



April 23, 2018  
NISSIN FOODS HOLDINGS CO., LTD.  
KAGOME CO., LTD.

## **Notice of Joint Venture Agreement on Selling Vegetable Beverages in Hong Kong and Macau**

NISSIN FOODS CO., LTD. (Executive Director and CEO: Kiyotaka Ando; hereinafter “NISSIN HK”), which is a subsidiary of NISSIN FOODS HOLDINGS CO., LTD. (President and Representative Director, CEO: Koki Ando; hereinafter “NISSIN HD”), and KAGOME CO., LTD. (President: Naoyuki Terada; hereinafter the “KAGOME”) have entered into an agreement regarding the formation of a joint venture (hereinafter “the JV”) to sell vegetable beverages in Hong Kong and Macau.

NISSIN HD announced its Medium-term Business Plan 2021 in May 2016. As a requirement for achieving global recognition as a global company, NISSIN HD is striving to achieve market capitalization of one trillion yen. As part of this effort, the company is actively pursuing business opportunities overseas. Since its establishment in 1984, NISSIN HK has been manufacturing and selling food products focusing mainly on high-value instant noodle products in Hong Kong and China.

KAGOME, under its slogan, “True to Nature, the Flavor of KAGOME,” has been dedicated to contributing to society by manufacturing products for a long, healthy life. KAGOME manufactures a wide variety of plant-based beverage brands, such as tomato and other types of vegetable juices, and has a large market share in the vegetable beverage industry in Japan. In 2014, KAGOME established KAGOME Hong Kong Co., Limited. (hereinafter “KAGOME HK”), a wholly-owned subsidiary of KAGOME. KAGOME HK has expanded its presence in the vegetable beverage market in Hong Kong through the import and sales of vegetable beverages manufactured by KAGOME in Japan.

Due to the increase of health-conscious consumers, the vegetable beverage market in Hong Kong and Macau is expected to grow even further. By utilizing NISSIN HK’s competitive advantage in terms of its sales force and diversified marketing channels, the JV aims to expand its sales and brand presence as the healthy and high-quality vegetable beverages containing only fruit and vegetables, which KAGOME is famous for. The company also plans to expand its market into the mainland China in the future.

■ Corporate Profile of the JV

Address	11-13 Dai Shun Street, Tai Po Industrial Estate, Tai Po, New Territories, Hong Kong (NISSIN FOODS COMPANY LIMITED Office)
Commencement of business	July, 2018 (Tentative Date)
Name and title of representative	Kiyotaka Ando, Chairman Masahiro Sumitomo, Vice Chairman Takeshi Kikunaga, Managing Director
Business	Import and sales of vegetable drinks manufactured by KAGOME for distribution in Hong Kong, Macau, and the mainland China *The JV holds exclusive distribution rights of vegetable drinks manufactured by KAGOME in Honk Kong, Macau, and China.
Capital/Shareholders	HK\$ 5 million (NISSIN HK: 70%、KAGOME: 30%)

\* As a result of the formation of the JV, KAGOME HK will begin its liquidation process.

■ Corporate Profile of NISSIN HK

Company Name	NISSIN FOODS COMPANY LIMITED
Address	21-23 Dai Shing Street, Tai Po Industrial Estate, Tai Po, New Territories, Hong Kong
Established	1984
Business	Production and sales of instant noodles, frozen foods and other food products in Hong Kong and China
Capital	HK\$ 2,941 million
Sales	HK\$ 2,902 million (FY 2017 ended on December 31)

■ Corporate Profile of KAGOME

Company Name	KAGOME CO., LTD
Address	3-14-15, Nishiki, Naka-ku, Nagoya, Aichi, Japan
Established	August, 1949
Business	Manufacture and sale of condiments, foods and beverages Purchase, manufacture and sale of seeds, seedlings, fruits and vegetables
Capital	JPY 19,985 million
Sales	JPY 214,210 million (FY 2017 ended on December 31)

<Reference> Main products

	Product name	Product features	Size /Container	Additional comments
1	100% Tomato Juice	100% tomato juice	280ml (PET)	Tailored to local tastes
2	Yasai Seikatsu Carrot Mixed Juice	15 vegetables and 3 fruits		
3	Yasai Seikatsu Grape Mixed Juice	14 vegetables and 3 fruits	720ml (PET)	Made in Japan
4	Yasai Seikatsu Mango Mixed Juice	14 vegetables and 3 fruits		

