

PRIMAHAM

Great Taste, Great Connections 2017

Prima Meat Packers' Group



Valuing the bonds we share with our customers,
we will forge a cheerful and abundant future through
the great taste of our products and
the great connection between people.



Management Philosophy

Management philosophy - The basics -

- Be honest and dedicated
- The lifeblood of Prima is its products and quality
- Contribute to customers' lives by continuously innovating

From left:

Mina Nakahara (Marketing&Sales Dept. Tokyo Branch Office) Kazuya Takahashi (Finance&Accounting Department)
Ryo Hiroshima (Food Service Division) Momona Soya (Fresh Meats General Affairs Department)
Ryota Sakai (Management Department, Ibaraki Plant) Kana Inoue (Marketing&Sales Dept.)

Editorial Policy

We published this report to let more people know about the activities of the Prima Meat Packers Group by introducing the latest news from our company from a CSR standpoint. It was written in easy-to-read language and uses intuitive visuals. For more information on Prima Meat Packers' corporate social responsibility, please see our 2017 Social and Environmental Report, available on our website.

 <http://www.primaham.co.jp/company/report/>

Contents

Management Philosophy, Editorial Policy P.1

Contents P.2

President's Message P.3

Delivering delicious products safely and securely—this is our commitment as we pursue sustainable growth.



Priority Measures P.5

15 Years of KO-KUN® P.7

There's a reason they love us!



Created to support healthy lifestyles!!

Primahealthy



Award-Winning Products P.11

Group Companies P.12

Primaham Meat Factory Co., Ltd.



Group Companies P.13

Prime Delica Co., Ltd.



Herb Sangenton P.17

Introducing a Brand



Prima Meat Packers employees share their secrets!

Showcasing Flavor—Food Arrangement



Promotional Campaigns P.23

Providing Food Education P.26

Group Overview P.27



**We deliver delicious products safely and reliably —
We strictly adhere to this basic approach aiming for sustainable growth**

Tetsuya Matsui

President and Representative Director
Prima Meat Packers, Ltd.

Thanks to your support, we enjoyed a strong year that included recordbreaking performance.

Thanks to the support of its many stakeholders, the Prima Meat Packers Group enjoyed strong performance this past year and posted record-high income and sales increases for the third consecutive year, while net income attributable to owners of the parent company exceeded 10 billion yen for the first time. In the processed foods business, sales of ham and sausage increased, “KO-KUN® Arabiki Pork,” our flagship product, grew 40% year on year, and

sales of “salad chicken” (a product consisting of gently steamed chicken breast meat) rolled out at major convenience stores, was a big hit, exceeding our target by 30%.

In the fresh meats business, profits increased substantially thanks to the solving of our inventory problem for imported frozen beef.

One of the factors that underpinned our strong performance was productivity improvement. At the Ibaraki sausage plant, which began operating in June 2016, not only have we installed the latest equipment, we established a personnel system that optimizes the potential of the equipment immediately after its operation, resulting in a 50%

increase in production capacity. The achievement of an approximately 6% increase in the equipment availability rate and operation efficiency due to Prima Innovation (PI) activities carried out at four Prima Meat Packers, Ltd. plants was a contributing factor to profit improvement.

PI activities are voluntary improvement activities at each plant that are planned and put into practice. They include improvement proposals for raising equipment efficiency and removing unnecessary items that are not used from the worksite. These improvements are also checked at the production division that oversees each plant and have yielded results throughout the Company through horizontal deployment. In light of these achievements at Prima Meat Packers, we have deployed PI activities at Group company plants since April 2017.

In the fresh meats business, we established Primaham Meat Factory Co., Ltd. in April 2017 to integrate the management of Prima Meat Packers' processing center and the fresh meat's external sales and processing companies. As a result, we have established a system that integrates everything from the primary processing of fresh meats to retailing and sales, and the manufacture and sales of processed meat gifts, and have streamlined operations. The new company is expected to help raise Prima Meat Packers' brand value.

We are proactively pursuing food safety and reliability and reducing our environmental impact

"Safety and reliability" is the most important topic for food manufacturers and we are pursuing a wide range of related activities. In fresh meats, we are cooperating with domestic and overseas producers and processors and strictly controlling animal pedigree and feed. At the same time, having obtained certification in the international standards of ISO 22000 and FSSC 22000 Food Safety System, we can provide safe and reliable original brand products. We have also established and manage traceability, which enables the tracking of production history, from raw material acceptance to production and shipment. In our newest plant, we are enhancing hygiene management through rigorous section management using IC cards to prevent people and raw materials from coming into

contact with each other.

We have numerous environmental achievements as well. For example, at the Ibaraki Plant, we have reduced our environmental impact by installing a refrigeration system that uses natural refrigerants, a heat pump hot water supply system, and boilers that use no heavy oil. In addition, because we were able to reduce the operating time of production facilities and air conditioners by raising productivity, electric power consumption was reduced.

At the Sagamiyara No. 2 Plant of Prime Delica Co., Ltd., which began operation in March 2017, in consideration of our environmental impact, we installed solar panels for power generation and changed all lighting to LED lighting. We also opened an eco-center to reduce food residue and are promoting effective utilization by making feed. As a result, we significantly reduced food waste by more than 80%.

We talk about "food safety and reliability" and "food waste reduction" in our food education activities targeting elementary school students. Currently, we are focusing on food education activities and our employees are taking the role of teachers and holding classes held at outside locations nationwide.

Seeking to be a company that is indispensable to its customers

Our management policy states our goal of being a "company that is indispensable to its customers." To achieve this goal, we must earn the trust of not only customers, but all stakeholders including retailers, suppliers, and shareholders.

To that end, we are educating employees who form the core of those activities and creating a better workplace. "Workstyle reform" has recently attracted public attention, but the Prima Meat Packers Group is establishing a system that supports female employees that shorten working hours to enhance their work-life balance and obtain childbirth and childcare leave. We believe that these initiatives will lead to the creation of a corporate culture that creates more delicious, safer, and more reliable products.

The Prima Meat Packers Group will continue to seek sustainable growth and improve corporate value based on the idea that profit and CSR are the two principal driving forces of the Company.

Productivity Improvement

To improve product competitiveness, we will raise productivity in both soft and hard aspects

Under the Prima Meat Packers Group’s medium-term management plan for fiscal 2017 to 2019, called the Rolling Plan, our current policy is to “create a production system that ensures safety and reliability” and “expand production capacity to make it competitive.”

