



Nissin Europe Business

**EARTH
FOOD
CREATOR**

12th June, 2025

EMEA Segment Overall

Nissin Europe



- Established in 1991
- Sales function in Germany, and factory in Hungary
- Expanding business in pan Europe with Nissin Brand (Cup Noodles, Soba, Demae Ramen)
- Headcount (DE:50, HU:700)

Based on the Brand Strategy and Sales Strategy, we are expanding our business and share in Europe.



Premier Foods

- Manufacture and sale of processed soup and instant noodle products, condiments and confectionery.
- Capital alliance in 2016, and equity method affiliate in 2022
- HD share 24.84%

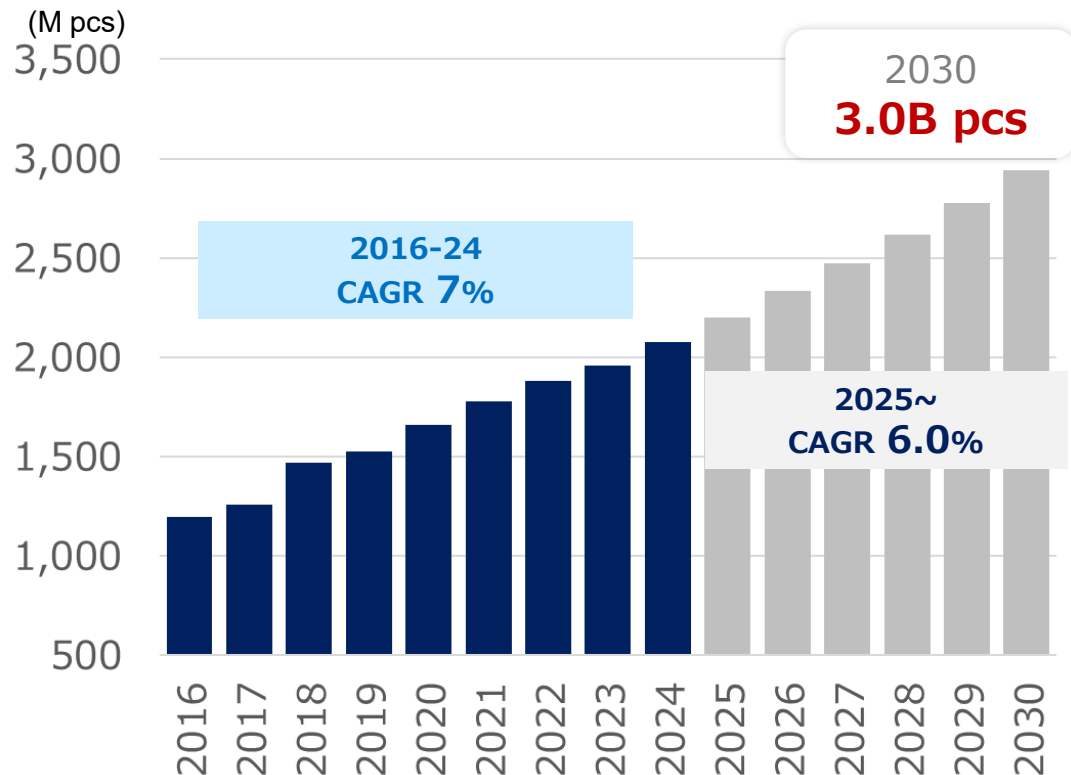
MAREVEN FOOD HOLDINGS LIMITED

- Pure holding company, and subsidiary that manufactures and sells processed food products centered on instant noodles.
- Capital alliance in 2008, and equity method affiliate in 2010
- HD share 33.5%

