

## Morinaga Milk Group

Medium-Term Business Plan 2025-2028

(from FYE March 2026 to FYE March 2029)

## Medium-Term Business Plan 2025–2028



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## Medium-Term Business Plan 2022–2024 in Review (Management Indicators)

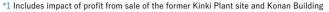


- Despite falling short of revised forecast, initial forecasts for net sales and operating profit were achieved, and overseas sales ratio target was also more or less accomplished
- ROE improved due to sales of idle assets and acquisition of treasury shares, but fell significantly short due to impairment losses in final fiscal year

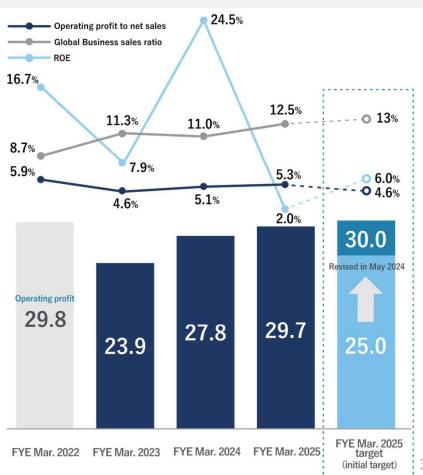
(Unit: billion yen)

### Companywide financial indicators

	FYE Mar. 2022	FYE Mar. 2023	FYE Mar. 2024	FYE Mar. 2025	(Initial target) FYE Mar. 2025 (Published Nov. 2022)	(Revised target) FYE Mar. 2025 (Published May 2024)
Net sales	503.4	525.6	547.1	561.2	540.0	570.0
Operating profit	29.8	23.9	27.8	29.7	25.0	30.0
Operating profit to net sales	5.9%	4.6%	5.1%	<b>5.3</b> %	4.6%	5.3%
Global Business sales ratio	8.7%	11.3%	11.0%	12.5%	13.0%	12.3%
ROE (profit / equity capital)	16.7%	7.9%	24.5%	<b>2.0</b> <sub>*3</sub>	6.0%	7.0%



<sup>\*2</sup> Includes impact of sale of the former Tokyo Plant site



<sup>\*3</sup> Includes impact of impairment losses and profit from sale of cross-shareholdings

## Medium-Term Business Plan 2022–2024 in Review (Main Theme)



	Assessment	Review (assessment of figures vs. FYE Mar. 2022)
Basic Policy 1	0	Expand five domains of wellness (Net sales increase of 1.3x)
Achieving sustainable growth by increasing the added value of our business	Δ	Expand the probiotics business (Despite 1.2x increase in external sales, fell short of initial plan)
	Δ	Expansion of Global Business (Despite 1.6x increase in net sales, impairment losses for 4 acquisitions)
Basic Policy 2 Further strengthening	×	Growth investments with an eye on the future (Despite investments made, supply capacity for "PARM", "PARTHENO", etc. remains insufficient.)
of our business base with an eye	0	Strengthening of R&D functions (20% increase in R&D expenditure, 10% increase in personnel)
on the future	Δ	Reinforced resistance to changes in the external environment (Despite recovery in profitability through price revisions, lower volumes led to lower efficiency)
Basic Policy 3 Financial strategies	X	Maximize asset-creating sales (Increase in inventory levels, insufficient post-investment monitoring)
focused on efficiency	0	Preserving financial soundness and returns to shareholders (Updated approach to balance sheet, dividend increases, share buyback totaling ¥20.0 billion)

Issues that need to be addressed going forward

Rebuilding of Global Business strategy

Developing/nurturing products that contribute to increases in volume

Address companywide aging of facilities

Optimize production capacity in response to changing demand

Reduce various fixed costs undergoing increases

Make effective use of invested capital

Attract personnel to support sustainable growth

## Medium-Term Business Plan 2025–2028 - Basic Policies



### Our vision for next stage A Clearly Differentiated and Highly Profitable Company

Morinaga Milk Group 10-year Vision

- ·A company that balances "delicious and pleasurable food" with "health and nutrition"
- · A global company that exerts a unique presence worldwide
- ·A company that persistently helps make social sustainability a reality

