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Company Data

Editorial Policy

The KAMEDA SEIKA Group has published an integrated report since 2021. This report presents the Group's business model, goal and initiatives for creating value to stakeholders in an easy-to-understand format, with the intention of enhancing communication that will generate further value. The KAMEDA SEIKA Group Integrated Report has been prepared with reference to the *International Integrated Reporting Framework* issued by the IFRS Foundation and *Guidance for Integrated Corporate Disclosure and Company-Investor Dialogue for Collaborative Value Creation (Guidance for Collaborative Value Creation)* issued by Japan's Ministry of Economy, Trade and Industry.

Note: In this report, monetary amounts and numbers of shares held are rounded down to the nearest unit, and percentages are rounded to one decimal place.

“Better For You”

A major goal of the KAMEDA SEIKA Group is to expand its business domain and become a “Global Food Company.” As we strive to achieve this goal, we will offer our customers the value of “contribution to a healthy lifestyle through the selection, eating and enjoyment of things that are delicious and good for the body.” Our target for FY2030 is to use the provision of this kind of customer value to evolve from a rice cracker and snack manufacturer into a “Better For You” food company.

Scope of Report

KAMEDA SEIKA CO., LTD. and its consolidated subsidiaries
Reporting Period: April 1, 2021 to March 31, 2022
(Some information from before and after this period is included.)

Note on Forward-looking Statements

Statements in this report pertaining to the future, such as forecasts of business performance, are estimates based on information available at the time of publishing and therefore contain inherent risks and uncertainties. Actual results may differ significantly from expectations due to various factors.

Corporate Philosophy

Founding Philosophy

During the food shortages in Japan immediately after World War II, our founder felt that **“Men can find pleasure in drinking, but there is no enjoyment for women and children. I want to give them something that can bring enjoyment and delight to their lives.”** This became our founding philosophy, and KAMEDA SEIKA was born. With no prior experience, he began making *mizuame*—a thick, clear and sticky starch syrup.

Mission Statement

製菓展道立己 (*Seika-Tendo-Rikki*)

As a manufacturer and seller of rice crackers and snacks, we will explore the path to find our identity by seeking to grow through refining management and operations widely, including manufacturing technology, product development, and market development. Our identity refers to the Company itself and each individual employee making up the Company. We will work together to improve our social and economic standing.

Management Philosophy

- Respond to the needs of all those involved with the Company
- Ensure the Company flourishes forever

Basic Management Policy

- Manage the Company democratically
- Refrain from using the Company for personal gain
- Be dedicated to planned management

Our Mission

Making the most of nature's blessings, we will create health, deliciousness and excitement, and we will contribute to the greater enrichment of society by delivering enjoyment and delight to people's lives

Our Vision

We aim to become a brand loved by people all over the world by promoting innovation in traditional techniques we have developed in rice cracker production to date and harmonizing our products with regional food cultures



The office of KAMEDA Agricultural Products Cooperative Association, the predecessor of KAMEDA SEIKA and origin of the Company

KAMEDA SEIKA's Global Network/At a Glance

During the more than 75 years since its founding, KAMEDA SEIKA has established itself as the leading rice cracker company in Japan and built a global network to deliver enjoyment and delight to customers around the world. To become a "Global Food Company," we are also expanding beyond rice crackers into the food business.

At a Glance

(As of March 31, 2022)

Number of Employees (Consolidated)

3,776

Consolidated Net Sales

¥85,163 million

Consolidated Operating Income

¥4,832 million

Net Sales by Segment

Domestic Rice Cracker Business

¥62,971 million

Overseas Business

¥9,183 million

Food Business

¥6,309 million

Overseas Network



U.S.A.

TH FOODS, INC.

Formed a capital and business alliance in 1989. Manufactures and sells low-calorie, low-fat and low-allergen rice crackers.



U.S.A.

Mary's Gone Crackers, Inc.

Became a Group company in 2012. Manufactures and sells organic, gluten-free, vegan and other high-value-added crackers.



U.S.A.

KAMEDA USA, INC.

Established in 2008. Acts as a sales company for cross-border transactions to North America.



India

Daawat KAMEDA (India) Private Limited

Established as a joint venture in 2017. Manufactures and sells Kari-Kari, a version of KAMEDA Kaki-no-Tane for the Indian market.



Thailand

Singha Kameda (Thailand) Co., Ltd.

Established as a joint venture in 2020. Manufactures and sells rice crackers and serves as a base for global cross-border transactions encompassing Australia, North America and Japan.



Cambodia

LYLY KAMEDA CO., LTD.

Established as a joint venture in 2018. Supplies OEM rice crackers to group companies of PepsiCo ANZ Holdings Pty Ltd.

