



 Fuji Nihon Seito Corporation

NEXT VISION 2040

Corporate Philosophy

We aim to be “a strong company with a vision”, helping to create a healthy lifestyle for consumers.

Management Policy

1. Ensuring our "Customer First" Policy.
2. Forming our corporate culture encourages the growth of employees along with the company development.
3. Promoting our fair and transparent corporate activities.
4. Enhancing our enterprise value being appreciated by the society.
5. Enriching our corporate activities, as a corporate citizen, contribute to the society.

Purpose

Make the world powerful with food science !

We will make the world powerful by creating new value from sustainable bioresources with our food science technology.

NEXT VISION 2040

**-Being a Global Company-
Establish overseas markets and new domains**

From a Sugar Refinery to a Food Science Company

-Natural sweeteners-

This was the beginning and origin of Fuji Nihon Seito Corporation.

While cherishing our long history, we will leap to the next stage.

JAPAN to the WORLD.

Stay to Challenge.

We will create new value for foods.

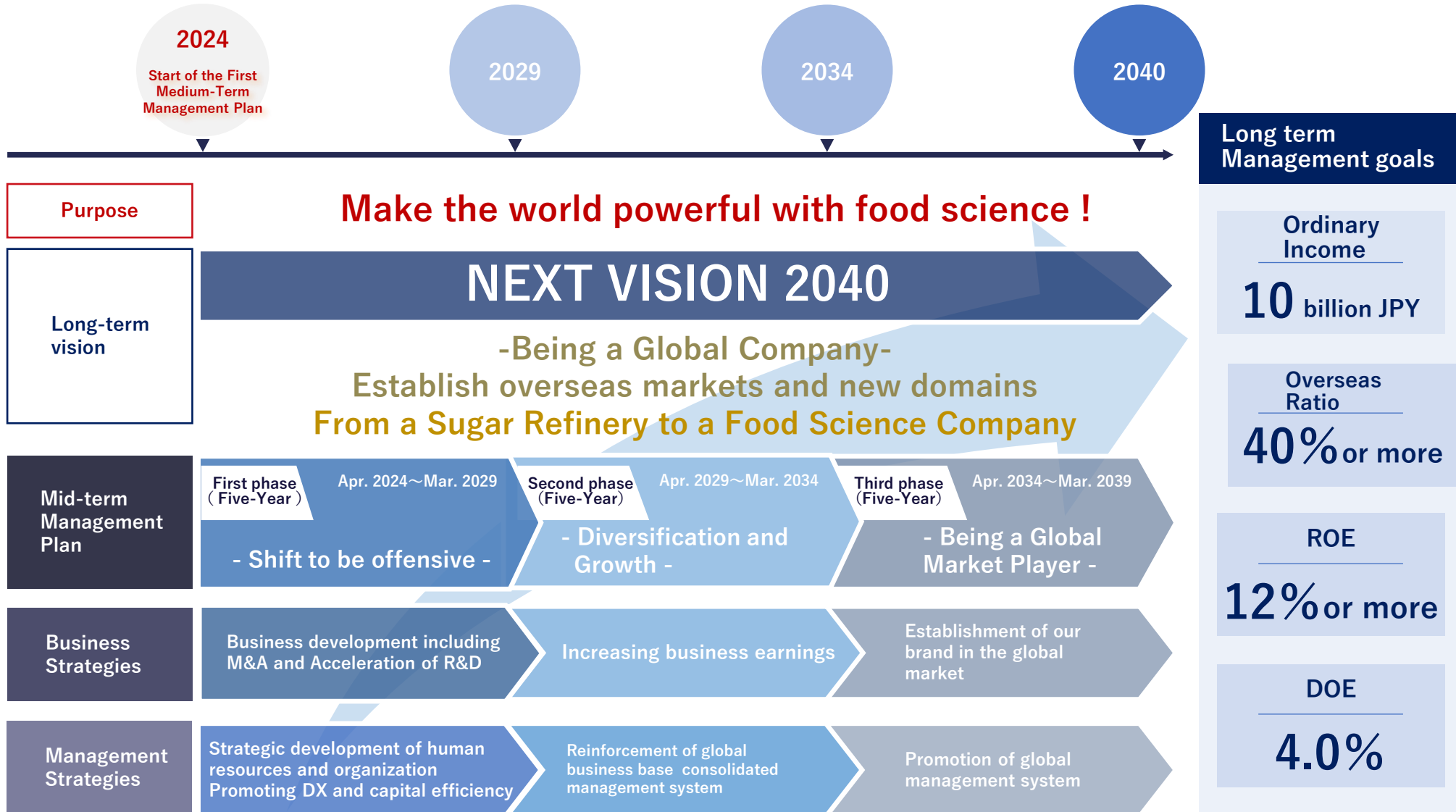
Make the world powerful with food science !

