NICHIREI

NICHIREI CORPORATION

Corporate Philosophy

Introduction
Meaning of the Mission, Vision, and Values
Corporate Philosophy (MVV)
Mission
Vision
Values
Visuals
Conclusion
Appendix

Food brings people happiness such as health, peace of mind, and abundance. It transcends borders and cultures, connecting people to people and heart to heart.

However, looking around the world today,
the environment surrounding food is changing dramatically,
driven by increasing food supply instability, resource constraints, environmental change, and other factors.
As a result, ensuring the sustainability of food for future generations is more important than ever.

In such times as these, Nichirei — having supported people's lives through food since our founding in 1945 — is mobilizing the collective knowledge and strengths of our group to address the future of food.

By strengthening the food value chain from procurement to production, distribution, and sales, we help ensure that food will continue to spread happiness to our lives, our society, and our planet in the future.

United by our shared mission, vision, and values,
we now step forward together as one group.

- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Meaning of the Mission, Vision, and Values (MVV)

The Mission, Vision, and Values represent the principles we are each expected to uphold in our day-to-day operations and decision making. As values that embody our identity and form the foundation of our corporate culture, they are to be shared and cultivated across the entire group.

Mission

Why we exist

A mission articulates the role a company is meant to play in society — its purpose.
By clarifying **“why we exist,”** we define Nichirei’s unique role and values. When every employee understands this purpose and connects it to their own work, it becomes a foundation for taking pride in what they do.

Vision

What we want to be

A vision articulates the ideal state the company aspires to achieve in the future.
By sharing **“where we are going, who we hope to become, and the kind of future we seek to create,”** it aligns the entire organization to move forward in the same direction. A clearly defined vision for the future increases motivation and fosters an eagerness to take on new challenges.

Values

How we act/behave

Values articulate the principles that the company, organization, and employees are expected to uphold. They **provide a foundation for action, guiding day-to-day operations and decision-making.**
By consistently putting these values into practice both inside and outside the company, we cultivate a distinctive corporate culture that defines Nichirei.

- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Corporate Philosophy (MVV)

Mission
Why we exist

Spreading Happiness through Food into the Future

Vision
What we want to be

To create value by connecting
Food, People, and Planet

We create new value by utilizing the power of cooling throughout the food value chain, building the way toward a brighter future for people and the planet.

Values
How we act/behave

〈 The Nichirei Way 〉

Act with integrity / Pursue quality / Exceed expectations /
Unite to co-create / Value people





Our Mission

- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Mission Why We Exist

What purpose does the Nichirei Group serve in the world?
The answer is our shared group mission: spreading happiness through food into the future.

Taking food as our starting point, Nichirei has delivered happiness and value to people's lives, society, and the planet.
We aspire to remain a company that continues to pass such value on to the future.

Spreading Happiness through Food into the Future



- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

The Thinking Behind the Mission

Spreading Happiness through Food into the Future

Starting from Food to Spread Value into the Future

Food is central to the business of the Nichirei Group — our touchpoint with consumers and customers.
The expression “through food” indicates our approach, while remaining grounded in food, of continuing to take on new challenges as we envision growing into new business areas and into the future.

Bringing Happiness to Everyone and to Society

Happiness is a value we deliver to employees, consumers, society, and the planet.
It is a value that combines many things, not only material satisfaction but also health, peace of mind, and emotional well-being.

Fulfilling Our Responsibility for Future Growth

“Future” encompasses Nichirei’s social responsibility to pursue sustainable growth. It indicates our commitment not to be satisfied with short-term growth but to continue advancing in order to pass value on to the next era.

Passing the Value of Food On to the Future

“Spreading” expresses the strengths of the Nichirei Group value chain from procurement to production, distribution, and sales. It conveys our role as a “bridge” between people and people, society and the planet, and the present and the future.

Our Vision



- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Vision What We Want to Be

This vision reflects a broader, deeper view of the Nichirei Group's role in society: our determination not only to deliver value through food to people, the planet, and everyday life, but also to be a company that continually creates new value and sustains growth into the future.

Vision

To create value by connecting Food, People, and Planet

Subtext

We create new value by utilizing the power of cooling throughout the food value chain, building the way toward a brighter future for people and the planet.





- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

The Thinking Behind the Vision

To create value by connecting Food, People, and Planet

Deliver Value Centered on Food

Food is central to the business of the Nichirei Group — our touchpoint with consumers and customers.
The vision positions food as a means, clearly indicating how we will deliver value to people and the planet through food.

Contribute to the Earth and to the Future through Food

In providing food, we address global issues such as environmental impact reduction and effective resource utilization, helping to achieve a sustainable society.
As a global company, we stand with the lives and cultures of people around the world and aim for the happiness and harmony of the world as a whole.

Connect Present and Future, People and Planet

“Connecting” means two things. One is to connect the present and the future across time.
The other is to leverage the Nichirei Group’s integrated value chain, extending from procurement to sales, as a structural connection linking people, society, and the planet.

Be a Company that Continually Creates Value

“To create value” expresses Nichirei’s intention to be a company that continually creates new value into the future and our approach of generating value for the world from a global perspective.

- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

The Thinking Behind the Vision Sub-Text

We create new value by utilizing the power of cooling throughout the food value chain, building the way toward a brighter future for people and the planet.

Create New Value

This means thinking outside conventional boundaries to create never -seen-before value by leveraging cooling technology and the value chain.

This value extends beyond convenience, health and environmental consideration to encompass the feelings of reassurance and excitement we experience in everyday life, exceeding the expectations of consumers and society. It indicates our corporate stance of going beyond simply delivering food to continue taking on challenges oriented toward the future.

A Food Value Chain that Utilizes the Power of Cooling

Nichirei has built an integrated value chain that extends from raw material procurement to production, distribution, and sales and makes maximum use of the Nichirei Group's strengths in freezing and temperature-controlled logistics technology.

This "power of cooling" is more than preservation technology — it is a foundation for protecting the freshness and nutritional value of foods and delivering safe, reliable, high-quality food products.

Building the Way Toward a Brighter Future of Food for People and the Planet

"People" means everyone involved with the Nichirei Group: employees, consumers, trading partners, etc.

"Planet" means the environment and society as a whole, and that we will contribute to achieving a sustainable society and to solving global issues.

"Building the way" emphasizes our role as a "bridge" between present and future, people and the planet.

Our Values





- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Values How We Act/Behave

An expression of the Nichirei Group's shared values,
The Nichirei Way represents the principles we are each expected to uphold in our day-to-day operations and decision-making.
As values that embody our identity and form the foundation of our corporate culture, they are to be shared and cultivated across the entire group.





〈 The Nichirei Way 〉

Act with integrity

Pursue quality

Exceed expectations

Unite to co-create

Value people

- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Values: The Nichirei Way

The values represent the principles we are each expected to uphold in our day-to-day operations and decision-making.
As values that embody our identity and form the foundation of our corporate culture,
they are to be shared and cultivated across the entire group.

Act with integrity	Pursue quality	Exceed expectations	Unite to co-create	Value people
Encompassing honesty, earnestness, and sincerity, this value embodies how we work at Nichirei. We place great importance on engaging stakeholders inside and outside the company with sincerity and high ethical standards, forming the foundation of trust.	From product development and production to services, across both food and logistics, we maintain an uncompromising commitment to quality. This dedication is what enables us to earn the trust of consumers, business partners, and society.	Never satisfied with the status quo, we continue to take on challenges to drive transformation. To “exceed expectations” means not only surpassing those of consumers, business partners, and society, but also breaking through internal conventions and entrenched practices to bring about change. We encourage each individual to take on new challenges and foster a culture that recognizes and values their efforts.	We transcend organizational barriers to collaborate and create new value with colleagues and stakeholders. By leveraging the strengths of Nichirei’s value chain, we pioneer the future through internal and external collaboration. This value expresses our commitment to working together across boundaries to address evolving social issues.	“People” refers to all individuals connected with Nichirei: employees, consumers, business partners, collaborators, etc. In everything we do, we always treat one another with respect, consideration, and gratitude.

“Act with integrity” to build trust, “pursue quality” to raise value, and “exceed expectations” in aiming for future growth.
“Unite to co-create” to spread new value across the entire group and society as a whole.
All of these actions are grounded in a commitment to “value people.” These five themes are the story of The Nichirei Way as applied to achieving our mission and vision; they do not indicate any order of priority or hierarchy.

- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Visuals A Worldview that Embodies the Mission and Vision

Photo Style



Taking food as a starting point, capture values that range from people's lives to society and the planet through images of production and distribution sites, the dining table, and people's expressions.

Depict the food value chain supported by the Nichirei Group as well as a sense of scale and hope for the future that lies ahead.

Nichirei Band



Gentle curves suggest the way value is connected through food, from people to the planet, and from the present to the future.

Red symbolizes passion and compassion, while blue symbolizes the power of cooling technology. The gradient expresses the sense of unity and expanding value that emerge from the combined strengths of the Nichirei Group.

Frost Effect



The frost effect represents the power of cooling technology at the core of Nichirei.

Portray the prosperous lives and society that the Nichirei Group believes the power of cooling helps make possible.

Introduction
Meaning of the Mission, Vision, and Values
Corporate Philosophy (MVV)
Mission
Vision
Values
Visuals
Conclusion
Appendix

The mission, vision, and values described here are words for the Nichirei Group, but at the same time also serve as a compass pointing the way forward for each of us.

We protect, process, and transport the bounty of the sea and the land at optimal temperatures to deliver it to the table.
The power of freezing and logistics ensures that its value continues uninterrupted across time and distance.
Our work is an endeavor that carries the possibilities of food into the future.

Every product and task before us leads to someone's health and safety, to someone's happiness.
Our commitment to quality and our decisions made in the field — each represents Nichirei's values.

Though our roles and responsibilities may differ, we are united by a single value chain.
Combining our strengths as one group, we deliver the happiness that spreads from food to society, the planet, and the next era.

It is we who stand at the heart of protecting and delivering the future through the power of cooling.

NICHIREI













NICHIREI CORPORATION

Mission

Spreading Happiness through Food into the Future

Vision

To create value by connecting Food, People, and Planet

NICHIREI

- Introduction
- Meaning of the Mission, Vision, and Values
- Corporate Philosophy (MVV)
- Mission
- Vision
- Values
- Visuals
- Conclusion
- Appendix

Appendix: Structure of the Nichirei Group Corporate Philosophy

United by the group's shared mission, vision, and values, we aim together for the same future. Building on this foundation, each operating company also has its own vision and values tailored to the role and characteristics of its business, and that supports value creation across the entire group.

	NICHIREI CORPORATION	NICHIREI FOODS INC.	NICHIREI LOGISTICS GROUP
Mission Why we exist	Spreading Happiness through Food into the Future		
Vision What we want to be	To create value by connecting Food, People, and Planet		
	We create new value by utilizing the power of cooling throughout the food value chain, building the way toward a brighter future for people and the planet.	**Bringing the Taste of Happiness and Excitement to Life, powered by Freezing Technology** Our unique technologies and commitment to quality ingredients open up new ways to enjoy great taste. By nurturing and safeguarding the Earth's resources, we aim to become the most trusted presence in society.	**We challenge ourselves to drive temperature-controlled logistics** By leveraging our expertise, experience, and network, we deliver optimal, cutting-edge cold-chain solutions. We remain an indispensable partner to society, no matter what the changing world demands of us.
Values How we act/behave	〈 The Nichirei Way 〉 Act with integrity / Pursue quality / Exceed expectations / Unite to co-create / Value people		
		"Hamidas" (Take the Next Step) More Boldly More Compassionately More Positively	We pursue enhancing **"the value of the customer experience"** at every touchpoint. Together with colleagues and partners, we will build a future we can all be proud of.

Introduction
Meaning of the Mission, Vision, and Values
Corporate Philosophy (MVV)
Mission
Vision
Values
Visuals
Conclusion
Appendix

Appendix: Nichirei Band

In the Nichirei Band, a gradient connecting the companies' signature colors of red and blue has been adopted as an element shared across the group.
Symbolizing the power of cooling, the gradient both represents the connections and sense of unity across businesses that share the values of the Nichirei Group and embodies the ideas of "spreading" and "connecting" expressed in the mission, vision, and values.
In addition, varying the color mix for each company also reflects the distinctiveness and individuality of each business.

Nichirei Corporation



Nichirei Foods Inc.



Nichirei Logistics Group