#### Numerical targets for FYE Mar. 2029

- Operating profit margin: at least 7%
- ·Global Business sales ratio: at least 15%
- ·ROE: maintain at least 10%

#### Strengthening our defenses

- 1) Performing business with an ESG-focus
- 2) Further enhancing our eight main brands Accelerating development of bifidobacteria and proprietary seeds
- 3) Developing overseas business
- 4) Improving profitability
- 5) Further strengthening our business base

#### Rebuilding our systems

- 1) Expansion of nutrition and healthcare foods business, Global Business, five domains of
- 2) Resumption of progress in functional ingredients
- 3) Reinforcing resistance to changes in the external environment (Cost structure reform)
- 4) Made growth investments/environment-related investments focused on the 10-year Vision
- 5) Strategically executed growth investments and utilized funds with a focus that included shareholder returns and our financial standing
- 6) Improved ROE with a focus on capital efficiency

#### Medium-term Business Plan 2025–2028

### Toughening ourselves up for the push forward

#### Basic policies

**Growth strategy** 

• Focus our resources in areas where we can leverage our strengths

Structural reforms

- · Rebuild the organization to enhance product development/sales capabilities
- •Enhance production efficiency by restructuring production systems

Culture reforms

- ·Strengthen initiatives to improve return on capital
- ·Build an energetic team with professional skills and diversity



# Merihari

## To become a highly profitable company by creating products and brands that will serve as pillars of revenue

Merihari is a Japanese word that means focus and prioritization.

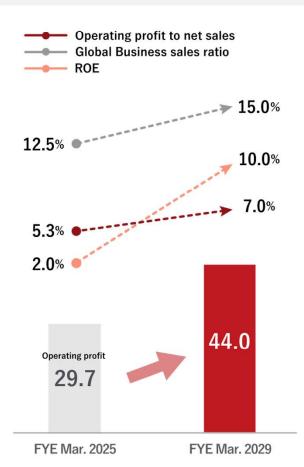
We use this word to express the desire of all members of the Group to drive the evolution of Morinaga Milk into the future by promoting even more finely differentiated resource allocation than ever before.

## Medium-Term Business Plan 2025–2028 - Management Indicators



- Aim to hit all numerical targets, using the plan as a period to put finishing touches to the 10-year Vision
- Add new management indicators in the form of return on capital and pre-financial indicators that lead to future financial value

				(I	Unit: billion yen)
		FYE Mar. 2025	FYE Mar. 2029	Increase (amount) compared to FYE Mar. 2025	Increase (%) compared to FYE Mar. 2025
	Net sales	561.2	630.0	+68.8	+12.3%
	Operating profit	29.7	44.0	+14.3	+48.4%
	Operating profit to net sales	5.3%	7.0%		
Financial	Global Business sales ratio	12.5%	15.0%		
	ROE (profit / equity capital)	2.0%	10.0%		
	ROIC (NOPAT / invested capital)	5.7%	7.0%		
Pre-financial	New Employee engagement rating	В	BBB	*Targeting "A" by	y FYE Mar. 2031



## **Growth Strategy (Positioning by Category/Clarification of Role)**

Growth strategy

Structura

Culture



- Revise management categories in accordance with role, based on the unchanging value we provide of "Health value/Tastiness and delightfulness"
- Free ourselves from an omnidirectional approach in Japan and overseas, and make concentrated commitments of resources in growth areas where we can leverage our strengths

Categories corresponding to four pillars of earnings

[Medium-Term Business Plan 2022-2024]

## Nutrition and Healthcare Foods Business

rogurt,
commercial milk (home deliveries, etc.),
nutritional food products,
CLINICO products,
health foods, etc.

