

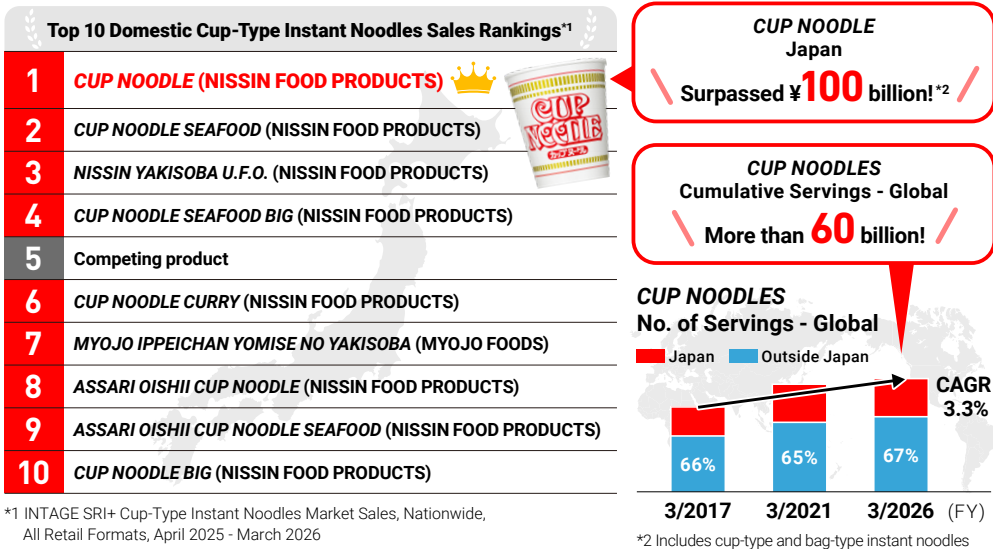
NISSIN Core Strengths ① Branding and Marketing

NISSIN FOODS Group has established an overwhelming position in the domestic instant noodles market, driven by our branding and marketing efforts. We launch brands consistently with sales in the billions of yen. The branding and marketing strategies that have given rise to these brands have earned high praise from external entities and serve as the source of our earning power.

Overwhelming Brand Strength

NISSIN FOODS Brands Take the Market by Storm

An overwhelming presence in the domestic instant noodles market!



Market-Leading Brands



Growth Brands That Create New Markets



Note: Figures based on FY 3/2026 market prices: No. of meals shipped x Avg. unit price on INTAGE SRI+* (April 1, 2025 to March 31, 2026)

^{*3} INTAGE SRI+ Cup-type instant noodle market, bowl-type Udon and Soba category, Jan. 2025 - Dec. 2025, DONBEI brand cumulative sales amount (nationwide, all categories)

^{*4} INTAGE SRI: Jan. 1996 - Dec. 2016; SRI+: Jan. 2017 - Dec. 2025 cup-type instant noodles market, Yakisoba + Abura Soba category (mass-market)*, U.F.O. brand cumulative sales value (nationwide, all retail channels) *Regular-sized products only (excluding large portions or bigger)

^{*5} Includes KANZEN MEAL CUP RICE

External Evaluations That Support Our Brand Strength

CUP NOODLE Wins Brand of the Year 2025!

CUP NOODLE was voted No. 1 in consumer appeal at the BRAND OF THE YEAR 2025 awards hosted by the CM Soken Consulting. This award follows on the heels of CHICKEN RAMEN winning in the previous year—making NISSIN FOOD PRODUCTS the first consecutive winner in the food industry. During the post-awards discussion, our COO spoke to an audience of over 400 people about our approach to branding.



NISSIN FOOD PRODUCTS Ranks 7th in Brand Japan 2026!

Brand Japan^{*6} is Japan's largest brand value assessment survey. NISSIN FOOD PRODUCTS has climbed eight spots since the 2025 Business Person ranking, placing our company among the leading Japanese brands.

