

Press Release

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(Securities code: 2201; Prime Market

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#### Notice of Morinaga Group's 2024 Medium-Term Business Plan

Morinaga & Co., Ltd. ("the Company") hereby announces that the 2024 Medium-Term Business Plan, for the three-year term from the fiscal year ending in March 2025 to the fiscal year ending in March 2027. The overviews of the publication are as follows.

#### 1. 2030 Business Plan

To guide us as we grow steadily over a medium to long term and raise our corporate value under our new Corporate Philosophy while contributing to the realization of a sustainable society, in 2021, the Morinaga Group formulated the 2030 Business Plan for the long term up to 2030.

To express the state that we intend to reach in 2030, we have formulated our 2030 Vision, which reads: "The Morinaga Group will change into a wellness company in 2030." Defining wellness as a state where, based on a healthy mind, body and environment, one pursues and achieves a truly fulfilling, rich life, we will endeavor to become a company that will continue providing our customers, employees, and society with the three values of the health of the mind, the body, and the environment. We will further evolve the reliability and technology built throughout our 120-year history to help people of all generations live lifestyles of wellness.

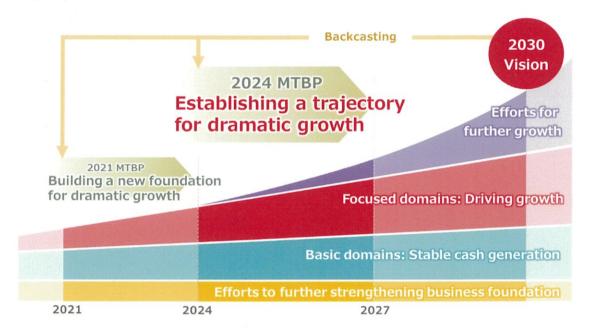
# The Morinaga Group will change into a wellness company in 2030.

Further evolve reliability and technology built on in its 120-year history to support people's wellness lifestyles in all generations worldwide. Three values to provide Values are provided for 1. Improve profitability via business portfolio optimization and structural reforms 2. Build business foundation linked with business strategies Promote diversity and inclusion **Exploration &** Focused domain Research domain category category Structural Reforms for Functional Sectors **Business Foundation** Sustainable Business Management

#### 2. 2024 Medium-Term Business Plan

The 2024 Medium-Term Business Plan, whose initial year will be the year ending in March 2025, has been positioned as the second stage for ensuring achievement of the 2030 Business Plan, and its key message is to establish a growth trajectory for dramatic growth.

Aiming to be a sustainable company that keeps growing, we will continue to make proactive investments for growth in the focused domains and bolstering our business foundation, while promoting structural reforms centered on the basic domains and the functional sectors. Through implementing ROIC management, we will swiftly implement these strategies to create a virtuous cycle of growth and capital efficiency, thereby ensuring our growth trajectory toward 2030.



#### 3. Business Targets

In the final fiscal year ending in March 2027 of the 2024 Medium-Term Business Plan, we have the following business targets and key performance indicators.

	FY2023 actual	FY2026 planned	FY2030 planned
Net sales	213.3 billion yen	246.0 billion yen	300.0 billion yen or higher
Operating income	20.2 billion yen	24.6 billion yen	-
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Operating income margin	9.5%	10.0%	12% or higher
Focused domain net sales ratio	50.6%	53% or higher	60% or higher
Overseas sales ratio	12.7%	16% or higher	15% ⇒ revised 25% or higher
ROE	11.8%	12% or higher	15% or higher
ROIC NEW	9.6%	10% or higher	12% or higher
DOE NEW	4.0%	4.3%	4.5% or higher
Non-financial targets>			
Provide the value of health to more than vellness company	70%		
Ratio of positive responses that the comp	90%		
tatio of employees who find their job me	80%		
Procurement ratio of sustainable raw ma	100%		
CO <sub>2</sub> emissions			30% reduction
*2 Based on Morina	credit approach. Formula: NOPAT / Investment ga data. Target: 1,400 men and women in their nestic Group consolidated basis; compared with	10s to 70s nationwide	equity)

Refer to the attached 2024 Medium-term Management Plan for details.