#### **Core Dairy Foods Business**

Beverages, ice cream, cheese, milk, chilled desserts

#### B-to-B Business

Probiotics, functional ingredients, food service and institutional food products

and profitability improvement

#### **Global Business**

Probiotics, formula milk, milk derivatives, plant-based food, Vietnam Business

	Clarify categories on which we should focus				
	Growth areas	Core areas	Fundamental areas	Strategic Transformation areas	Nurturing areas
Domestic Business	<ul><li>Yogurt</li><li>Ice Cream</li><li>Probiotics</li></ul>	<ul> <li>Beverages</li> <li>Cheese</li> <li>Nutritional food products (Formula milk, etc.)</li> <li>CLINICO</li> <li>Functional ingredients (Lactoferrin, etc.)</li> </ul>	• Milk • Food service and institutional food products (Dairy products)	• Chilled dessert • Commercial milk (Home deliveries, etc.)	•Health foods (Supplements)
Global Business	∙Probiotics ∙Formula milk	·Milk derivatives (MILEI)		·PBF	·Vietnam Business
Role	Areas of tightest focus for becoming a highly profitable company	Areas that are core generators of funds for the growth of	Areas that underpin the Company as a whole for the purpose of	Areas that prioritize structural reform	Areas oriented towards increases in scale, with the aim of becoming

overall optimization

the Company as a whole

a next-generation pillar of earnings

## **Growth Strategy (Concentrate Resources in Growth Areas)**

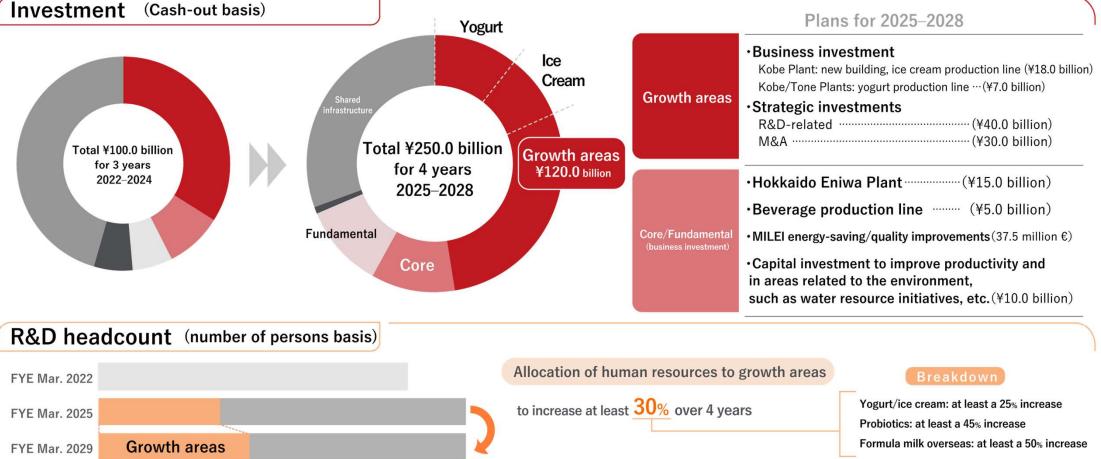








- In growth areas, create pillars of earnings by taking a proactive approach to investments, including R&D-related and M&A
- Change the allocation of human resources across the company, including the R&D and sales departments



## **Growth Strategy (Quantitative Targets for Growth Areas)**









	Growth areas	Core areas	Fundamental areas	Strategic Transformation areas	Nurturing areas
Domestic Business	<ul><li>Yogurt</li><li>Ice cream</li><li>Probiotics</li></ul>	<ul> <li>Beverages</li> <li>Cheese</li> <li>Nutritional food products (Formula milk, etc.)</li> <li>CLINICO</li> <li>Functional ingredients (Lactoferrin, etc.)</li> </ul>	Milk     Food service and institutional food products (Dairy products)	<ul> <li>Chilled desserts</li> <li>Commercial milk</li> <li>(Home deliveries, etc.)</li> </ul>	•Health foods (Supplements)
Global Business	<ul><li>Probiotics</li><li>Formula milk</li></ul>	• Milk derivatives		·PBF	Vietnam Business

(Unit: billion yen)