^{*6} Largest brand value evaluation survey conducted in Japan. The survey involves 58,000 consumers and businesspeople evaluating a total of 1,500 brands related to companies, products, and services.

1	Toyota Motor Corporation
2	SONY
3	SoftBank
4	Nintendo
5	JR East
6	Disney
7	NISSIN FOOD PRODUCTS
8	Panasonic
9	SUNTORY
10	McDonald's Japan

Source: Brand Japan, Nikkei BP Consulting, Inc.

NISSIN FOODS DO BRASIL LTDA. Wins Bronze at Effie Latin America!

The global Effie Awards are marketing awards known for a high level of exclusivity. NISSIN FOODS DO BRASIL LTDA. won Bronze in two categories, receiving high praise for the marketing impact, sales performance, and creativity of mainstay brands, Nissin Lámen and Nissin Yakissoba U.F.O.



NEWS & TOPICS

NISSIN Core Strengths ① Branding and Marketing

Branding and marketing are a core strength of NISSIN FOODS Group, and these activities are supported by a corporate culture that encourages taking on challenges and systems that put these efforts into action. Through rapid decision-making, a structure that holds the brand accountable, and the seamless integration of marketing, development, and creative efforts, NISSIN FOODS Group has created numerous strong brands and advertising campaigns.

Corporate Culture and Structures That Foster Strong Brands

NISSIN 10 Rules

The NISSIN 10 Rules play a major role in driving the growth of NISSIN FOODS. We use this unique code of conduct as the basis for NISSIN FOODS Group-style decisions whenever we face difficulties or are unsure of our decisions, ensuring we act in line with our company vision.

1. Cultivate brand ownership to the fullest.
2. Aim for first entry and strive to be number one in every category.
3. Create with your own hands. Restructure it if someone is to overcome it.
4. Draw on wisdom from the outside to accelerate the business.
5. Diversity is powerful. Embrace our differences to thrive.
6. Strive for new experiences and wisdom. The future is bright for those who constantly challenge themselves.
7. Forge ahead in the face of uncertainty. Turn back immediately if you notice mistakes.
8. Lead and persuade through accountability, not through authority.
9. Challenge the impossible, and break through barriers.
10. It's our job to make work fun. This will accelerate growth.

Brand Manager System

Each brand has an appointed mini-president who is responsible for everything from product development to sales. This system fosters a corporate culture that leads to strong brands by creating internal competition among brands to deliver more innovative products and brand promotions.

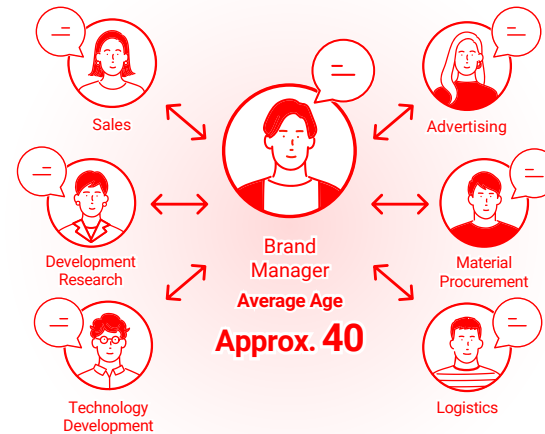
Regular Marketing Meeting

The Marketing Division holds a regular meeting to discuss strategies, products, and initiatives for each brand. Discussions involve the president directly to speed decision-making on matters from product development to communications. Issues related to key topics are escalated to the publicity meeting as necessary.

The Integration of Marketing and Innovation

Innovation is essential for developing products that surprise and delight.

» p. 23 New Food Technology Creation



Regular Publicity Meeting

Meetings on advertising and communication strategies involve the president, who makes final decisions directly. This structure fosters speedy decision-making based on the NISSIN-style of business and the perspective of the consumer.