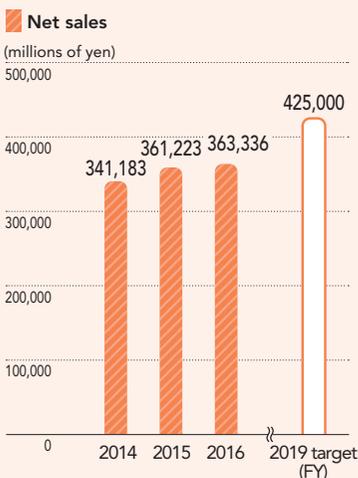
Hisashi Sasaki, the General Manager of the Production Division will explain current initiatives to raise productivity and his vision for future growth.

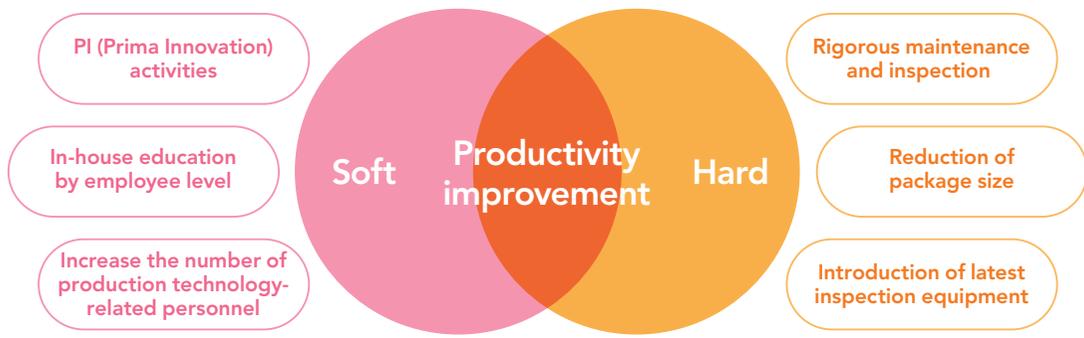
Aiming for productivity improvement of 10% per year by promoting PI activities

The Prima Meat Packers Group is working to raise productivity in both soft and hard aspects. On the “soft” side, the top priority is Prima Innovation (PI). In PI activities, the person in charge of the worksite selects projects that can be improved within a week, works to improve quantitative indicators for each target, such as facility availability rate and operation efficiency, and the status is checked once a week at regular meetings. For example, if there is equipment with a downtime longer than the benchmark, the availability rate is increased by fully turning the PDCA cycle, in other words, pursuing the cause, making improvements, and reporting on improvements at regular meetings the following week. We have been doing this for 10 years at four

sausage plants, and with the goal of improving productivity by 10% per year, we have achieved results. In light of these results, we introduced PI activities at the processed food plants of Group companies from April 2017 with the aim of further raising efficiency.

On the “hard” side, we focus on maintaining the stable operation of existing facilities and rigorously conducting maintenance and inspection. In terms of productivity improvement, an example that I can cite is the reduction in the size of roast ham packaging. As a result, the number of packs that could be wrapped at one time increased by 50% and packaging material costs were reduced by 25%. We hope to achieve the same results with other products, and raise cost competitiveness and productivity.





Building a new brand to succeed KO-KUN® that represents Prima Meat Packers, Ltd.

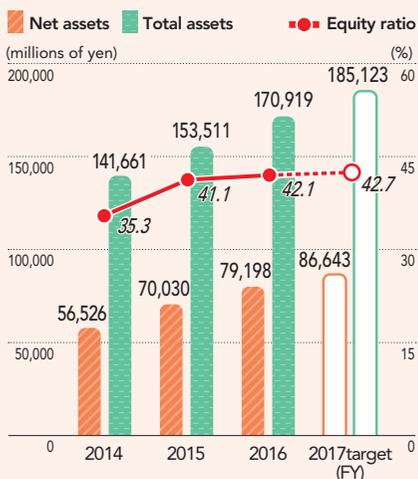
For future growth, we need to build a new brand to succeed KO-KUN®.

Therefore, the role of the production division should be to pursue further cost competitiveness premised on safety and reliability.

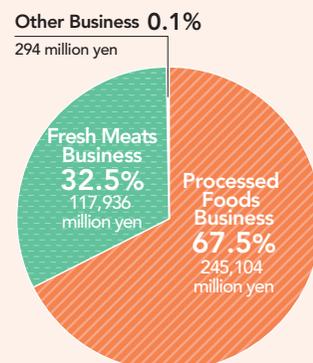
Several years from now, with a reduction in tariffs, many overseas products are expected to enter Japan. When that time comes, it is important that we further differentiate our products' appeal by highlighting their "deliciousness" and "safety." In fact, at the Ibaraki No. 2 Plant now under construction, we are undertaking design based on this idea and expect it to greatly contribute to future growth.



Hisashi Sasaki
 Director
 General Manager of Production Div.



Sales composition by business segment for the fiscal year ended March 31, 2016



15 YEARS OF KO-KUN®

There's a reason they love us!



Sopprin
the Arabiki Alien



What has kept customers coming back for 15 years...!?
We're pulling back the veil on
what makes KO-KUN® sausages so delicious.

POINT 1 Ingredients



The secret to delicious aroma is 11 distinct spices

In order to produce our rich and flavorful aroma, we carefully selected 11 distinct spices from out of hundreds of possibilities. Our unique method of freshly grinding our spices ensures that each mouthwatering note reaches our customers' palates.



Smoking ingredients produce a mellow fragrance

We smoke using cherry tree woods—a familiar symbol of Japanese culture—carefully chosen for their fragrance, coloring, and pairing with our meats and spices. The mellow fragrance of cherry wood melds with the rich fragrance of our spices to whet customer's appetites.



For 15 years we have adjusted spices and otherwise fine-tuned our recipe to reflect customer feedback and internal opinion. The KO-KUN® brand reflects our desire to deliver better products to our customers.

Akira Nishiyama
Manufacturing and Engineering Department



POINT
2 Preparation



Unique preparation methods for a juicy, delectable texture

We use carefully minced pork, with a perfect balance between lean and fatty meats, to draw out the richness of our meats and create a juicy and delectable texture.



Our smoking process ensures a delicious final product

The vital smoking process is what ensures the distinctive KO-KUN® aroma, coloring and plump texture. The quality of KO-KUN® meats depends on painstaking hand adjustments to temperature and moisture during smoking.



I am in charge of smoking. The most important aspect of smoking is achieving the correct dryness. We check dryness directly during each step, as this process is too important to leave to machines. Little steps such as these, that ensure our customers always receive our finest product, are the secret, I believe, to keeping people coming back.