			Net	sales			Operatir	ng profit	
		FYE Mar. 2025	FYE Mar. 2029	Increase (amount) compared to FYE Mar. 2025	Increase (%) compared to FYE Mar. 2025	FYE Mar. 2025	FYE Mar. 2029	Increase (amount) compared to FYE Mar. 2025	Increase (%) compared to FYE Mar. 2025
Growth segments	(Growth)	118.3	155.0	+36.7	+31.0%	13.8	20.0	+6.2	+45.1%
Mainstay segments	(Core/Fundamental /Strategic Transformation)	353.0	375.0	+22.0	+ 6.2%	13.7	20.0	+6.3	+46.1%
Nurturing/ Other segments	(Nurturing/Unique & other /Eliminations, etc.)	89.9	100.0	+10.1	+11.3%	2.2	4.0	+1.8	+82.9%
Total		561.2	630.0	+68.8	+12.3%	29.7	44.0	+14.3	+48.4%

## **Growth Strategy (Yogurt)**

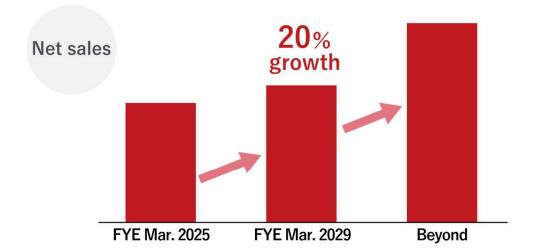








- To establish positions where we can aim for top share, concentrate resources on "Bifidus" and "PARTHENO" brands
- While basing this around the distinctiveness of such brands, we will actively invest in launching and nurturing new products endowed with enhanced value















+50%

## Strengthening "Bifidus" brand

Point

- •Bolster PR for bifidobacteria (strengthen information sharing, beginning with the World Expo 2025)
- ·Pursue new functional claims

Point 2

## **Growing "PARTHENO" brand**

- Increase production capacity
- ·Pursue new properties/tastes using new technology
- ·Promote expansion into a variety of sales channels

Point 3

## Responding proactively to changes in the social environment

- Design environmentally friendly products (containers and packaging/up cycling)
- ·Address supply chain risks by extending expiration dates

## **Growth Strategy (Ice Cream)**

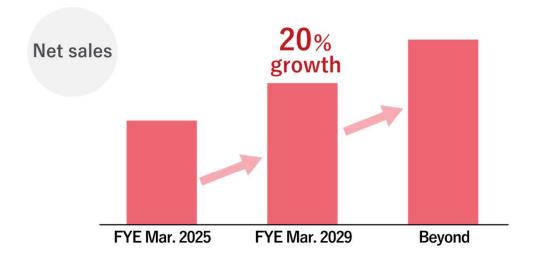








- Proactively invest in launching products with new value and strengthening supply capabilities with a view to winning top share in Japan
- Expand exports to ASEAN countries and establish positions in local markets in preparation for taking on the challenge of expanding local business locations going forward



Point

## Strengthening initiatives aimed at winning top share in Japan and expanding exports to Asia

- ·Integrate marketing functions for B-to-B/B-to-C in Japan and overseas
- ·Strengthen lineups for "Pino", "PARM", "MOW" brands

Point 2

#### The challenge of new manufacturing technology

- ·Nurture new brands that will be a future source of earnings
- Pursue new properties/tastes that confer competitive advantages











+20% Nurturing

Winning annual demand and build stable system of supply

- •Strengthen SCM, which includes starting operation of new facilities at the Kobe Plant
- Promote use of AI
   (enhance new product demand forecasts/accuracy of supply-demand balance)

## **Growth Strategy (Probiotics)**









- Aim to double sales, focus on promoting customers for formula milk and supplements in highly potential areas
- Obtain evidence that further strengthens the competitive advantage of bifidobacteria, and invest actively in the development of new probiotics



Point

## Promoting formula milk business in China and supplements business globally

- ·Conclude agreements with strategic partners
- Promote support for existing customers expanding overseas by leveraging global sales network

Point 2

## Broadening evidence and accelerate probiotics development

- ·Obtain multifaceted evidence (region, function, format)
- Develop postbiotics, research methods to enhance survivability of probiotics, etc.