In-House Design

The NISSIN FOODS Group emphasizes that advertising design and creative direction are performed in-house, building brand identity through internal leadership. In this way, we shape brand identity, creating value that is both consistent and unique.

Group Synergy Leveraging Strengths Cultivated in Japan

Bold Communication Leveraging IP

Overseas NISSIN FOODS Group entities collaborate with Japanese IP. For example, NISSIN FOODS in Hong Kong and China has used Hatsune Miku and other characters, while NISSIN FOODS U.S.A. launched collaborations featuring characters from Attack on Titan. These collaborations strengthen unique brand identity and worldview.



Innovative Products That Redefine Categories

NISSIN FOODS Group has gone beyond the boundaries of existing product categories to create new markets through innovative value propositions.

World's First Cup-Type
Instant Noodles
CUP NOODLE



A Third Curry: Neither
Roux nor Ready-to-Eat
NISSIN CURRY MESHI



Japanese-Style
Instant Noodles
THE BOLD SIDE of
JAPAN



Leveraging Brand Assets Across the Group

The NISSIN FOODS Group leverages brand assets across the group, including CHILLED NISSIN YAKISOBA U.F.O., FROZEN NISSIN NO DONBEI, and FROZEN NISSIN CHICKEN RAMEN KIN-NO-CHAHAN. We maximize brand value and create synergies by applying these strategies to business operations and communications in each market.



CHILLED NISSIN
YAKISOBA U.F.O.



FROZEN NISSIN NO
DONBEI SANUKI UDON



FROZEN NISSIN CHICKEN
RAMEN KIN-NO-CHAHAN

NISSIN Core Strengths 2 Innovation

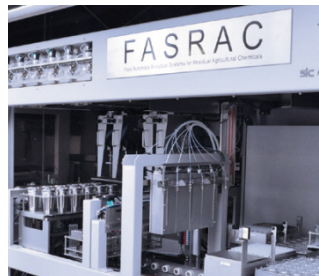
The NISSIN Global Food Safety Institute, which is responsible for quality assurance in the NISSIN FOODS Group, obtained ISO/IEC 17025 accreditation, an international standard that recognizes the accuracy of testing laboratories. The institute verifies the safety of raw materials used in the Group while using advanced analytical technologies to improve the quality control department technologies of Group company plants.

Product Safety Initiatives

FASRAC* Automatic Pre-Treatment Device for Residual Pesticides Developed by NISSIN (Patent No. 5395847)

Pesticide residue analysis requires pre-treatment to extract pesticides from products and raw materials. FASRAC is the first device in the world to automate this pre-treatment process. While pre-processing has historically required manual operation, FASRAC more than triples processing capacity. The ability to test for pesticides is six times greater than before as a result of this improvement, which also reduced the risk of contamination significantly. As a result, FASRAC can analyze more than 1,000 pesticide samples per year.

*FASRAC: Food Automatic Analytical Systems for Residual Agricultural Chemicals



Robotic Arms to Support the Expansion of Optimized Nutri-Dense Meals (Patent No. 7551721)

The Group introduced a dual-arm robot to establish an analytical system for Optimized Nutri-Dense Meals. While conventional automatic preanalytical equipment has a fixed sequence of operations, robotic arms possess a high degree of freedom. Using these robotic arms, NISSIN increased the number of analysis items supported. Testing for Optimized Nutri-Dense Meals must guarantee that a variety of nutrients are contained in the product in question, increasing the number of nutrient items to analyze. However, robotic arms doubled the pre-processing capacity of this analysis. While we have reached our goal to automate pre-processing for the 10 items, we will continue to support the growing need for Optimized Nutri-Dense Meals from a quality perspective.