Keisuke Yoshizawa
 No. 2 Processing Department Ibaraki Plant

Customer Feedback

“I’ve never tasted anything **so delicious** before.”

“I’ve never found another sausage that delivers so much **flavor for the money**. Many of my friends say it’s their favorite as well.”

“Thank you for making such a **deliciously aromatic sausage**. My spouse and I go through a package every day.”

“I love the **plump texture** when you first bite and how juicy it is inside.”

“The **fragrance of the smoking chips** you use really makes a difference.”

“The meat is minced just right, and it’s never overpowering. **I can eat it every day and not grow bored...** It’s so delicious!”

Created to support healthy lifestyles!!

Delicious, wholesome.

プリマヘルシー
Prima healthy

Toshitsu Zero Roast Ham

The delicious full taste of roast ham, prepared with zero carbs. The plump slices are perfect for salads and sandwiches.

Great Recipe



Roast Ham Sandwich

Just add your favorite vegetables and cheese, between white bread, for a delicious and easy sandwich!



Toshitsu Zero Halfcut Bacon

Carb free, with full bacon richness. Great for sautés and bacon sandwiches.



Salad Chicken, Smoked

Our Salad Chicken, smoked for a rich and flavorful aroma. Excellent in salads as well as with bread.

Great Recipe



Healthy Salad

Add to any vegetable salad, for a salad that stays delicious with every bite.



Salad Chicken, Plain

Perfectly juicy, with none of the dryness you can expect from other chicken breasts. Our plain Salad Chicken goes well with any salad.

Q. What difficulties did you face in developing your 'Toshitsu Zero' line?

The Greatest Hurdle was Maximizing Flavor

Tsutomu Nishimura
Manufacturing and Engineering Department



We began development in the spring of 2016, with a concept of creating prepared meats that retain all of their delicious, full flavor but with none of the carbs. The first wall we ran into was the problem of flavoring. When flavoring ham, the balance between saltiness and sweetness is extremely important, and in our previous products we generally used carb-based sweeteners to achieve that balance. However, to create a carb free version we needed to find an alternative. There are many different kinds of sweetness, such as sweetness that hits the tongue immediately and sweetness that lingers afterward, and we had to carry out many sensory

and taste tests before arriving at ingredients that produced the same type of sweetness as carbs. It took around half a year and over 30 taste tests before we finally achieved a flavor that satisfied our demands. I can't tell you how happy we were when we finally realized, "this is it!"

When I step into a store and see the products we worked so hard to develop lined up on display, I can't help but smile. After the low-sodium recipes I previously helped to develop failed to sell well, I feel like I've finally redeemed myself (ha!). Next stop: to see the Primahealthy brand become a long-selling staple among health-conscious products!

Q. What makes Primahealthy products different?

Health Conscious, but Full Flavor

Kenji Manabe
Product Planning Section



While consumer demand for reduced sodium, reduced carbs and other health-conscious products is increasing, there is also an increasing perception that products that appeal to health are less flavorful, and those who try such products and are disappointed with the taste rarely become repeat buyers. In response, we aimed to create health-conscious products that offer the same full flavor as products made with more standard ingredients.

We knew that some customers might be hesitant to purchase the product if we featured the phrase 'Toshitsu Zero' too strongly on the packaging. On the other hand, if the packaging didn't stand out our products would be lost among our competitors. For this reason we aimed for a

design that matches with the point of sale but also features 'Toshitsu Zero' in an eye-catching manner.

Most important was the flavor. We carried out many taste tests, aiming to create a health-conscious product with the same full flavor as previous offerings. After plenty of trial and error, we knew we finally "had it" when we had achieved a product that people called 'delicious' even in comparison with existing products. Once sales began, and we heard from stores that sales were climbing steadily, we knew all our hard work had been worth it. The Primahealthy brand was created to represent Prima Meat Packers' health-conscious products. In the future we will strive to expand the lineup, transforming a wide variety of ideas into new products.



Prima Meat Packers' Products Honored in Competitions



KO-KUN® Receives Double Gold Medals in Leading German Competitions!

Held every 3 years, IFFA is the largest international trade fair in the meat industry, and was last held in Germany in May 2016. KO-KUN® Arabiki Pork sausage was awarded a gold medal in the meat products competitions held as part of IFFA.

We were also awarded a gold medal in the DLG international quality tests, sponsored by the German Agricultural Society, which were held in October in Japan. We are proud to have been doubly awarded by these two prestigious competitions. In addition to KO-KUN®, we were also awarded DLG gold medals for a total of 27 other products. In recognition of these results, as well as our success in exhibiting products since 2001, we received a letter of thanks from the society, which accompanied the medals.



About the DLG Quality Tests

First held in 1887, the DLG quality tests are the world's oldest and most distinguished competition. Every year, DLG holds quality inspections of a variety of foods, including meat products, ham and sausage. Inspections are based on five categories: exterior, appearance, consistency, odor, and taste. Products are judged on a 5-point scale, with only products receiving a 5 (representing the pinnacle in quality) in all categories being awarded gold medals.

Select List of 2016 Gold Medal Winning Products

- ★ KO-KUN® Arabiki Pork
- ★ KO-KUN® Prima Gold
- ★ KO-KUN® Select Bacon
- ★ KO-KUN® Arabiki Mini Steak
- ★ KO-KUN® Arabiki Steak
- ★ Premium Meister Basil
- ★ Premium Meister Choriso
- ★ Kagoshima Select Thigh Meat Ham Trimmings

(plus 19 other products, for a total of 27 products)



Comment

I believe winning gold medals for 27 products during the DLG Quality Tests, including for the KO-KUN® series, and receiving the medals and a letter of thanks from the society, is proof that people have taken notice of the skills and expertise of Prima Meat Packers. I plan to work hard to ensure that those skills we've amassed are passed on, and that the world continues to take notice of Prima Meat Packers products. (Hiroyuki Tanji, Manufacturing and Engineering Department).



Captured Gold Medal Three Years Running in Side Dish and Bento Grand Prix, Premium Division

Miyazaki Rolled Beef Cutlets with Champignon Sauce, a side dish produced by Prima Meat Packers Group company Essen House Co., Ltd, was awarded a gold medal in the Side Dish and Bento Grand Prix held as part of FABEX (a foodstuffs and ingredients trade fair).

A luxurious and refined side dish, the cutlets feature Miyazaki Beef, said to be the finest of Japanese beefs, accompanied with a fresh mushroom and shimeiji champignon sauce.

For a Stronger Meat Processing Division!

Introducing Primaham Meat Factory!