Point 3

## **Exploring markets** in preparation for future progress

- ·Consider expansion in emerging countries
- Explore format development and new applications

## **Growth Strategy (Formula Milk for Overseas Markets)**









- Expand product lineup in markets where we can leverage first-mover advantage, with the objective of entering global top10
- Roll out a variety of initiatives to enhance cost competitiveness and grow the Morinaga brand



Point 1

## **Expand product lineup** to reach broader target customer

- Increase speed of product development by committing more resources to R&D
- ·Strengthen communication initiatives, beginning with mothers

Point 2

## **Enhancing cost competitiveness** to flexibly execute marketing strategy

- · Raise production efficiency through further expansion of local manufacturing
- Enhance procurement function

Point 3

### Seeding for future progress

- Expand sales channels in emerging countries
- ·Research and develop value added products using bifidobacteria

## Structural Reforms (Rebuild the Organization to Enhance Product Development/Sales Capabilities)







- A Marketing Division and Functional Food Ingredients Division have been established as control towers for the business, improving efficiency and accelerating growth
- By establishing the Biotics Institute and making the Finance & Accounting Division independent, we seek to strengthen probiotics business development capabilities and improve the effectiveness of investment, respectively

#### **Newly established**

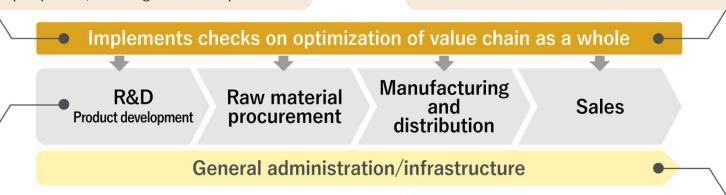
### **Marketing Division**

- Strengthens functions by acting as a control tower for the business as a whole, covering everything from allocation of dairy resources to optimization of production systems
- Expand marketing domain to include such areas as product development from a global perspective, including overseas exports

#### **Newly established**

## **Functional Food Ingredients Division**

- Transcends boundaries both in Japan and overseas to enhance probiotics sales capabilities at a global level
- Strengthens cooperation between research, production, and sales functions, enhancing business efficiency through effective use of resources



#### Structural changes

### **R&D Division**

 Probiotics business development capabilities are being strengthened by establishing a Biotics Institute within the R&D Division, which will be solely responsible for not only basic research but also research aimed at commercial use of probiotics

#### Newly established

### **Financial & Accounting division**

- · Will practice various kinds of management aimed at capital efficiency
- Strengthens checks in the investment (M&A) decision-making process by playing a "braking" role

### **Structural Reforms** (Enhance Production Efficiency by Restructuring Production Systems)







- Improve profitability by responding to market changes, such as focusing on growth areas, adapting to volume reductions, and shifting to long-life products at room temperature.
- Although global raw milk production is increasing, the supply and demand for imported dairy ingredients is unclear. We will accelerate the restructuring of our bases with a view to securing a stable supply of domestic dairy ingredients.

#### Hokkaido Eniwa Plant



#### Concept

A sustainable factory that is friendly to both people and the environment

Planning to improve productivity and reduce environmental impacts through the introduction of advanced technology

Morinaga

Tovama Plant

\*End of ice cream production

-Hokuriku Milk Industry Co., Ltd.

New manufacturing building at Kobe Plant

\*Yogurt and ice cream production capacity expansion



#### Accelerating restructuring production system

- Renew aging facilities at an appropriate scale to meet demand
  - •Promote the consolidation of production sites in preparation for building a more efficient production/supply system
  - ·Expand yogurt and ice cream facilities, which had lost opportunities due to capacity limitations



#### Improving profitability by taking advantage of the characteristics of long-life products at room temperature

- ·Expand sales channels by taking advantage of the characteristics of long-life products at room temperature, such as through e-commerce and overseas exports (utilizing the Hokkaido brand)
- Improve energy conservation and delivery efficiency by transporting and storing at room temperature
- · Promote labor saving through planned manufacturing