Note: Matters concerning predicted business performances or future outlooks

Any mentions in our disclosed materials of matters other than past facts, such as plans, policies, goals, and others, are based on managerial anticipations and views formed out of the information to which we have access at this point in time. Since they may be subject to potential risks and other uncertainties, we do not guarantee that we will achieve or attain results. Our actual performances may differ from our prospects greatly due to many causes.





# 2024 MTBP, Efforts for 2030

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# Positioning of the 2024 MTBP in the 2030 Business Plan



Efforts for

further growth



Establishing a trajectory

for dramatic growth



Focused domains: Driving growth

Basic domains: Stable cash generation

Efforts to further strengthening business foundation

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2024

### Basic Approach of 2024 Medium-Term Business Plan



# Establishing a trajectory for dramatic growth

Implementing ROIC management leading to a virtuous cycle of growth potential and capital efficiency aimed at establishing growth trajectory

#### ■ Growth potential

- Aim to achieve record-high net sales by concentrating management resources through optimization of the business portfolio
- Achieve strong growth in overseas and domestic businesses, especially in focused domains
- Sublimate seeds of business growth to the next stage in order to nurture the next generation of businesses

#### ■ Capital efficiency

- Achieve record-high operating income through further structural reform and stronger management foundation
- Improve capital efficiency of Confectionery & Foodstuffs Business
- Use cash generated in business to make appropriate investments
- Maximize use of portfolio assets and promote gradual asset-light management

Positioning of 2024 Medium-Term Business Plan for dramatic growth

#### ■ 2030 Business Plan: 2nd Stage

Use the same "for dramatic growth" phrase as in 2021 Medium-Term **Business Plan** 

#### ■ Toward 2030 and beyond

- 2030 business targets are a milestone in the journey to becoming a sustainable company
- Determination to pursue further growth

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## Basic Approach of 2024 Medium-Term Business Plan: Virtuous Cycle of Growth Potential and Capital Efficiency



# Ensuring a growth trajectory toward 2030 through a virtuous cycle of growth potential and capital efficiency

U.S. business driving strong growth in overseas business

Continued steady growth of domestic businesses

#### **Focused domains**

#### **Exploration and** research domains

√ From sowing seeds to watering seeds Toward nurturing the seeds of business growth

✓ Investment of resources in Passienol™ business

#### **Basic** domains

√ Improved return on capital for Confectionery & Foodstuffs business

Stable profit generation by domestic and overseas operating subsidiaries

# Management

Stronger promotion of DX

foundation

Acceleration of investment in human resources Further evolution of existing technologie and acquisition of new technologies

#### Growth Capital potential efficiency

**ROIC** management Structural

Promotion of diversity reform and inclusion

√ Aggressive investment in growth businesses

Selection and concentration of investment in production equipment

Sustainable management Further evolution of sustainable management by updating materiality and action themes

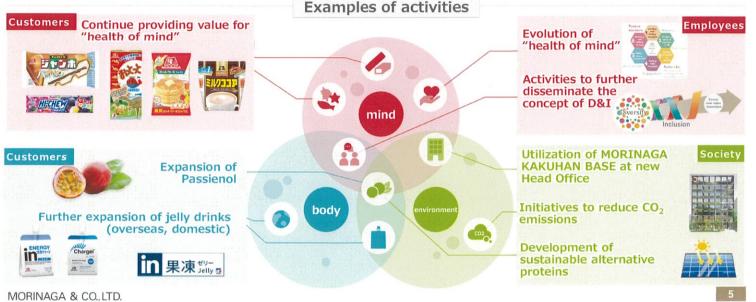
#### 2030 Vision: Initiatives in the 2024 Medium-Term Business Plan



To realize the 2030 Vision, accelerate various initiatives aimed at increasing total amount while enhancing the quality of activities and outputs



provided fo



# Policy 1: Improve Profitability through Business Portfolio Optimization and Structural Reforms — Implementation of ROIC management



### Implement business strategies aimed at forming optimal portfolio through ROIC management

#### Optimization of business portfolio

Determine medium- to long-term strategies and measures for each business based on an analysis of its growth potential and capital efficiency Identify businesses that will accelerate growth or improve capital efficiency, and optimally allocate management resources to these businesses after also considering the investment target and investment scale