Europe market overview

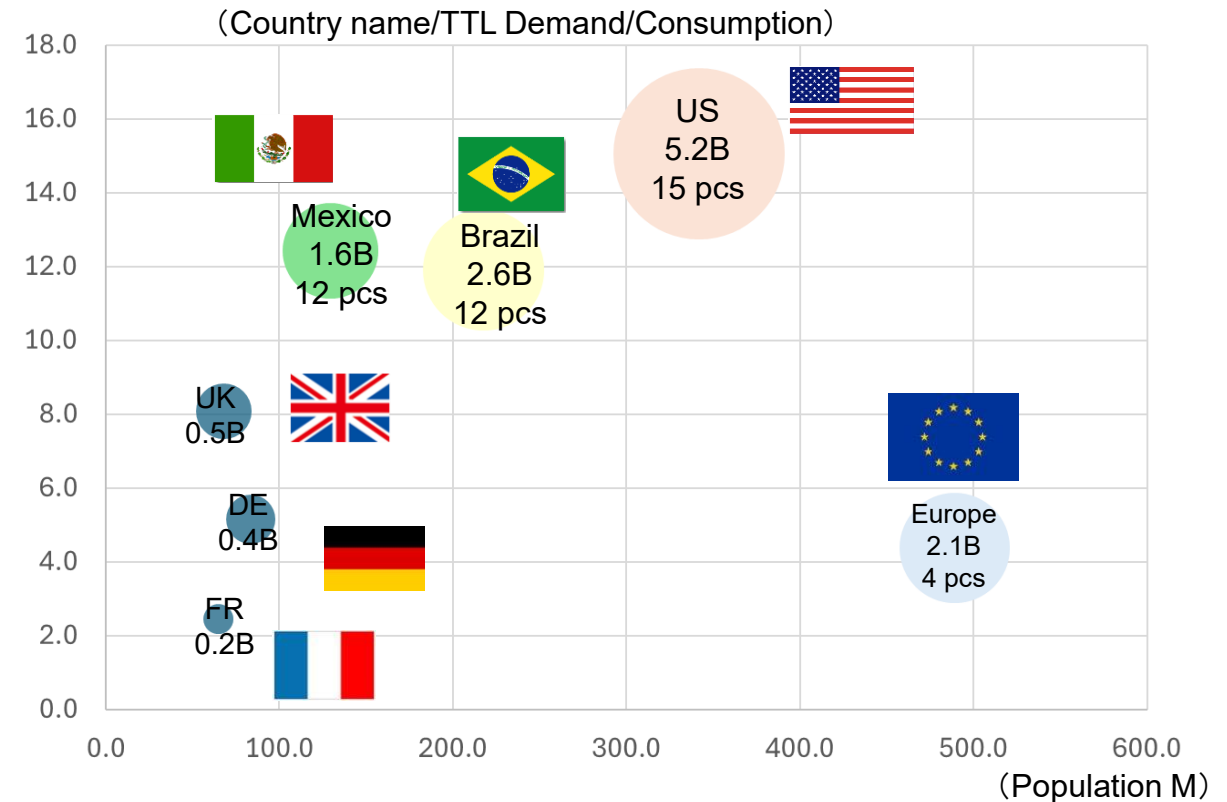
- Europe market is expanding, and we estimate 3.0 billion pcs in 2030.
- The consumption per capita is still low at 4, strong potential to grow.

Europe Market Demand



Consumption per capita (2024)