#### Ensuring a stable supply of dairy ingredients

- ·Hokkaido's share of domestic raw milk production is on the rise, and we will secure a base in the Hokkaido region for medium- to long-term procurement of milk resources
- \*International raw milk production is expected to grow at an annual rate of around 1-3%, but supply and demand are expected to become tight as demand increases due to population growth

## Culture Reforms (Strengthen Initiatives to Improve Return on Capital)

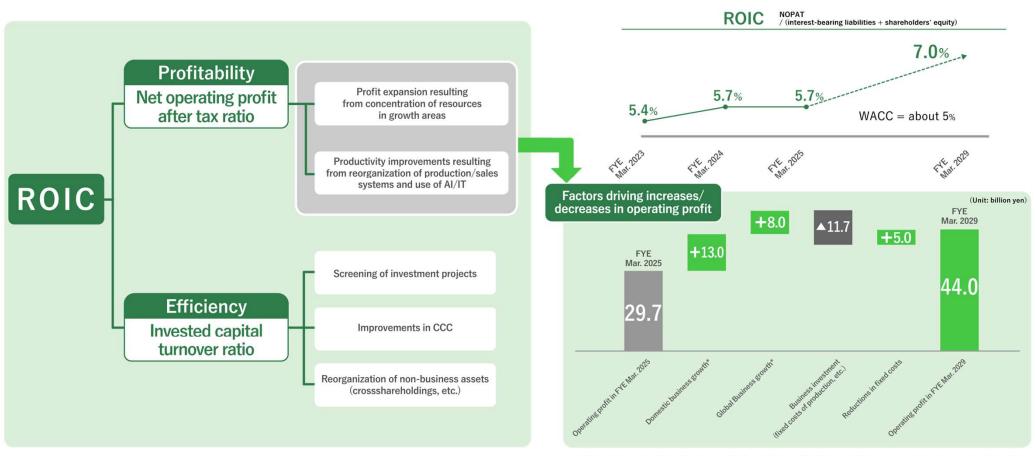








- By introducing an ROIC target of 7% as a new management indicator, we will further raise awareness of the cost of capital
- We aim to enhance corporate value over the medium to long term through screening of investment projects and improvements in CCC, etc., in addition to growing profits



\*Business growth is the amount of profit growth after cost increases driven by such external factors as rising raw material expenses have been absorbed

## **Culture Reforms** (Build an Energetic Team with Professional Skills and Diversity)





Culture reforms



- Elevate employee engagement by developing specialist personnel, promoting the participation of women, and diversifying work styles
- Forming the kind of teams to which we aspire will facilitate improvements in business performance and enhancements to corporate value

## Energetic team with professional skills and diversity

### **Human capital development**

Demonstration of specialized skills

### **Organizational development**

Integration of diverse values

A culture that celebrates challenges

## Elevated employee engagement

#### Normalization of headcount and remuneration

- •Drawing-up and execution of headcount plans to achieve management strategy
- •Reviewing the compensation system to suit work styles

**Self-direction** 

#### Course of action for education

- Development of highly specialized human resources and human resources with global perspectives
- ·Nurture a strong managerial class, promote self-directed study

### Priority measures

#### Diversity, equity, and inclusion

- ·Promote active participation by older employees, women, and persons with disabilities
- ·Ensure age diversity in organization chiefs

#### Diversification of work styles

- ·Support for career autonomy
- (Systems for internal recruitment and side jobs)
- \*Work style improvements and promotion of health management

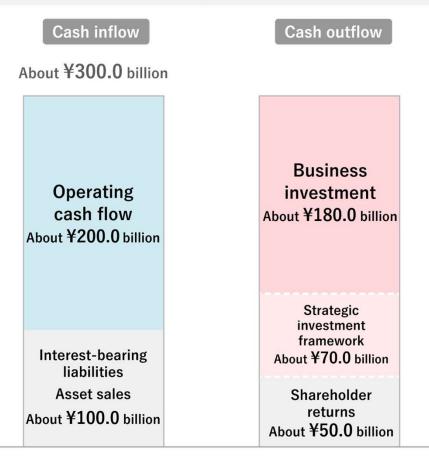
#### Nurturing of executive candidates

- ·Management of succession plans
- ·Special promotion for young employees with ability