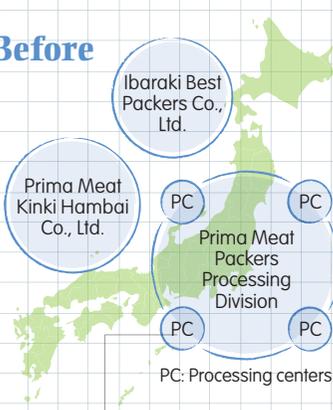


Chubu Processing Center

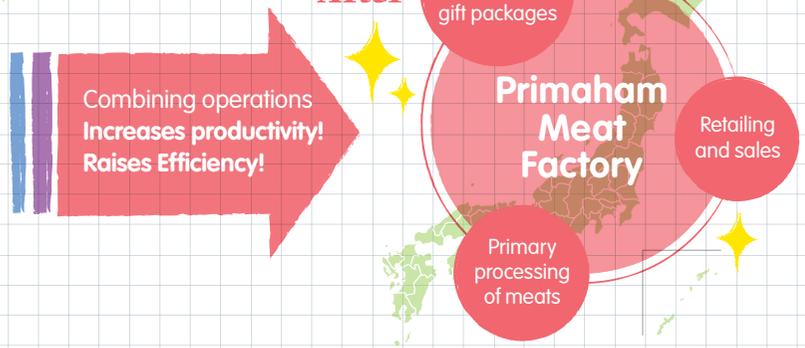
In order to increase efficiency and productivity in our meat processing business, we have now integrated meat processing operations that were previously dispersed among three companies and six locations—the former Prima Meat Packers Ltd. processing division (with four processing centers nation-wide), Prima Meat Packers Kinki Hambai Co., Ltd. and Ibaraki Best Packers Co., Ltd. At Primaham Meat Factory Co., Ltd. we carry out everything from primary processing to retailing and sales of meats, as well as production and sale of meat gift packages.

Company name: Primaham Meat Factory Co., Ltd.
 Headquarters: 2-2-39 Takeshima, Nishiyodogawa-ku, Osaka City, Osaka
 Capital: 100 million yen

Before



After



Major Products



Centralized management of meat processing ensures that we deliver safe, secure products to our customers.

Comments

In creating the new company, we aim to establish a quality control system that will ensure even greater safety and security. As part of these efforts, the quality controls group is working to acquire FSSC 22000 food safety management systems at all processing centers. We are also in charge of new product development, and actively strive to create products that customers will be satisfied with from both a safety and a quality perspective. While we are only setting out on this journey, all employees at the new company are focused on the same goals and will give their best to achieve them. Stay tuned for future growth.

The Primaham Meat Factory Co., Ltd.
 Quality Control Group, Controls Department

Hirokatsu Hirugami (top left)
 Section Manager, Kanto Processing Center

Atsushi Mizutani (top right)
 Section Manager, Chubu Processing Center

Yumiko Kondo (bottom left)
 Tohoku Processing Center

Naoko Higo
 Kansai Processing Center





The Star of Your Delicious Daily Dinner Table

Prime Delica Co., Ltd

New Sagamihara No. 2 Plant Enters Operation

Introducing just a portion of our production line.



Takayuki Dai
Plant Manager,
Sagamihara
No. 2 Plant

We pay special care to safety, work efficiency and work environments.

Cut Vegetables



1 Washing and slicing
After removing stems and washing the vegetables used as ingredients, we slice each vegetable to appropriate sizes for individual products.



2 Selection
After slicing vegetables, we use backlit screening tables to carefully check for defects and impurities.



3 Washing
Sliced vegetables are thoroughly washed and sterilized using electrolyzed water tanks. As no chlorine is used, vegetables remain safe and odor-free.



4 Packaging
After washing and drying, vegetables are weighed using automatic equipment and then packaged.



Ready for sale!

Hygiene management with thorough zone control, utilizing IC cards



Hygiene management is the bedrock of food safety. At the new plant we use IC cards to manage the flow of people. For instance, the plant is set up so that a worker in charge of deserts will be unable to enter the side dishes area, even if they try. Additionally, items (ingredients) are divided by product categories to prevent cross contamination.



Temperature management at 8°C and 4°C, to preserve freshness



While the standard temperature for chilled plants is 15°C, at the new plant temperatures are set at 4°C for products that require lasting freshness such as cut vegetables, and 8°C for all other products. Additionally, we maintain environments, from shipping to transport, to prevent product defects due to changes in temperature.



Prime Delica Co., Ltd. was established in October 1986, during the convenience store development boom, to manufacture and sell prepared dishes for major convenience store chains. Ever since, the company has been supporting people's eating habits via convenience store sales. In order to increase production capacity, the new Sagamihara No. 2 Plant was established, as the company approached its 31st anniversary, in March 2017. The concept behind the plant is to safely and securely deliver delicious products, and to introduce smart technology to better produce high quality goods. Below we introduce some of the unique features offered by the plant.

Company name: Prime Delica Co., Ltd.
 Headquarters: 1-7-1 Asamizodai, Minami-ku, Sagamihara City, Kanagawa
 Established: October 1, 1986
 Employees: Full time 525
 Other, approximately 7,800 (part-time, temporary) (as of March 2017)

Meat and Vegetable Sautés



Initial cooking

In order to draw out savory aromas, a seven ingredient mix of onions, cabbage, bean sprouts, mustard spinach, carrots, cloud ear mushrooms and meat is sautéed in oil.



Topping

After initial cooking, and seasoning to perfect flavor, a careful balance of toppings is added.



Second cooking

A second cooking at high temperature ripens flavor and sterilizes food.



Refrigeration

Food is instantly cooled to below 10°C using tunnel freezers to preserve flavor and freshness.



Ready for sale!

The industry's first fully automated picking system



Products produced on each floor are transported to a low-temperature warehouse, sorted ("picked") by destination convenience store, and then shipped. In order to automate this process we have established a low-temperature automated warehouse that incorporates the latest equipment. The new facilities help reduce product defects and employee workloads.



Eco center facilities, such as solar power generation and LED lighting, ensure environmental friendliness



The new plant has been made more environmentally friendly through the introduction of a 150 kW solar generation system, full LED lighting, and motion sensors. Additionally, food scraps produced during production are reduced in volume by up to 15 percent through compression dewatering, with remaining scraps utilized as fertilizer and livestock feed.



Prime Delica Co., Ltd., by the Numbers

Take a look at your local convenience store foods and you'll realize Prime Delica Co., Ltd. is closer than you think. Below we take a 'by the numbers' approach to exploring what makes this company so special.