# Strengthening of strategic growth investment, especially in focused domains

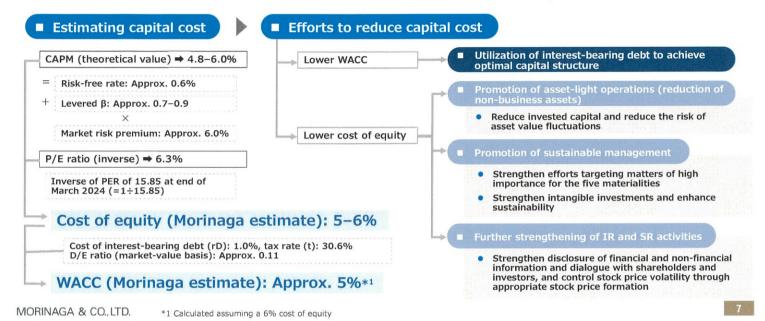
- "in-" Business: Establishment of "in-" brand
- Frozen Desserts: Developmental evolution of existing products, creation of new seeds
- Direct Marketing: Nurturing of subscription customers, expansion of business domain
- Global commercialization of HI-CHEW
- Acceleration of initiatives for next-generation businesses

# Improved profitability and efficiency of invested capital in the basic domains

- Promote gradual asset-light management by selecting domains and concentrating maintenance and renewal investments on these domains, while aiming to expand net sales by leveraging portfolio assets
- Promote improved earnings, through cost reductions, more efficient selling expenses, flexible price revisions,



### Utilizing financial leverage and establishing the business portfolio that is resilient to environmental changes



# Policy 1: Improve Profitability through Business Portfolio Optimization and Structural Reforms — Approach by each business



### Implement business strategies aimed at forming optimal portfolio through ROIC management

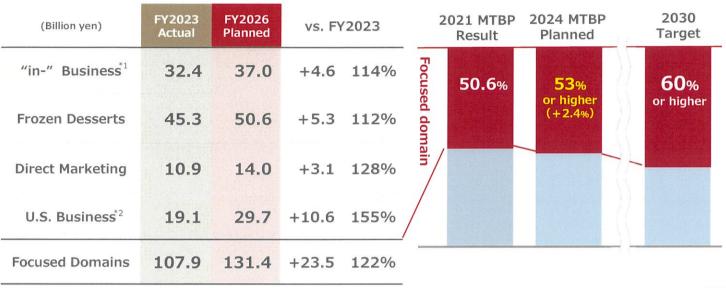


\* Consolidated ROIC calculated using credit approach, business-specific ROIC calculated using debit approach (non-business assets such as cash and deposits and investment securities are not included in invested capital)
\*1. Net sales CAGR of U.S. Business is based on local currency. \*2. Net sales CAGR is compared to FY2020.

# Policy 1: Improve Profitability through Business Portfolio Optimization and Structural Reforms — Focused domain net sales ratio



# Concentrate allocation of management resources to focused domains that will drive company-wide growth

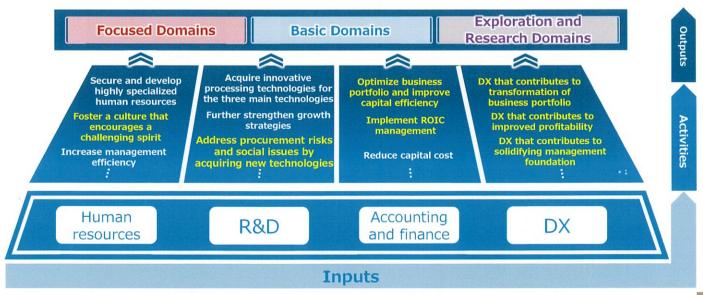


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# Policy 2: Build a Business Foundation Linked to Business Strategies