## Allocation of Cash and Shareholder Returns Policies



- Allocation of cash to achieve concentration of resources in growth areas
- Use interest-bearing liabilities to optimize capital structure and enhance shareholder returns to reduce the cost of capital



#### Concentrate resources in growth areas

- ·Seek to concentrate resources in growth areas focused on vogurt and ice cream
- ·Establish strategic investment framework that includes M&A and R&D, etc., and make timely and appropriate investments
- ·Make investment decisions with an awareness of capital cost (WACC) and after assigning priorities based on investments that contribute to business growth

## Use interest-bearing liabilities to achieve optimal capital structure

·Also use interest-bearing liabilities to target a net DER of 0.4-0.5

#### Shareholder returns policy

- ·Raise the payout ratio target from 30% to 40%
- $\cdot \textbf{Acquire treasury stock flexibly according to circumstances}$
- •¥10.0 billion in acquisitions of treasury shares scheduled for FYE Mar. 2026 (cancellation planned after acquisition)



# Appendix

## **Medium-Term Business Plan 2025–2028**





(Unit: billion yen)

		Net sales					Operati	ng profi	t
		FYE Mar. 2025	FYE Mar. 2029	Increase (amount) compared to FYE Mar. 2025	Increase (%) compared to FYE Mar. 2025	FYE Mar. 2025	FYE Mar. 2029	Increase (amount) compared to FYE Mar. 2025	Increase (%) compared to FYE Mar. 2025
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	ing/Other segments ng/Unique & other/Eliminations, etc.)	89.9	100.0	+10.1	+11.3%	2.2	4.0	+1.8	+82.9%
	(Breakdown) Global Business	69.9	95.0	+25.1	+35.9%	7.5	15.0	+7.5	+100.6%
Total		561.2	630.0	+68.8	+12.3%	29.7	44.0	+14.3	+48.4%

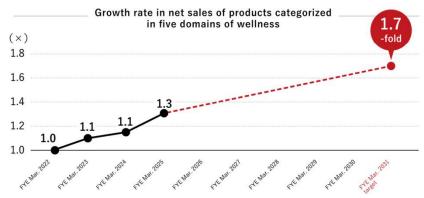
## Revision of Sustainability Medium- to Long-Term Plan 2030



	As of May 2022 (target for FYE Ma	ar. 2031)	Details of revision		
	KPIs	Targets	Details of Tevision		
	Net sales of products with consideration for health issues (compared to FYE Mar. 2022)	1.7-fold	_		
င္ပ	Participants in health promotion and nutrition education activities (from FYE Mar.2022~Mar.2031)	Total 1,000,000	©cope) Expand to domestic consolidated subsidiaries		
Contribution to well-being ғ	Increase in the number of published research papers on health and nutrition (including patent applications)	Not set	Promote research and development that safely and reliably leads to the creation of high-quality products that contribute to the health and nutrition of consumers		
well-be	Increase our image as a company that contribute to health (Corporate brand image survey)	25%	_		
in (%) *1	_	-	New Improve our image as a supplier of products that provide tastiness and delightfulness ( Corporate brand image survey )  Terget 30%		
Food safety and reliability	Acquisition of FSSC 22000 and other GFSI certification standards at all Group manufacturing sites	Acquisition at all Group manufacturing sites	(Footnotes to KPIs) GFSI certification standards		
y and	Continuation of zero quality-related incidents and initiatives to ensure compliance with laws and regulations	Not set	$\ensuremath{KPI}$ Number of serious quality-related incidents Target $0$		

<sup>\*1</sup> Changed the name from "Materiality: Contribution to wellness"