5 Product Categories

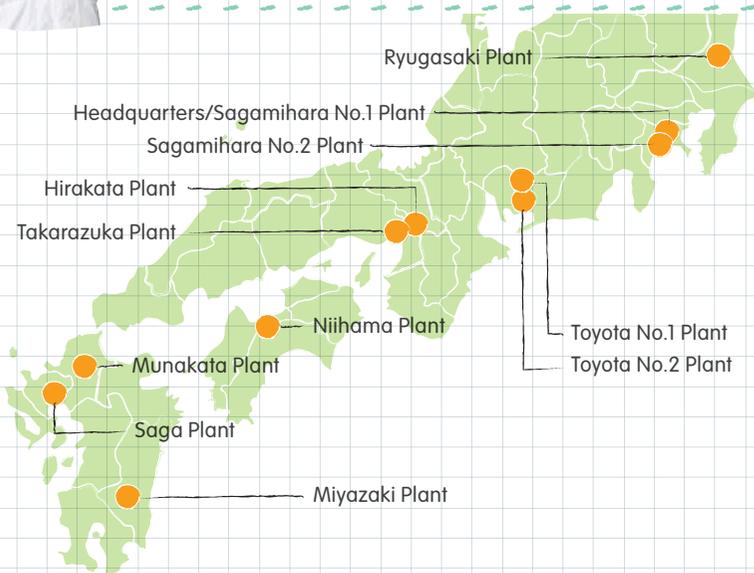
Prime Delica's products are grouped into five categories: pastas, salads, side dishes, prepared bread and sweets. The majority of our products fall under the 'chilled temperature zone' of products to be kept at 10°C or less. Among convenience store products, Prime Delica goods stand out for the originality and delicious flavor.



Those popular salads and desserts? We made them!



Yoko Igarashi
Produce Development Group
Sagamihara No. 2 Plant



11 Locations

From Kanto to Kyushu, Prime Delica features 11 plants that produce foods 24 hours a day, 365 days a year, without rest. Approximately 600 different safe, delicious and fresh products are delivered to some 13,000 convenience stores, every day.

Fresh New products Developed Each Year

420



Prime Delica features its own product development division, which develops new products every day based on season, popular trends and the latest ingredients and preparation methods. Additionally, each of Prime Delica's 11 plants features its own product development group, which engage in product development to meticulously meet local consumer preferences as well as the needs of the convenience stores who are our direct customers.



Product development meeting



Test production of new products

Jobs Created at New Plant

1,000

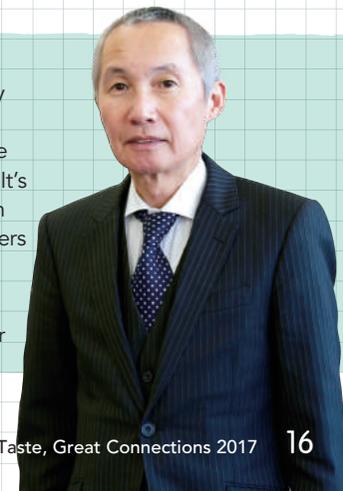
When creating new plants, Prime Delica strives to contribute to the region by employing as many full-time, part-time and temporary workers from the nearby community as possible. Approximately 1,000 people were employed by the Sagamihara No. 2 Plant, which went into operation in March 2017.



Message from the President

To be a "faithful company, that is trusted by our customers." That is the guiding philosophy of Prime Delica. In our work, the enthusiasm and quality of communication among our employees translates directly to the quality of our products and work, which is why we have striven to create a company that is a lively and rewarding place to work for our employees. It's thanks to these efforts that we continue to show growth in results. We will continue to push forward, working to ensure that relationships of trusts continue to bind us with the consumers who enjoy our products, our customers, our suppliers and our employees. We aim to put smiles on all our stakeholders' faces.

Masayoshi Saito President and Representative Director



266

Workers Certified Under Our 'Meister System'

The Meister System is an in-company system for recognizing part-time workers who have achieved an exceptional level of specialized skills. From December 2016, when the system was introduced, to June 2017, 266 employees have been certified.



Harumi Kudo
SMS Group
Sagamihara
No. 2 Plant

I was recognized for my accuracy in meeting customers' diverse orders, including different product categories and quantities, for over a decade, without error.

Canadian Pork
Perfectly Matched to Japanese Tastes

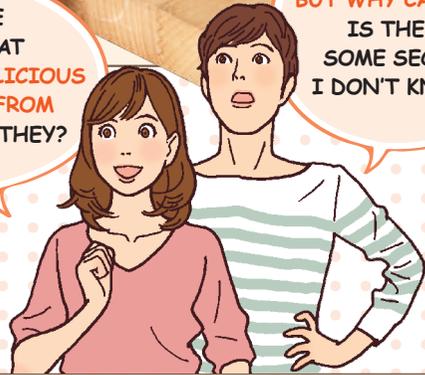
Herb Sangenton

Introducing a Brand

A LOT OF PEOPLE STILL BELIEVE THAT "THE SAFEST, MOST DELICIOUS MEAT HAS TO COME FROM IN COUNTRY," DON'T THEY?

BUT WHY CANADA? IS THERE SOME SECRET I DON'T KNOW?

We may think we know what we mean when we say 'pork,' but different dining habits and preferences can mean that the quality and flavor of meat differs drastically from one country to the next. Below we introduce the story of how Herb Sangenton, a pork specially designed for the Japanese palate, was created in Canada.



On a certain day in 20XX...

Natsumi Otaki
Purchasing
Department
Meat Division

IT SEEMS LIKE HOUSEHOLDS WITH SMALL CHILDREN PREFER TO BUY DOMESTICALLY RAISED MEAT, EVEN IF IT'S A LITTLE EXPENSIVE.

WOULDN'T IT BE GREAT IF THEY COULD ENJOY IMPORTED BEEF WITH PIECE OF MIND? WHY DON'T WE AT PRIMA MEAT PACKERS LOOK INTO OFFERING SAFE AND DELICIOUS IMPORTED MEATS!

Tomoya Ishihara
Purchasing Department
Meat Division

Which is how we found ourselves traveling to Manitoba Province, in central Canada.

Manitoba Province



CANADA IS THE WORLD'S MOST SELF-SUFFICIENT COUNTRY FOR PORK.

COULD THAT BE WHERE WE'LL FIND THE ANSWERS WE'RE LOOKING FOR?

LET'S GO AND SEE FOR OURSELVES.

Manitoba offers the perfect environment for pig farming!

An abundance of high-quality grains
Fields located near pig farms provide fresh grains.