Impact of Robotic Arms

- Improved processing capabilities (20 specimens per day with manual labor → 40 specimens per day with robots)
- Ensured the same level of technical competence as proficient analysts
- Achieved pre-processing automation for 10 items
- Reduced annual costs by approx. 36 million yen
- Ensured flexibility to adapt to changing analytical trends in the future



New Test Method for Food Allergens to Ensure Food Safety

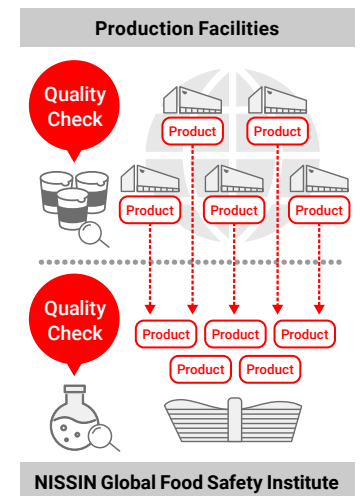
We stated our commitment to food allergen testing at the 2021 Tokyo Nutrition for Growth Summit, and we are dedicated to engaging with food safety issues.

Food labeling standards were revised in April 2026 to include cashew nuts in allergy label requirements. Following the adoption of our walnut test method in 2023, we developed a PCR method for detecting cashew nut-derived DNA and an LC-MS/MS method for detecting cashew nut protein-derived peptides. Both of these methods have also been adopted as official testing methods. We also developed a simultaneous quantitative testing method for the 20 allergens recommended for labeling that do not have official testing methods, and use the method to test our products for allergens.

Dual Quality Control at Production Facilities and Research Laboratories—Collecting and Analyzing Finished Products from Around the World

The NISSIN Global Food Safety Institute analyzes products from group companies in Japan and overseas, compiles the results, and reports analysis results to each company. The institute promptly analyzes new and reformulated products sent directly from factories and related facilities immediately after the initial production batch. Furthermore, the institute established a system to analyze mainstay products on a regular basis and analyzes approximately 1,500 product samples from across the Group each year.

These efforts enable dual quality control, with production facilities maintaining strict quality control throughout the manufacturing process, from materials to finished products, while the institute analyzes finished products to confirm ingredient composition and detect harmful microorganisms and allergens. Maintaining such comprehensive quality control of finished products is one way the NISSIN FOODS Group demonstrates our commitment to product safety and quality.



Skill Assessment for All Inspection Personnel at Production Facilities

Our skill assessments require inspection personnel at each production facility to analyze test samples to verify that target components have been correctly detected. Shipment inspections at production facilities are directly linked to product quality, making competency assessments an important means of verifying the accuracy of inspection results.



NISSIN Core Strengths 2 Innovation

Food technology has attracted global attention as interest in addressing food loss, plastic waste, and other social issues continues to grow. The NISSIN FOODS Group develops a wide range of food technologies to help solve social challenges as an EARTH FOOD CREATOR that contributes to society and the Earth by bringing people everywhere the pleasure and delight that food can provide.

New Food Technology Creation

A Source of Innovation—the WAVE

The WAVE is the NISSIN FOODS Group's technology, development, and research center, consisting of the Global Innovation Research Center and NISSIN Global Food Safety Institute. The mission of the WAVE is to create the most advanced wave of food technology, emanating powerful vibrations across the globe. Based on our founder's spirit, we conduct research and development to fulfill our mission of achieving technological innovation and food safety and reliability. We take on the challenge to co-create foods of the future with food science, forging ahead in creating new kinds of food culture.



Proprietary Technologies for Innovation

The Global Innovation Research Center creates new technologies that drive the growth of the NISSIN FOODS Group. We create future technologies at this research center, developing not only instant noodles, but also chilled, frozen, rice, confectionery, and lactobacillus beverage products. Our efforts integrate various technologies that transcend the boundaries of different genres.