Bubble: TTL demand



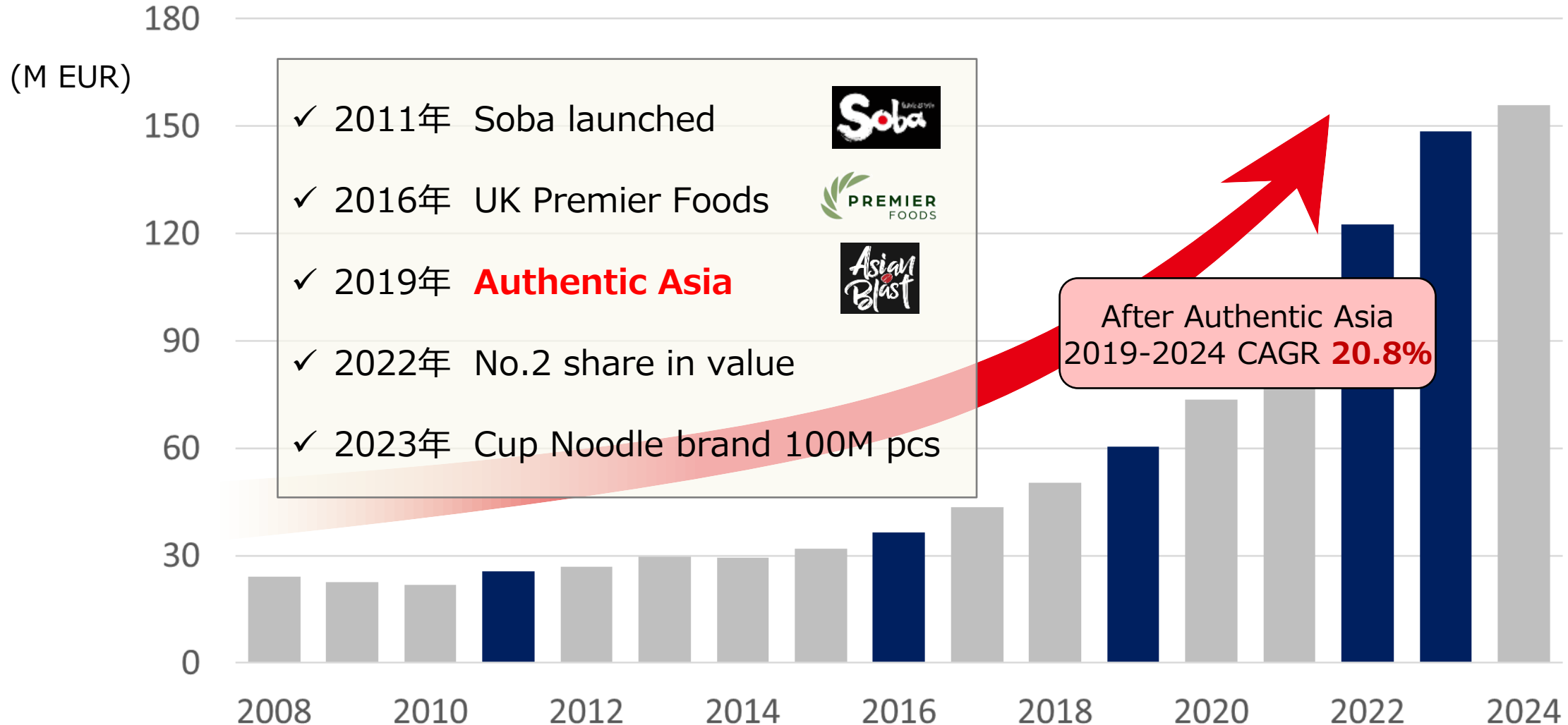
Market share in value; Nielsen-Cup&Bag total 18 countries

- Nissin has been growing to the lower 10% range, **No.2 position.**
- The No1 Company A is losing its share in Europe*. *Within 18 countries listed in foot note.

	2021	2022	2023	2024
No.1	Company A	Company A	Company A	Company A
No.2	Company B	Nissin	Nissin	Nissin
No.3	Nissin	Company B	Company B	Company C

Nissin Europe sales growth

- After building “**Authentic Asia**” concept, we have been growing CAGR more than 20% in Net Sales amount.



Basic concept and branding strategy

- Based on the “**Authentic Asia**” concept, we implemented branding strategy for our Nissin Brand.

Authentic Asia

CUP NOODLES
カップヌードル



Asian Blast

出前一丁
Demae Ramen



The Asian Ramen Express

NISSIN
RAMEN

The World of Asia



The World of Asia

Establishing an Inimitability and Competitiveness

Marketing Strategy

- Pan Europe promotion and creating several touch points to our target group.