# To establish a growth trajectory, implement strategies while deepening links between businesses



\*1 Examples of strategies for each business foundation

<sup>\*1</sup> Confectionery & Foodstuffs, Frozen Desserts and other products under the "in-" brand are included in "in-" Business
\*2 The assumed exchange rate for overseas subsidiaries is ¥146 = \$1 USD in FY2024, and ¥138 in FY2026 and FY 2030

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### **Basic Policy 3: Promote Diversity and Inclusion**

# Executing strategies based on the Diversity and Inclusion Policy and five guidelines



# Leverage each person's individuality

Understanding and Respecting Individuals

Promoting the Active Participation of All Employees

Five guidelines

**Providing Fair Support** 

**Building Relationships of Trust** 

Emphasizing Independence and Challenge

Strengthening support that contributes to deeper understanding of diversity and value creation

# Strategy 1: Support promoting company-wide understanding and action

Work to strengthen information dissemination and to improve the quality and quantity of mutual communication, while continuing to conduct management D&I training

# Strategy 2: Support promoting understanding and action by each division

Strengthen support for divisions with a good understanding of D&I, aimed at further improving resilience and creating innovation

#### Strategy 3: Evaluation of understanding and action

Monitor qualitative and quantitative targets for D&I Policy and five guidelines, and review and brush-up actions  $\frac{1}{2} \frac{1}{2} \frac{$ 

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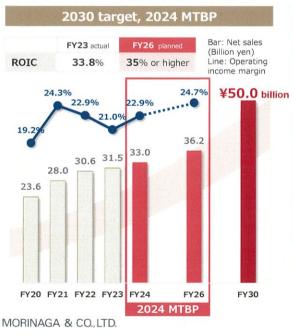
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### Focused Domain: "in-" Business



Supporting the wellness of everyone who positively engages in activities centered around sports

Accelerate the challenge of establishing the "in-" brand



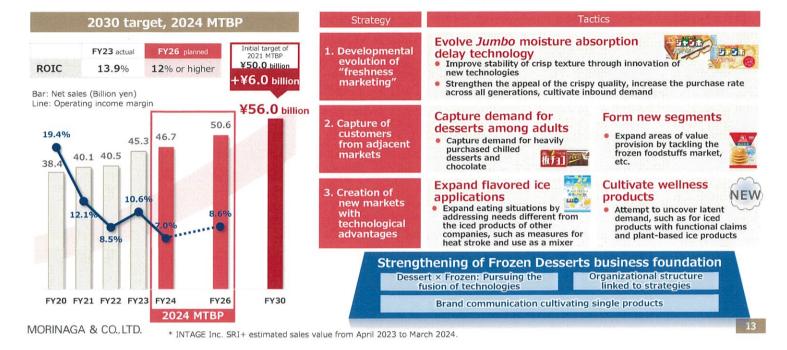


#### Focused Domain: Frozen Desserts Business



Achieving business growth through the developmental evolution of existing products and the creation of new seeds

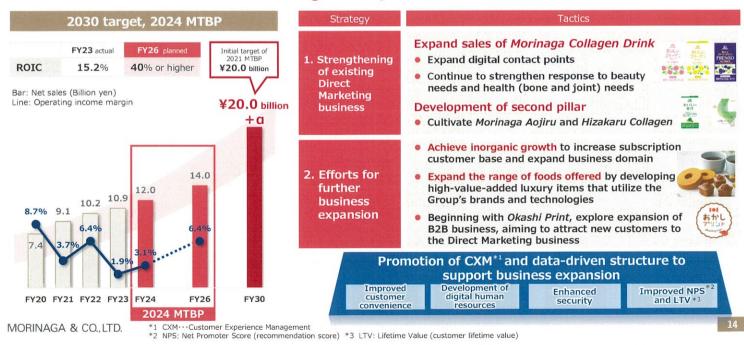
Become a driving force in the frozen dessert market by maintaining outright second\* top share of manufacturer market



## Focused Domain: Direct Marketing Business



Supporting customers to realize wellness by deepening understanding of their preferences Tackling growth of Direct Marketing business and expansion of business domain through nurturing subscription customers