Great Taste Without Frying Fat Reduction Technology

Controls fat through a proprietary process that delivers the taste and texture of fried foods

Maximum Flavor With Less Salt Salt Reduction Technology

Research based on approximately 170 varieties of salt collected from around the world

Enabled by Sugar Control Calorie Reduction Technology

Controls sugars and dietary fiber while preserving flavor and texture

Pursuit of Great Taste Flavor Recreation Technology

Includes flavor masking, three-layer noodles, and enhanced saltiness

The Evolution of Optimized Nutri-Dense Technologies

Extensive Data Assets Nutrient Database

A proprietary database with broader coverage than the Standard Tables of Food Composition in Japan, including ingredients not yet listed

Advanced Flavor Masking Advanced Masking

Eliminates nutrient-derived off-flavors to achieve the ideal taste

Time-Based Analysis Degradation Simulation

A detailed analysis simulates nutrient degradation behavior during processing and storage

Food Technologies Brought to Life by the NISSIN FOODS Group

Tech 1 Great-Tasting Rice Prepared With Hot Water

Unlike microwave cooking, which provides consistent heating, using hot water to prepare rice is difficult, given that water temperatures continue to drop after poured. As a result, achieving delicious, properly rehydrated rice with just hot water requires new technology. To overcome this challenge, we drew on the drying technologies developed through the Instant Noodle Business to optimize the rice for preparation with hot water. These efforts enable consumers to prepare fluffy rehydrated rice with just hot water.



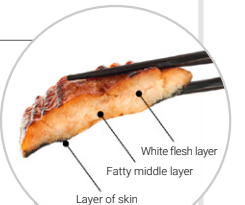
Tech 2 Products That Deliver Great Taste With Less Sodium

The NISSIN FOODS Group establishes salt reduction targets for each region based on the food culture of each country. We continue to improve recipes and review raw materials. We also leverage the *Properly Salty!* less sodium method that combines unique patented technology to intensify salt flavor and technology to suppress the bitterness and harsh off-flavors that tend to arise from increasing saltiness. Leveraging such methods enables us to balance great taste with reduced salt.



Tech 3 Plant-Based Mystery Eel

We developed a plant-based eel that uses no animal-derived ingredients while closely replicating the texture, appearance, and flavor of grilled eel. We launched *Plant-Based Eel Nazo-unagi* as a limited-quantity product in response to strong demand for commercialization. In developing this product, we created a three-layer structure that recreates the soft texture of eel and the rich layer of fat beneath the skin. We also reproduced the authentic grilled appearance using molds cast from real eel. Following the product launch, we improved the quality of this product by visiting eel farms and processing facilities and consulting with industry experts. Through continued refinement, the product now delivers an even more authentic taste by reducing the characteristic aroma of soybeans while enhancing the distinctive flavor and richness of eel.



NISSIN Core Strengths 2 Innovation

The NISSIN FOODS Group quantifies and visualizes the nutritional value of our products and works to develop and improve products that balance health and great taste.

Balancing Health and Great Taste

Using NISSIN-NPS

In recent years, the world has begun facing overnutrition (obesity due to excessive calories), low nutrition (lack of calories and nutrients due to incorrect diets), and other health issues. Health and nutrition represent one of the NISSIN FOODS Group’s materialities. To ensure that consumers receive adequate nutrition through our products, the Group developed a proprietary nutrition profiling system, NISSIN-NPS (NISSIN Nutrient Profiling System). We began using this system, which scores the nutritional value of products, in February 2024. We developed NISSIN-NPS in line with the Health Star Rating System (HSR), one of the most widely used NPSs in the world. We also evaluate vitamins and minerals not used in HSR to calculate the score. Using NISSIN-NPS, we evaluate and compare the nutritional value of products and quantitatively assess improvements in nutritional factors.