Top Marke is a prestigious award in the FMCG industry, assigned by **Lebensmittel Zeitung**

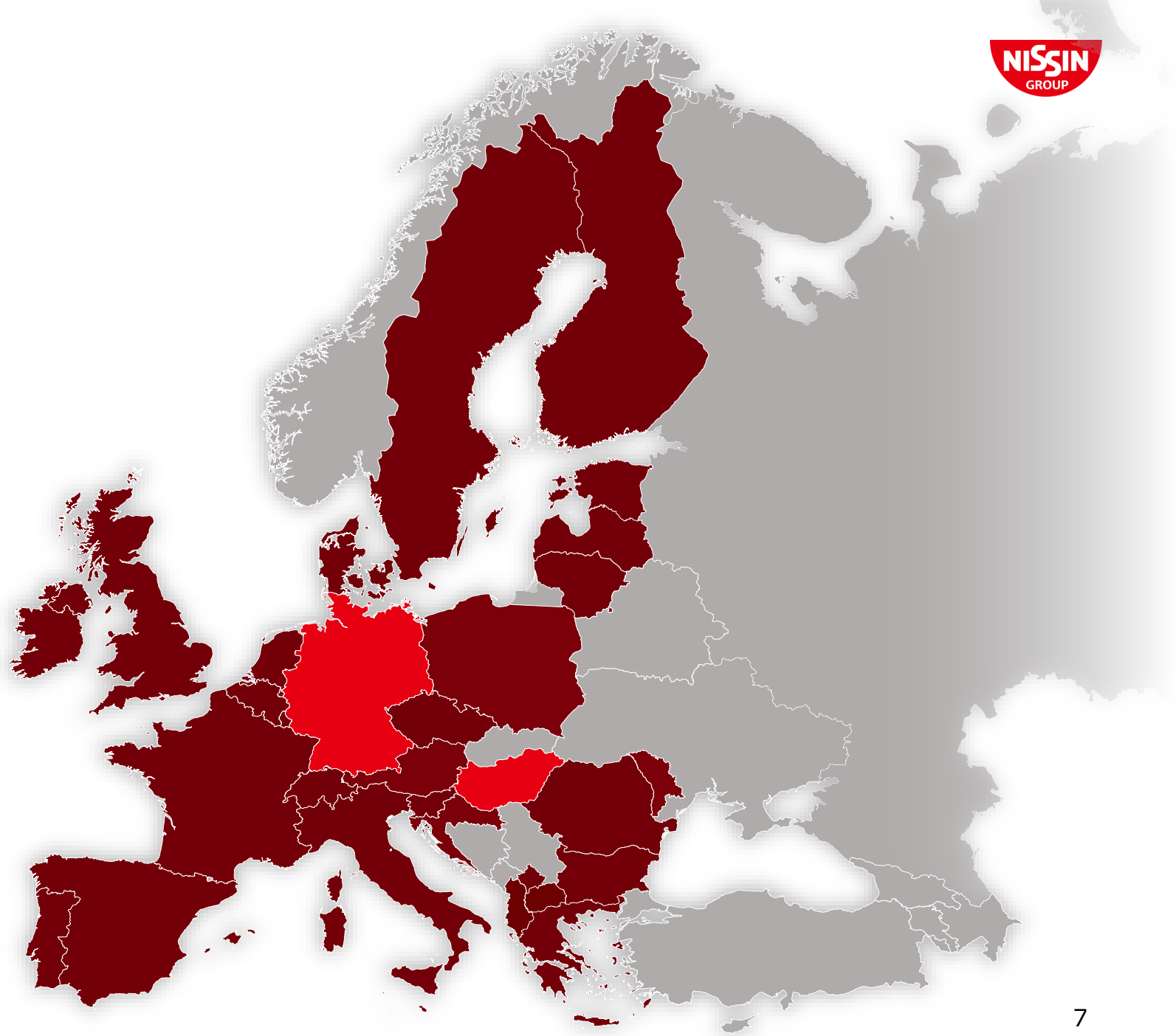


| Sales Strategy

Active in

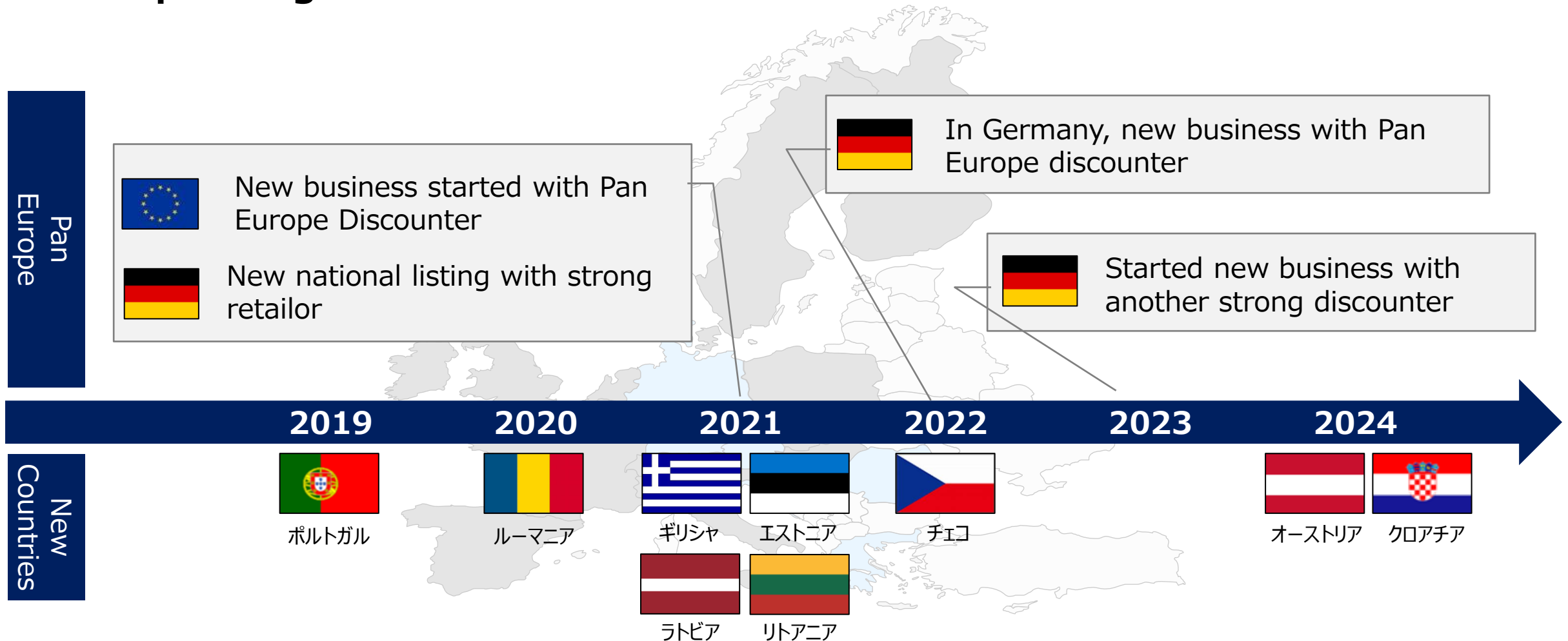
36

countries



Sales Strategy_Expanding coverage

- We started a new business with strong discounter, and also expanding to new countries.



EARTH FOOD CHALLENGE 2030 in Nissin Europe

As part of our commitment to sustainability leadership, we are placing strategic emphasis on developing a sustainable supply chain and reducing Scope 3 emissions.

Earth Material Challenge

Sustainable Sourcing



100% RSPO SG certified palm oil



Promoting mono-material packaging and significantly improving recyclability.



Conducting ESG due diligence and analysing our value chain



Green Food Challenge

Tackling Climate Crisis



Scope 1 • 2
Introducing renewable energy and plug-in hybrid vehicles for company cars.



Scope 3
Advancing emissions accounting and launching projects to support sustainable farming practices in procurement.



CO2e g/pcs

2nd Factory

- We are planning 2nd factory in Hungary, and would double the production capacity.
- The area is same as 1st factory, in Kecskemet.

Images;



Press release on 28th Feb



Appendix

Nissin Brand Family Europe

**CUP
NOODLES**
カップヌードル

NISSIN
出前一丁
Demae Ramen

**NISSIN
RAMEN**



**RAMEN
STYLE**



Standard
range



BIG
size

**WOK
STYLE**