Verdant water sources
Pigs are nurtured on mineral-rich waters.



Excellent air quality
Manitoba is cool even in summer, minimizing risk of pathogens and infectious disease.

HyLife Ltd., headquartered in Manitoba Province

WE ARE CONFIDENT IN OUR ABILITY TO RAISE PORK THAT WILL SATISFY THE JAPANESE CONSUMER.

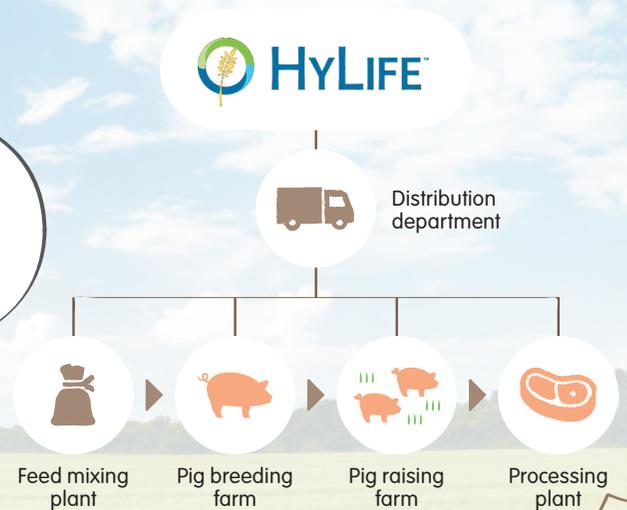
PLEASE COME SEE HYLIFE FOR YOURSELF!



At HyLife all processes are integrated in-house, from breed development to feed production, mixing, pig farming, processing and distribution.

THIS SYSTEM ENSURES THOROUGH QUALITY CONTROL... IF WE WORK TOGETHER WITH HYLIFE, PERHAPS WE CAN PRODUCE PORK THAT WILL SATISFY JAPANESE CONSUMERS!

HyLife's Integrated In-house Production System



And so, Prima Meat Packers began producing one-of-a-kind pork together with HyLife Ltd.

OF COURSE!
IT'S ALL DONE BY
ONE COMPANY,
SO WE CAN REST EASY
KNOWING EVERYTHING
IS TRACEABLE.

BUT HOW DID THEY
CREATE PORK WITH A FLAVOR
SO PERFECTLY SUITED
TO JAPANESE TASTES?

JAPANESE PEOPLE PREFER PORK
THAT IS:

- SOFT
- ISN'T GAMEY
- JUICY
- SAFE AND RELIABLE

IN ORDER TO PRODUCE
PORK THAT MET THESE
STANDARDS, WE WENT
THROUGH A PROCESS OF
REPEATED TRIAL AND ERROR.

Creating Sangenton, to meet Japanese tastes



Landrace breed
Excel in litter size



Large White breed
Strong nursers and
juicy meat



Duroc breed
Provide the marbled
meat that Japanese
consumers prefer

WHAT WE ARRIVED
AT WAS OUR
HIGH-QUALITY
SANGENTON PORK.

ADDITIONALLY, AS STRESS ON
THE PIGS CAN AFFECT THE QUALITY OF
THE MEAT WE TOOK SPECIAL CARE TO
ENSURE STRESS-FREE ENVIRONMENTS
FOR THE PIGS, INCLUDING PROPORTIONING
PLENTY OF SPACE IN THE PIG HOUSES AND
MOVING THE PIGS ON A SHORT CYCLE
TO MAINTAIN HYGIENE.

LW or WL



HyLifepork®

Making an ordinary day, eh "SUTEKI" day.

HyLife Pork!
Developed by HyLife Ltd.
Specifically for Japan!

Thanks to HyLife,
old preconceptions about imported meat
have been turned on their head.

NOW WE CAN FINALLY OFFER
SAFE AND DELICIOUS MEAT
RAISED OUTSIDE OF JAPAN!

...however, we knew Prima Meat Packers
still had something more original to offer.

WHILE IT'S TRUE
THIS PORK IS PRETTY GOOD,
IT COULD STILL USE THAT
PRIMA MEAT TOUCH.

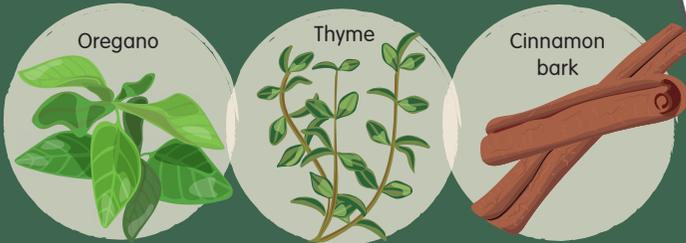
WHY DON'T WE TAKE
A CLOSER LOOK AT
THE FEED WE USE...?

The secret to Herb Sangenton's delicious flavor lies in three herbs

Premium hog feed



An herbal extract formula



Herb Sangenton

No gamey flavors!



THE FEED USED TO RAISE PIGS SIGNIFICANTLY AFFECTS THE FLAVOR OF THE MEAT, WHICH IS WHY WE CHOSE TO USE PREMIUM-QUALITY FEED WITH PLENTY OF WHEAT, WHICH IS NECESSARY FOR PRODUCING A CLEAN, SWEET FLAVOR.

ADDITIONALLY, BY ADDING A SPECIAL FEED FORMULA FOR 60 DAYS, WITH ESSENTIAL OILS EXTRACTED FROM THREE HERBS, WE WERE ABLE TO REDUCE THE GAMINESS DISTINCTIVE TO PORK, FOR A RICHER, MORE SUCCULENT MEAT!



NOW THAT I KNOW WHAT MAKES HERB SANGENTON SPECIAL, I REALLY WANT TO TRY IT!

ME TOO! APPARENTLY THERE'S EVEN A RESTAURANT WHERE YOU CAN ENJOY DISHES PREPARED WITH HYLIFE PORK!



Sample the delicious taste of HyLife Pork for yourself
HyLife Pork TABLE



Address: Mansard Daikanyama 2F
10-1 Sarugakucho, Shibuya-ku,
Tokyo 150-0033

TEL: +81-3-6452-5497

URL: <http://hylifepork.com/table/>

For Japanese website only



Prima Meat Packers employees share their secrets!