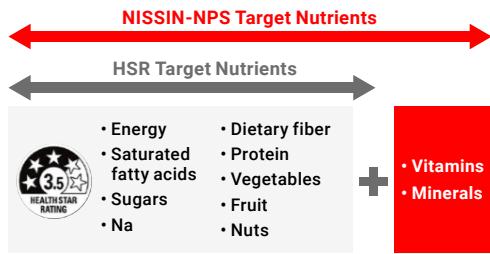
In addition, we were selected as one of the constituents of the ATNi Global Index*, an index that evaluates the efforts of the world’s 30 largest food companies in addressing nutrition issues. We were the second-highest-rated Japanese company of the four Japanese companies selected for ranking (announced November 2024). The NISSIN FOODS Group will continue efforts to improve nutrition in light of domestic and international developments.

*An index published by the Access to Nutrition Foundation (ATNF), a Dutch non-governmental organization. The index evaluates the efforts of 30 global food and beverage companies in addressing nutrition challenges.

Targets by 2030 Developed Using NISSIN-NPS

- Increase the percentage of products with improved nutritional value to 50% (compared to 2020)
- Market 150 nutritious products that meet established standards

Nutrients Evaluated by NISSIN-NPS



Our Superior Strengths in Intellectual Property in Japan and Overseas

One advantage of the NISSIN FOODS Group is our competitiveness as a Food Tech Company based on the processing technologies we have cultivated over many years. Underpinning this competitiveness is our intellectual property, which includes patents, registered designs, and

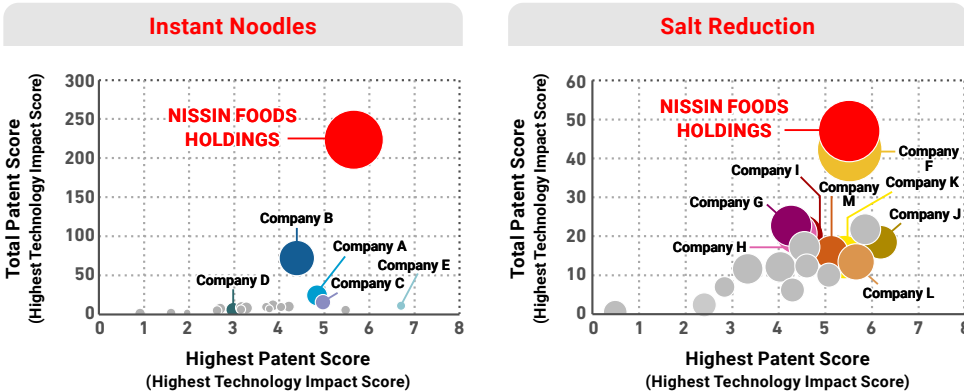
trademarks across the Group’s entire line of products. We protect and utilize new technologies and designs we create through research and development as patents and registered designs, and the number of patents we hold grows every year. We now own more than 3,000 trademarks in Japan and 2,000 overseas, which contribute to strengthening brand protection.

NISSIN FOODS Group Patents

	FY 3/2025		FY 3/2026
Japan	584	↗	618
Overseas	854	↗	914*

*Overseas refers to the total number of countries in which patent rights have been granted

Patent Positioning Map of Major Food Manufacturers in Japan



Note: As of March 31, 2026. Compiled based on Company research using Orbit Intelligence from Questel (©Questel). Patent Score refers to the Technology Impact metric used by Orbit Intelligence. The metric calculates the score based on the number of times the analyzed patent family has been cited in other patent examinations and similar contexts. Scores are also adjusted to account for patent age and technology field.

Winner of the 22nd Industry Achievement Award From the Intellectual Property Association of Japan

NISSIN FOODS HOLDINGS CO., LTD. received the 22nd Industry Achievement Award from the Intellectual Property Association of Japan. This award recognizes our efforts to leverage intellectual property not only to protect technologies and brands, but also to advance the industry as a whole. The Association specifically recognized our proactive use of new types of trademarks, such as position and color trademarks, in recent years to strengthen the distinctiveness of key brands. We also received commendations for our multilayered intellectual property strategy that combines multiple forms of intellectual property, including patents, registered designs, and trademarks, to differentiate our technologies, designs, and brands.