, Domestic Non-Instant Noodles Business, and Overseas Business.



*Core operating profit of existing businesses = Operating profit - Other income and expenses as non-recurring gain (loss) - New business profit (loss)

