

May 20, 2021

Morinaga Group's New Corporate Philosophy

Morinaga & Co., Ltd. (TYO 2201) today announced that it has formulated a new corporate philosophy aimed at facilitating sustained growth for the Morinaga Group amid a dynamically changing business environment.

1. Background to formulation of the new corporate philosophy

Ever since its founding in 1899, the Morinaga Group has always proactively tackled the challenges presented by changing times and changes to customer lifestyles to create new value and provide inspiration. Today, our business environment is seeing dramatic changes, and society faces many challenges. It is becoming increasingly crucial that each company's corporate philosophy clearly indicates their raison d'être and purpose. With this in mind, on the 120th anniversary of its founding, the Morinaga Group looked back on its history and employees shared their views about the aspects of the Group they felt should be maintained unchanged and the aspects they felt ought to be further developed as the Group moves forward into the future. After much discussion, the Group has now formulated a new corporate philosophy that will serve as a compass to guide its future corporate activities.

2. Overview of the new corporate philosophy

(1) Summary

The new corporate philosophy consists of "Our Mission (PURPOSE)", "Our Visions (VISION)", and "Our Commitments (VALUE)", which are expressed succinctly with the corporate message "Delicious, Fun, and Healthy".

The Morinaga Group's Corporate Philosophy



(2) Details

① Corporate message

「Delicious, Fun, and Healthy」

The Morinaga Group's Corporate Philosophy is composed of Our Mission, Our Visions, and Our Commitments. Our Mission states how the Group will contribute to society, and Our Visions comprise the five visions that we will pursue toward the future.

Our Commitments represent the values that we have developed during more than 100-year history since the founding of the Group and will continue to uphold as our firm belief for many more years to come. To describe the essence of our Corporate Philosophy in one word, it is "Delicious, Fun, and Healthy."

② Our Mission (PURPOSE)

The Morinaga Group will continue to create healthy foods that can be enjoyed beyond generations, thereby bringing smiles to the faces of people around the world now and in the future.

The Morinaga Group will, as a sustainable company that keeps growing, continue to make food that contributes to keep people's mind and body healthy toward the creation of a sustainable society, where everyone can lead happy lives. From today to tomorrow and from one generation to the next, we will continue to bring smiles to the faces of people around the world.

③ Our Visions (VISION)

The Morinaga Group has defined five visions to aim for. The first letter of each of these five visions spell out "G.O.A.L.S."

• <Good quality>

By maintaining the tradition of delivering safety and satisfaction,

Pursue quality with integrity and contribute to the healthy and happy lives of customers

• <Only-one value>

Inheriting the pioneering spirit of our predecessors, who made an array of "Japan's first" achievements,

Create and give new value and inspiration to society

• <Act globally>

Based on the experience of overcoming multiple difficulties,

Never bow down to adversities and expand the scope and possibilities of activities

• <Link together>

As a company driven by the power of human resources since its founding,

Build relations of trust with all stakeholders, including employees

• <Sustainable society>

As implied by our angel logomark, for the happiness of people,

Contribute to the creation of a sustainable society, thereby bringing smiles to the faces of more people.

④Our Commitments (VALUE)

The Morinaga Group has been sincerely upholding these commitments for more than a century. **Based on the ideal of altruism**, which means to be considerate of others and think about how to contribute to them, we will continue to uphold the following five commitments: **Give first priority to customers; Be a pioneer; Have an indomitable spirit; Value ties between people; and Align our business imperatives with social challenges.**

With this new corporate philosophy serving as the compass guiding its corporate activities, the Morinaga Group will contribute to the realization of a sustainable society by meeting the expectations of its stakeholders and society as a whole, while endeavoring to enhance its corporate value over the long term.

More detailed information about the Morinaga Group's new corporate philosophy can be found on the following webpage:

<https://www.morinaga.co.jp/company/about/vision.html>