NICHIREI LOGISTICS GROUP

Corporate Philosophy

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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.

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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.

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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 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

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.

Our Mission



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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



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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

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Vision What We Want to Be

The group vision “To create value by connecting food, people, and planet” defines what we aspire to be, while “We challenge ourselves to drive temperature-controlled logistics” serves as a guidepost showing the way forward.

Group Vision

To create value by connecting Food, People, and Planet

Logistics Group Vision

We challenge ourselves to drive temperature-controlled logistics

Subtext

The value provided by Nichirei Logistics Group and what it wants to be

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.



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The Thinking Behind the Group 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.

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The Thinking Behind the Logistics Group Vision



We challenge ourselves to drive temperature-controlled logistics

Continually Challenge Ourselves to Create Value

This expresses our history of continually challenging ourselves to create value and our determination to consistently maintain this stance going forward.
The act of stepping forward, creating innovative solutions, and solving the issues facing society are all ways we challenge ourselves. The accumulation of such challenges elevates the quality of our work and leads to value that exceeds the expectations of customers and society.

Fulfill Our Social Responsibility Through Temperature-Controlled Logistics

Temperature-controlled logistics is central to our business, and the origins of the Nichirei Group.
By including this term in the vision, we reaffirm our role in and the social significance of delivering value through temperature-controlled logistics within the value chain that supports food, as well as our commitment to continue fulfilling that responsibility.

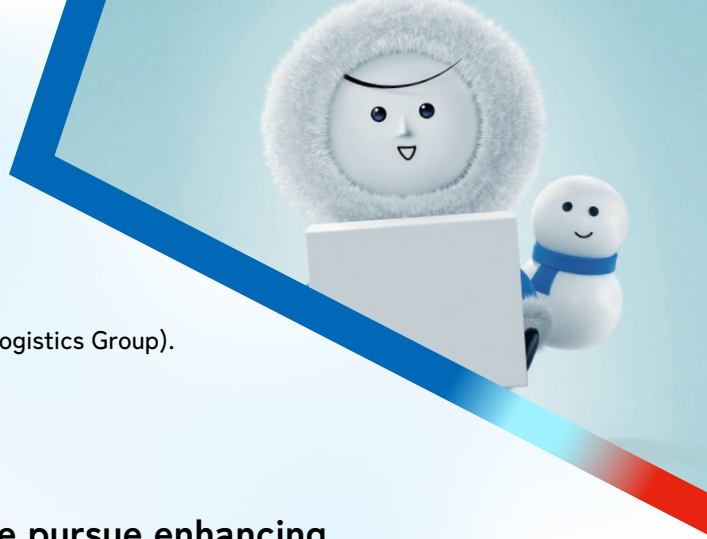
Drive Society with Passion

We constantly pursue optimal solutions, facing issues with calm analytical ability. This approach is grounded in each individual's passion, aspiration, and pride in supporting society. We continue to provide services that exceed expectations. We continue to ensure uninterrupted temperature-controlled logistics. And we continue to support food around the world. This is our stance of "driving with passion."

Our Values



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Values How We Act/Behave

Composed of The Nichirei Way (the shared values of the Nichirei Group)
and "the value of the customer experience" (the unique value of Nichirei Logistics Group).

〈 The Nichirei Way 〉

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

×

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.



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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.

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Values: The value of the customer experience

This value indicates what is important to us in our day-to-day work and what kind of future we aim for. Making enhancement of the customer experience our highest priority, we are building a future that everyone involved can be proud of.
This is the basic stance of the Nichirei Logistics Group.

We pursue enhancing “the value of the customer experience” at every touchpoint.

Together with colleagues and partners, we will build a future we all can be proud of.

What is “the value of the customer experience”

“The value of the customer experience” encompasses the emotional responses that customers experience in the process of using a product or service, including feelings of satisfaction, surprise, and delight.

The Nichirei Logistics Group positions the value of the customer experience as an important guiding principle running through all our activities.

Through logistics, we aim to provide experiences that exceed expectations as a company that continues to earn the trust of customers, partners, and society.

The meaning behind “together with colleagues and partners, we will build a future we all can be proud of.”

These words symbolize values that are important to the Nichirei Logistics Group.

Our business depends on the connections between many people both inside and outside the company.

This is why we aim to share our values with all stakeholders, including companies, customers, and business partners, and work together to build a future that everyone feels happy about and proud to be part of.

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Brand Slogan

“To be the first choice of customers.” is a brand slogan that concisely conveys the Nichirei Logistics Group’s business stance. We aspire to be a company whose services and solutions earn the enduring trust of customers and society and continue to be chosen for years to come.

To be the first choice of customers.



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Visuals A Worldview that Embodies the Mission and Vision

Photo Style



Taking temperature-controlled logistics operations as a starting point, describe the business domain and social mission of the Nichirei Logistics Group.

Through scenes of transportation and business operations, portray our ongoing commitment to keep temperature-controlled logistics running without interruption and to take on new challenges, as well as the everyday life made possible by the value we deliver.

Nichirei Band



Dynamic straight lines represent a mindset of always looking ahead and continually taking on new challenges.

Blue symbolizes temperature-controlled logistics and innovation.
Red symbolizes challenge and aspiration.
The gradient expresses the way the Nichirei Logistics Group “challenges ourselves to drive temperature-controlled logistics.”
Red is the group’s corporate color, conveying a sense of unity across the group.

Frost Effect



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

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

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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 LOGISTICS GROUP

Mission

Spreading Happiness through Food into the Future

Vision

To create value by connecting Food, People, and Planet

We challenge ourselves to drive temperature-controlled logistics

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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.

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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