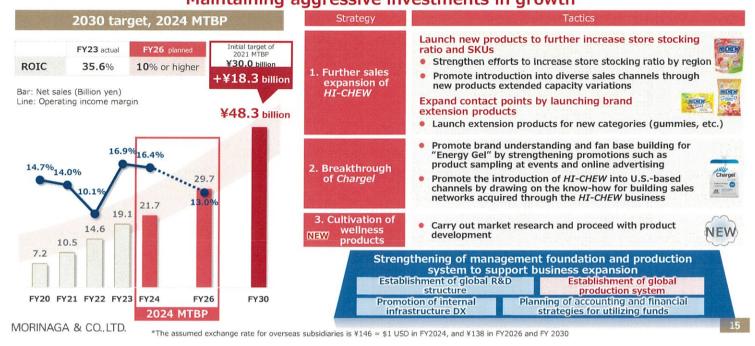


#### Focused Domain: U.S. Business



Cultivating brands and strengthening the management foundation to achieve sustainable business growth

Maintaining aggressive investments in growth

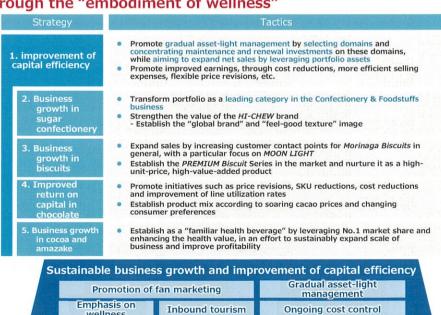


## **Basic Domain: Confectionery & Foodstuffs Business**



Laying a path for improvement of capital efficiency (over 3 years) by leveraging the strengths of the confectionery business and fulfilling the role of the foodstuffs business as a basic domain through the "embodiment of wellness"

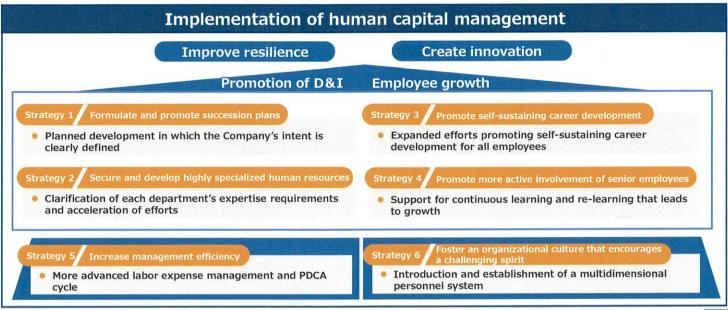




## Management Foundation: Human Resources Strategy



# Improve employee engagement and productivity by encouraging personal challenge and autonomous growth



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## Management Foundation: R&D Strategy



Create value through "deepening of existing technologies" and "exploration of new technologies" from a global perspective

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## Strategy 1

Acquire innovative processing technologies for the three main technologies









- 1. Soft candy technology, HI-CHEW: Development of new texture that meets customer and social needs and acquisition of manufacturing technology
- 2. Confectionery technologies in sub-zero temperatures, Choco Monaka Jumbo: Further evolution of the delay of moisture absorption (further improve crisp texture)
- 3. Jelly drink technology, in Jelly: Development of innovation to meet various customer needs

#### Strategy 2

Further strengthen growth strategies Wellness

Strengthening of "health of mind/body" research and collaboration with development

Building of an enduring profit base through the

- Health of mind: Further contribution to business through both physiology and psychology

Strategy 3

Address procurement risks and social issues by acquiring new technologies

- Creation of value in sustainable areas and new domains
  - Response to protein crisis and measures for oral care and allergies



## Management Foundation: DX Strategy



### Expand digital management foundation and make business operations more sophisticated and efficient using AI technology, etc.

Strategy 1

DX that contributes to solidifying management

- Standardize operations and systems and make operations more efficient and sophisticated by building a digital management foundation
  - Full operation of S/4HANA in Japan, extend to U.S.