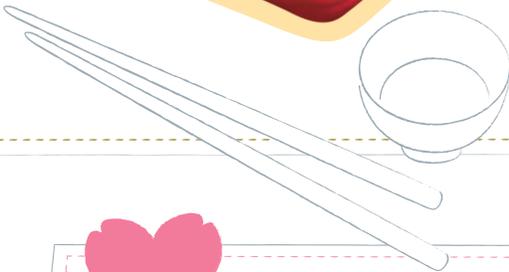
Showcasing Flavor Food Arrangement

Adding those little extra touches to our meals can make the many events of daily life that much more fun, and it doesn't take any special ingredients. Below, Prima Meat Packers employees share their tips on how to arrange everyday products to make them more delicious and fun!



SPECIAL SAUSAGE NORI-ROLLS

- 1** The trick is in the color combination, adding red, yellow and green ingredients to sushi rice—it looks good!
- 2** Pressing down the portion of the rice slightly where the ingredients are laid ensures that the ingredients stay firmly in the center when wrapping.
- 3** Eat the rolls as is, or cut into 3 cm segments for a fun visual touch.



O-hanami

Rolled Ham and Cheese Sandwich Picnic Box

- 1** Place white sandwich bread on a piece of cling wrap, top with nori, sliced cheese, roast ham and mayonnaise, and then add cucumber and red pepper on one side.
- 2** Turn the end of the wrap over and roll tightly, making the cucumber and the red pepper the core of the roll.
- 3** You should now have adorable, spiral rolled sandwiches. Congratulations, you're done!



Yuki Matsuda
Food Service Division



Hirohiko Kohama
Marketing & Sales Dept.
Tokyo Branch Office

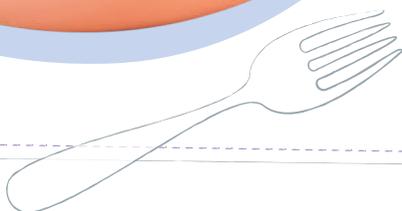


Halloween



Hamburg Steak and Pumpkin Pilaf Halloween Platter

- 1 Place a hamburger steak atop freshly simmered kabocha pumpkin pilaf rice.
- 2 Cut sliced cheese into Halloween shapes such as bats and ghosts.
- 3 Top with bacon, salad and black olives to finish!



Beef and Root Vegetables Pickled in Miso Paste

- 1 Place grilled beef and vegetables, pickled overnight in miso paste, on the plate. Pay special attention to balance.
- 2 Garnish with fresh vegetables such as a baby leaf salad and karashi mustard, as preferred.
- 3 To ensure an elegant arrangement, be sure to leave enough white space on the plate.





LEGOLAND® Japan

© 2017 The LEGO Group.

Free Admission Campaign, as the World's Only Official Marketing Partner!

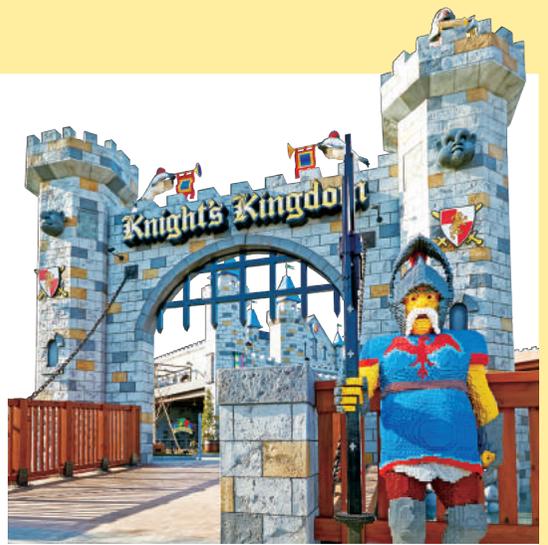
LEGO® blocks are beloved by children worldwide. Theme park LEGOLAND® Japan was opened April 1, 2017, in Nagoya, Japan. Prima Meat Packers, Ltd. has formalized a contract with LEGOLAND® Japan, as the only meat processing company to be recognized as an official marketing partner of the theme park. We have run free admission promotional campaigns for the park, including 'Preview Days' held in March, and chances to win a 1-Day Passport, beginning in June.

Currently, Prima Meat Packers, Ltd. operates as a food vendor inside the park, including operating a café

restaurant. We are also scheduled to provide a variety of menus for LEGOLAND® Hotel, which opens in 2018.



POP advert for free-admission campaign



Visit Our Café Restaurant Inside the Park

Prima Meat Packers, Ltd. operates a café restaurant, Knight's Table Restaurant, found inside Knight's Kingdom, one of the seven areas inside LEGOLAND® Japan. Guest can enjoy original menu items, created using KO-KUN® brand sausages, bacon and other fine ingredients, inside

an interior modeled after a medieval castle.

We help to create fun memories for children, through food, in other areas of the park as well, providing dishes such as the ham salads, chicken fingers and hamburgers for sale in the park's restaurants and food courts.

LEGOLAND® Japan

We wanted a theme park where food is part of the fun—Prima Meat Packers helped us make that wish happen. We will continue to collaborate inside and outside the park, to develop flavors that can be experienced nowhere else!

Eriko Kuga

Sales & Marketing LEGOLAND Japan Limited



Prima Meat Packers Ltd.

LEGOLAND® Japan has only just opened, so I know there is still much more to come. As a partner corporation, we'd like to cooperate to create even more enjoyable spaces! I hope you look forward to the fun!

Makoto Kashiwara

Marketing Supervision Department



Tokyo Disneyland®

Win Tickets to an Invitation-only Nighttime Event at Tokyo Disneyland®

As official sponsors, purchasers of Prima Meat Packers' products can enter a draw to win free admission to Tokyo Disneyland®. Last year's invitation-only Precious Night event was so popular that we've decided to hold another invitation-only nighttime event in 2017, after the park closes!

We are also holding a thank you campaign via LINE in celebration of KO-KUN® Day on May 9, with a chance to win a free passport to the event.



Tokyo Disneyland® Invitation-only Nighttime Event Continues in 2017!

Tokyo Disneyland® Private Precious Night
October 6, 2017 (Fri.) 7:30 – 10:30 pm

Tokyo Disneyland® facilities operated by Prima Meat Packers



The Diamond Horseshoe Plaza Pavilion Restaurant

Tokyo DisneySea® facilities operated by Prima Meat Packers



Yucatan Base Camp Grill



Free admission campaign marketing materials



Yoshimoto Kogyo

Free Admission to Yoshimoto O-warai Live Comedy Event

Prima Meat Packers, Ltd. ran a campaign to win free admission to the Yoshimoto O-warai Invitation Only Live events held June 2016 in Gunma Prefecture and March 2017 in Nagano Prefecture. The events have been very popular among local residents, with plans to continue the events and expand them to new areas.