5 points for the vision

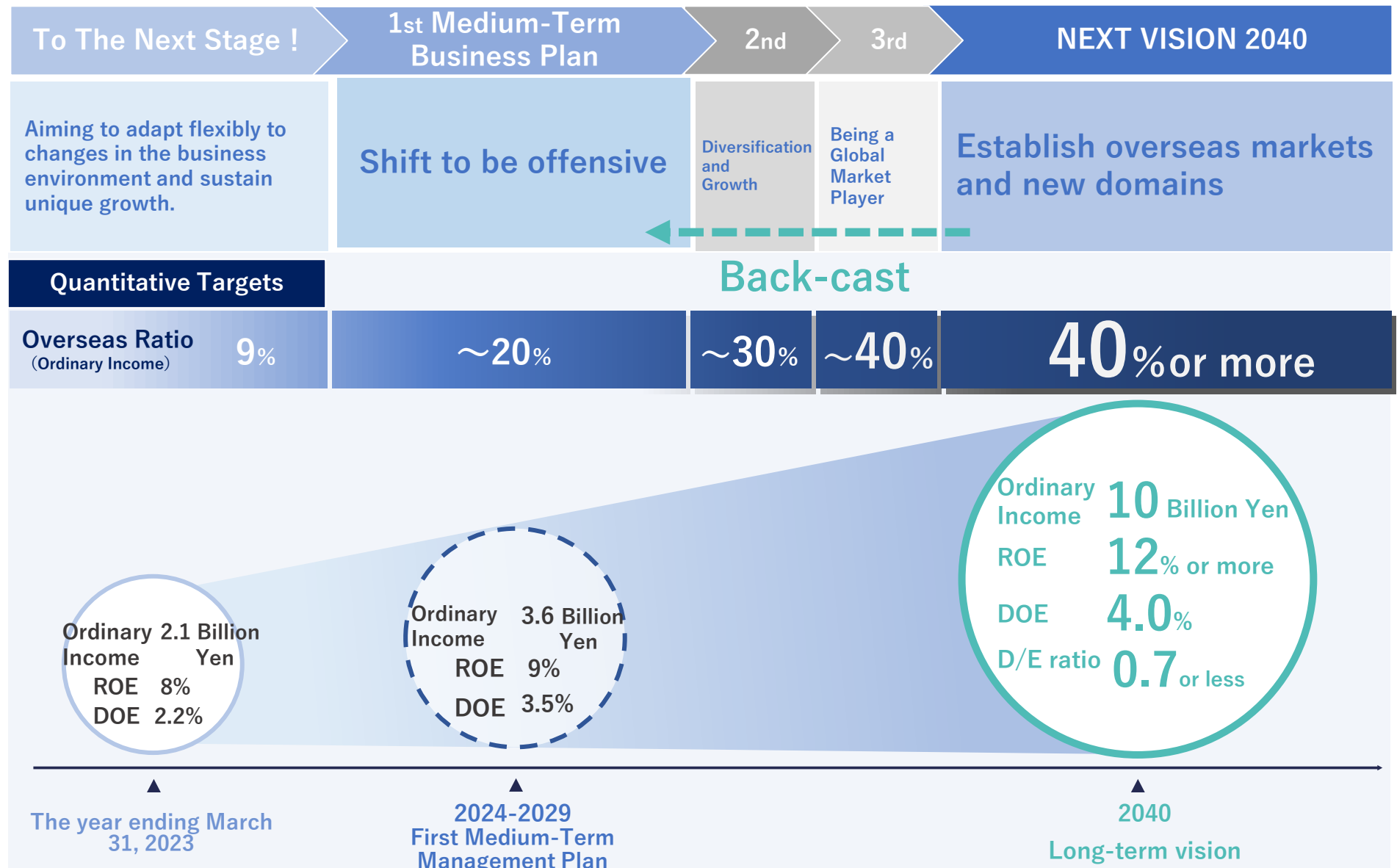


Achieving sustainable growth of enterprise value (maintain PBR of over 1.0x)

Strategic Framework and Management Objectives in the Long-Term Vision.



Long term ground design to increase enterprise value.



Business strategy and strategic framework for each segment

Sugar Business

Business Strategy

Reinforcement of domestic business base
Expansion into overseas markets

Strategic Framework

1. Strengthen domestic sales force
2. Establish overseas markets
3. Establishment of sugar supply chain
4. Collaboration with partners

Functional Materials Business

Business Strategy

Strengthen overseas business
Diversification of functional materials
Establish brands

Strategic Framework

1. Strengthen overseas sales and production capabilities
2. Strengthen product development capabilities
3. Establish brands

New Business

Business Strategy

Create new value by challenging new business areas

Strategic Framework

1. Diversification of B to C business
2. M&A into new businesses
3. Utilization of R&D

Real Estate Business

Business Strategy

Secure long-term stable earnings

Strategic Framework

1. effective utilization of real estate holdings
2. Formation of long-term stable assets
3. Allocation of profits to growth investments