Strategy 2

DX that contributes to

- Optimize planning of each supply chain function
- Integrate digital management foundation and smart factories

Strategy 3

DX that contributes to business portfolio

- DX of U.S. business
- DX of direct marketing business Centrally manage customer data (that is spread throughout the company) to improve customer analysis and value provided

- Improve productivity using AI Roll out ChatGPT company wide, explore possibilities Expand business areas where AI is used
- Test and scale-up the use of latest technologies

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Strategy 4

Build foundation for promoting DX

- Develop and secure digital human resources
- Build global IT governance and cybersecurity systems

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# Management Foundation: Accounting and Finance Strategies



# Implement management that is aware of capital cost and stock price to increase corporate value

- Improve growth potential and capital efficiency by using ROIC management
- Pursue optimization of business portfolio, by setting business-specific ROIC and growth targets
- Strengthen strategic growth investment, especially in focused domains
- Improved profitability and efficiency of invesed capital in the basic domains and structural reform
- Instill ROIC management within the company and strengthen management infrastrúcture

**Implement** management that is aware of capital cost and stock price

- Strengthen shareholder returns
- Maintain and strengthen stable shareholder returns at a high level, while prioritizing strategic business investments
  - Raise medium- to long-term dividend on equity (DOE) ratio
  - Buy back shares flexibly with an awareness of the total shareholder return ratio

- 2 Ensure financial security and reduce capital cost
- Secure funds to address risks and properly manage financial security
- Reduce capital cost
  - Use interest-bearing debt for optimal capital structure
  - Promote asset-light operations (cross-shareholdings, non-business assets,
  - Reduce long-term business risk by strengthening investment in intangible capital and promoting sustainability management
  - Disclose financial and non-financial information and further strengthen dialogue with shareholders and

#### Build foundation that supports accounting and finance strategies

Strengthening of management infrastructure through DX

Strengthening of finance organization structure

Strengthening of accounting and financial governance

Development of human resources

## Investment and shareholder returns



# Continue to strengthen shareholder returns while prioritizing investments centered on focused domains

Investment

\*45.4 billion

Shareholder
returns

\*34.5 billion

#### 2024 MTMP planned



#### **Investment**

- Strengthen investments centered on focused domains
- Establish global production system for growth of HI-CHEW brand (¥15.0-18.0 billion planned)
- Accelerate DX investment to strengthen management foundation
- Aggressively explore M&A in focused domains

#### Shareholder returns

- Raise DOE over the medium to long term
- Buy back shares flexibly

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\*1. Amount recorded for the period of the MTMP

\*2. Cash outflow amount for the period of the MTMP

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# **Intangible Investment**



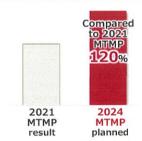
# Accelerate investment for further business growth in focused domains and strengthening management foundation

#### Advertising investment



 Strategically invest in advertising, especially in focused domains

#### **R&D** investment



- Acquire innovative processing technologies for the three main technologies
- Strengthen growth areas such as "health of mind" and Passienol™

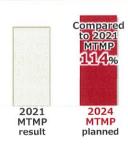
#### **DX** investment



- Promote establishment of a digital management foundation
- Make operations more efficient and sophisticated by standardizing operations and systems on a global level

\* Comparison of MTMPs on an expense basis

#### **HR** investment

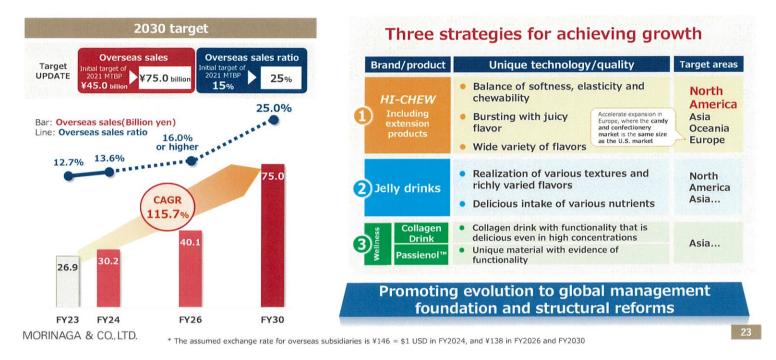


- Secure human resources to increase sales
- Strategically develop human resources
- Foster an organizational culture that encourages a challenging spirit through reform of the personnel system