We also held a promotional campaign to win free admission to a unique event in which spectators could enjoy the stylings of some of Yoshimoto Kogyo's most popular comedians at Tohoku Rakuten Golden Eagles Home Stadium, followed by a Rakuten Golden Eagles baseball game.

Elementary School Food Education Lessons

Sharing food safety and the importance of food

First held in fiscal 2014, we carried our food education lessons again in fiscal 2016, having visited a total of 89 schools 190 times so far, connecting with 5,680 students. The areas we visit and the number of instructors we deploy increases every year. Thanks to elementary schools sharing images of the lessons on their websites, and positive reviews from teachers, the number of inquiries we receive from new schools has gradually increased, and we also receive requests for repeat lessons from many past schools.

We would like to continue these lessons, in hopes of encouraging students to take a deeper interest in foods and to enjoy delicious meals without waste.

Food Education Lessons

	2014	2015	2016
Food Education Lessons (No. of times)	20	40	29
Lessons given	41	88	61
No. of students	1,182	2,666	1,832

Expanding areas covered!

Tokyo, Osaka, Chiba, Saitama, Yokohama, Kawasaki, Sendai, South Ibaraki, Nagoya, Kagawa, Fukuoka

Visiting lesson program

TAKE A PEEK INSIDE YOUR FRIDGE



Instructors begin by setting the mood through a fun food-related quiz, using PowerPoint slides. Students discuss in groups to pick their answer, then explain their thinking to the class.



The correct answer is revealed, with cartoon characters breaking down why the answer is correct. Instructors carefully explain the correct answers and the reasons behind them.



The lesson ends with students getting to sample delicious ham and sausages as they reflect on what they learned.

Lesson Feedback

From students



We want to check all the things we learned about best-by dates, storage methods and more when we get home, and share them with our families.

Seeing the kids enjoy learning, and the fact that the lessons tied in with everyday life—it was a wonderful lesson!



From teachers

We also provide learning materials

We provide learning materials that encourage students, through information on the history and production methods of preserved foods, not to waste their food and to be aware of the importance of food in our lives.



The Secret of Preserved Foods

Processed Foods Business

Manufacture and sale of processed foods

From familiar consumer packs to commercial products, Prima Meat Packers makes products that respond to the needs of consumers and customers. We sell to volume retailers, convenience stores, butcher shops, and other businesses. Our products can also be purchased at our online shop.



Manufacture and sale of products for convenience stores

We provide convenience stores with freshly made sandwiches, sweets, salads, light meals, prepared dishes, and other products.



Manufacture and sales of fresh meats and processed meats

Together with our overseas suppliers, we provide safe, high-quality original brand meats.

We manufacture and sell graded meat, flavored meat, dressed meat, and other products (all products have been cut from fresh meat).



Live Hog Operation Business

We breed and raise safe, reliable, and high-quality breeding pigs and meat pigs in cooperation with our affiliates' farms and partner farms in Japan.



Other Business

Comprehensive Human Resources Services

Services including educating, training, dispatching, and insuring of human resources.

Information Systems

Developing, controlling, and operating systems; ensuring and maintaining information security

Research, Technology Development

Services for testing products and ensuring product safety; sale of inspection kits
Development, manufacture, and sale of micromanipulation equipment

Processed Foods Consolidated Group companies

Manufacturing Business of Processed Food	● Akita Prima Foods Co., Ltd.	● Prime Foods Co., Ltd.
	● Prima Foods Co., Ltd.	● Shikoku Foods Co., Ltd.
	● Prima Luca Co., Ltd.	
	● Prima Environment Services, Ltd.	
	● PRIMAHAM (THAILAND) Co., Ltd.	
	● PRIMAHAM FOODS (THAILAND) Co., Ltd.	
	○ Kangpu (Suzhou) Food Co., Ltd. (China)	

Convenience Store -Vendor Business	● Prime Delica Co., Ltd.	● Prime Deli Corp. (USA)
	● Kumamoto Prima Co., Ltd.	○ Prime Bakery Co., Ltd.

Sales Business of Fresh Meats, Hams, Sausages and Processed Foods	● Hokkaido Prima Meat Packers, Ltd.	
	● Hokuriku Prima Meat Packers, Ltd.	
	● Saga Prima Meat Packers, Ltd.	

Retail Business of Meat Cuts, Delicatessens and Processed Foods, Etc.	● Essen House Co., Ltd.	
	● Toei Foods Co., Ltd.	

Fresh Meats Consolidated Group companies

Meat Products Sales Business	● Kanto Prima Meat Hambai Co., Ltd.
	● Kansai Prima Meat Hambai Co., Ltd.

Slaughtering Fabrication Business	● Kamifurano Kobo Co., Ltd.
	● Nishi-Nippon Best Packers Co., Ltd.
	○ Laiyang Purui Foodstuff Co., Ltd. (China)

Processing and Retail Business of Meat	● Primaham Meat Factory Co., Ltd.

Meat Distribution Business	● Prima Logistics Co., Ltd.

Live Hog Operation Business	● Pacific Ocean Breeding Co., Ltd.
	○ Swine Genetics International, Ltd. (USA)
	○ Kamifurano Farm, Ltd.
	○ Pork Quality Research Farm, Ltd.

Other Consolidated Group companies

- Prima Management Service Co., Ltd.
- Prima System Development Co., Ltd.
- Tsukuba Food Evaluation Center Co., Ltd.
- PRIME TECH LTD.
- Global Meat Investment Partners Inc.

●●● Consolidated subsidiaries ○○○ Companies accounted for using the equity method

Corporate Data

(As of March 31, 2017)

Company name
Prima Meat Packers, Ltd.

Head office
Shinagawa Seaside West Tower,
4-12-2 Higashi-Shinagawa,
Shinagawaku, Tokyo
140-8529, Japan

TEL
+81-3-6386-1800

Representative
Tetsuya Matsui,
President and Representative
Director

Detail of business
Manufacture and sale of hams and
sausages, fresh meats, processed
foods, and other products

Founded
September 1, 1931

Established
July 9, 1948

Capital
7,908 million yen

Fiscal year-end
March 31

Number of employees
13,112
(including temporary employees)

Business sites
Sales bases: 6 branch offices
25 sales offices
Production bases: 4 plants
Number of group companies: 34
Consolidated subsidiaries: 27
Companies accounted for using
the equity method: 7



Shinagawa Seaside West Tower, 4-12-2
Higashi-Shinagawa, Shinagawa-ku, Tokyo
140-8529, Japan

TEL. +81-3-6386-1800

Japanese-language website

<http://www.primaham.co.jp/>

English-language website

<http://www.primaham.co.jp/en/>