## Revision of Sustainability Medium- to Long-Term Plan 2030



	As of May 2022 (target for FYE Ma	Details of revision			
	KPIs	Targets	Details of revision		
clii Mi	Scope 1+2 CO <sub>2</sub> emissions reduction rate (compared to FYE Mar. 2014)	38% or higher	Scope) Expand to global consolidated subsidiaries		
Mitigation of and adaptation to climate change	Scope 3 GHG emissions reduction rate (compared to FYE Mar. 2021)	10% or higher	Scope Domestic consolidated subsidiaries (from FYE Mar. 2026) Global consolidated subsidiaries (from FYE Mar. 2027)		
on to	Percentage of sites formulating BCPs to address climate change	100%	-		
Env	ISO 14001 certification maintenance rate at domestic manufacturing sites	100%	_		
ironme I resoui	Petroleum-derived virgin plastic usage reduction rate(compared to FYE Mar. 2014)	25% or higher	©cope Expand to global consolidated subsidiaries		
Environmental consideration and resource recycling	Industrial waste recycling rate	Achieving zero emissions	©cope) Expand to global consolidated subsidiaries		
nsidera cling	Water resource usage reduction rate (compared to FYE Mar. 2014)	15% or higher	©cope) Expand to global consolidated subsidiaries		
ation	Rate of accommodation of environmentally friendly design in major brands	100%	_		
Susta raw m	Rate of transition to RSPO mass balance certification	100% *FYE Mar. 2029	_		
Sustainable raw material	Usage ratio of FSC-certified or other environmentally friendly paper	100% *FYE Mar. 2025	Scope Expand to global consolidated subsidiaries (Target) 100%		
Sustainable raw material procurement	Expansion of support for raw material suppliers	Not set	Scope Expand to domestic consolidated subsidiarie area 100% deployment of supplier support tools		
ement	_	_	New Increase the number of initiatives aimed at enhancing the value of dairy industry (Target) 500		

	As of May 2022 (target for FYE Ma	Details of revision		
	KPIs	Targets	Details of Tevision	
Respect	Continuous compliance with human rights policy throughout supply chain	Ongoing compliance	(KPI) Continuous compliance with human rights policy → ongoing implementation of initiatives to raise respect for human rights	
for h	Ratio of female managers	10% or higher	Target 20% or higher *3	
E E	Childcare leave usage ratio (men)	100%	-	
Respect for human rights and enhanced well-being 🖇	_	-	Strengthen health management initiatives aimed at achieving "White 500 certification" status (arge)  Morinaga Milk Industry: maintain certification as Health & Productivity Management Outstanding Organization  Domestic consolidated subsidiaries: promote certification of Health & Productivity Management Outstanding Organization	
ed \	Number of major work-related accidents	0	_	
vell-be	Employee engagement ratings	А	(arge) Additional interim target: "BBB" by FYE Mar. 2029	
ving *2	Amount of investment in human resource development	40,000 yen/person/year	40,000 yen/person/year $\rightarrow$ 50,000 yen/person/year	
Coexistence with local communities	Total number of participants in community activities at business sites (FYE Mar. 2022– FYE Mar. 2031)	100,000	_	
- 500	Ratio of Group business sites carrying out community activities ed the name from "materiality: respect for human righ	100%	-	

<sup>\*3</sup> The target for the ratio of female managers for FYE Mar. 2031 changed to at least 20% in March 2024



#### **Cautionary Note Regarding Business Forecasts**

Figures for plans, policies, and other figures included in this report other than actual past results are forecasts of future business performance, and are calculated based on management's estimates and understanding of the information available to the Company at the time this presentation was prepared. Accordingly, these forward-looking figures contain elements of risk and uncertainty, and actual results may differ from these forecasts for a variety of reasons. These elements of potential risk and uncertainty include economic conditions in the Company's major markets, trends in demand for the Company's products, exchange rate movements, and regulatory changes and changes in accounting standards and business practices in Japan and other countries. Monetary amounts in this presentation are shown in billions of yen, with amounts of less than 0.1 billion yen rounded to the nearest 0.1 billion yen, and as a result, total figures may differ from the sum of the corresponding breakdown figures.