#### Further Efforts for 2030



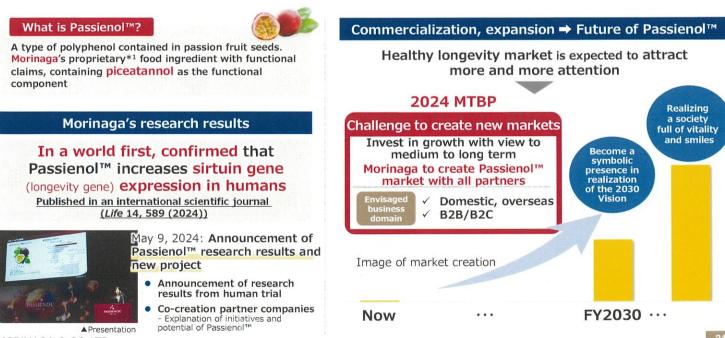
# Raise overseas sales target and accelerate global strategies



# Further Efforts for 2030: Accelerated Commercialization of Passienol™



### Realizing a society full of vitality and smiles through business growth in Passienol™



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\*1. Made by extracting piceatannol (a polyphenol ingredient derived from passion fruit) using Morinaga's patented technology (patent number 5347018)

# Further Efforts for 2030: Concrete Inorganic Growth Strategies



## Realize discontinuous growth through aggressive inorganic investment in focused domains

#### Policy, approach

Planned M&A investment in 2024 MTMP: ¥10.0-15.0 billion

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Facilitate further growth of **U.S.** business

Acquire technology and manufacturing bases for new products to become part of new lineup, and enter into domains that contribute to "health of body"

Increase subscription customer base and expand business domain

In addition to mergers and acquisitions (M&A) for the purpose of acquiring subscription customers, look for alliances that will contribute to expansion of business domain

**Alliance** 

Create new businesses and realize stable procurement of raw materials

Respond to various expanding health needs

Develop new markets in underserved domains

Look for alliances with a view to full-scale entry into under-served domains in iced products and into the cold food category

Explore various possibilities in other domains too, broadly examining M&A and alliances for business growth

**→** Implemented M&A in April 2024 (share transfer completed).

\*Details listed on page 59 of this material.

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## **Evolution of Sustainable Management**



# Promote the creation of social value and building of a resilient management foundation to achieve sustainable growth



Materiality	Materiality Action themes (18 (of 26) themes of high importance)				
Contribute to healthy lives of people around the world	<ul> <li>Contribute to delicious and healthy foods*1</li> <li>Respond to diversifying consumer needs</li> <li>Develop sustainable products and provide information</li> <li>Ensure safe and reliable food products</li> </ul>	es			
Diversity and inclusion	<ul> <li>Develop human resources to realize the Purpose and 2030 Vision</li> <li>Promote diversity and inclusion</li> <li>Promote health management</li> </ul>	arious KPIs responses to issues			
Achieve sustainable value chains	sustainable value • Reduce food loss and waste				
Conserve the global environment	<ul> <li>Mitigate and adapt to climate change NEW</li> <li>Eco-friendly plastic containers and packaging for recycling and reuse</li> <li>Sustainable use of water resources</li> <li>Maintenance and conservation of natural capital and biodiversity NEW</li> </ul>	Set v			
JPDATE Strengthen sustainability governance	<ul> <li>Strengthen corporate governance NEW</li> <li>Strengthen Group governance NEW</li> <li>Strengthen risk management</li> <li>Respect for human rights</li> </ul>	al			

<sup>\*1.</sup> Red indicates action themes of particularly high importance \*2. New action themes of increased importance in FY2024

# Business Targets (2024 MTBP, 2030 Business Plan)



	FY2023 actual	FY2026 planned	FY2030 planned
Net sales	213.3 billion yen	246.0 billion yen	300.0 billion yen or higher
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CO <sub>2</sub> emissions	30% reduction		

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\*1 Calculated using credit approach. Formula: NOPAT / Investment capital (Interest-bearing debt + Shareholder equity)
\*2 Based on Morinaga data. Target: 1,400 men and women in their 10s to 70s nationwide
\*3 Scope 1 + 2 (domestic Group consolidated basis; compared with FY2018



