

TTrue to nature, the flavor of



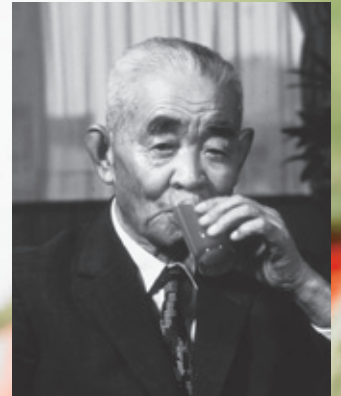
KAGOME

A Pioneer and Leader in Japan's Tomato Business

The first budding of tomatoes he had grown himself—this was where it all began way back in 1899 for Kagome's founder Ichitaro Kanie when he at last succeeded in cultivating tomatoes in Japan. Not long after this achievement, Kanie expanded the scale of tomato cultivation and began to develop operations that eventually became a tomato processing business handling sauces, ketchups and juices. His endeavors established the foundation of what Kagome is today.

We have been in the tomato business over more than 110 years. Not only did we pioneer tomato processing in Japan, today we are the country's undisputed industry leader in this sector.

"True to nature, the flavor of Kagome"—this is our promise to customers. Providing products that maximize the benefits of nature's gifts, Kagome is working consistently to contribute to the wellbeing and longevity of people around the world.



Kagome founder Ichitaro Kanie

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Today, more than a century after seeing its first tomato bud, Kagome offers a range of products that incorporate not only tomatoes but a wide variety of other ingredients, including vegetables, fruits and lactic acid bacteria. Many of these products are top brands in Japan with pride of place in the hearts of consumers.

Kagome's Leading Market Position

Domestic market share by product category



Tomato Ketchup

Launched: 1908

Source: INTAGE Inc., SRI Value share, Jan-Dec 2011, supermarkets and convenience stores

58%



Tomato Juice

Launched: 1933

Source: INTAGE Inc., MBI Value share, Jan-Dec 2011, supermarkets, convenience stores, drugstores and other OTC retailers

57%



Vegetable Mixed Juice

Launched: 1973

Source: INTAGE Inc., MBI Value share, Jan-Dec 2011, supermarkets, convenience stores, drugstores and other OTC retailers

54%



Fruit & Vegetable Mixed Juice

Launched: 1995

Source: INTAGE Inc., MBI Value share, Jan-Dec 2011, supermarkets, convenience stores, drugstores and other OTC retailers

56%

Messages from Top Management



Chairman Nishi

President Terada



Our promise to customers:

To strive for healthier food that makes the most of natural antioxidants and immune system boosters.

To produce healthy, great-tasting foods without relying on unnatural additives or technologies.

To create new types of fun food, considering the needs of our bodies and our planet.

Kagome's journey began on a farm in Aichi Prefecture in 1899, when founder Ichitaro Kanie saw the first budding of tomato seedlings that he had grown himself. Since then, the Company has worked to introduce innovative approaches to food with an unwavering focus on improving the everyday dietary habits of the people of Japan.

Kagome's Corporate Philosophy is encapsulated in the following three key concepts:

"Corporate Openness" is a cornerstone of Kagome's pursuit of the provision of innovative value-added products. In line with its belief that its Group operations will grow only if it supports the growth of society as a whole, Kagome works hand in hand with stakeholders all around the world, including local communities, customers, farmers, shareholders and employees, while pursuing environment-friendly operations.

"Nature" is the source of Kagome's products and the value it provides. Kagome will remain a corporate group rooted in nature, taking advantage of an integrated value chain that is unique in the world, encompassing the agricultural sector, production and processing functions as well as an extensive sales network. Moreover, Kagome promotes a management approach aimed at enhancing its competitiveness and responsiveness to drastic changes in the global market environment.

"Appreciation" is Kagome's legacy from its founding. Kagome will maintain its appreciation for all stakeholders as a value that should be respected by all Kagome Group members long into the future.

Putting these concepts into practice, Kagome will ceaselessly work to remain a company deserving the favor and support of its stakeholders.

Kagome was the first company to introduce such products as tomato ketchup and vegetable-based beverages in Japan. Since its founding, the Company has adhered to a basic strategy of cultivating new markets and, consequently, new demand, through the creation and provision of unique products. Today, backed by a well-known brand, Kagome's mainstay products command more than half of the domestic market share in their respective categories.

With the utmost priority on quality, Kagome creates added value by combining excellent ingredients and technological advances. The Company's business operations are vertically integrated—from seed management and crop cultivation through ingredient processing and product manufacture to sales—while involving a wide range of business partners. This approach ensures not only the Company's competitiveness, but enables Kagome to contribute to the creation of a sustainable society through its operations.

Kagome's first overseas operations were launched about 40 years ago in Taiwan and were aimed at procuring ingredients for products sold in Japan. Since then, the Kagome Group has gained strong footholds in many locations worldwide and today supplies food and beverage products in approximately 50 nations. Given the global trend toward rising awareness of food safety and reliability, Kagome continually works to leverage its strengths in these areas, strengths built on systematic and thoroughgoing quality control efforts. Specifically, we seek to disseminate value creation-focused business models that draw on our track record in Japan all around the globe. Moreover, as we pursue further business growth, we will employ synergies generated through collaboration among Group companies. In these ways, the Kagome Group will provide people around the world with new value while contributing to their well-being and longevity.

Hidenori Nishi Chairman

Naoyuki Terada President

Corporate Philosophy

Appreciation

We are thankful for nature's bounty and for our relationships with people.
We respect natural ecosystems and value human sensibilities.

Nature

Through nature's bounty, we endeavor to create rich value that is ahead of the times and to contribute to consumers' health and wellbeing.

Corporate Openness

We aim to be an open company that engages in fair and visible corporate activities and respects each person's individuality and abilities.



"Appreciation"—(original) calligraphy by Kagome founder Ichitaro Kaneko

Kagome's Philosophy of Production

Kagome's Meticulous Approach to Tomato Juice Production as Japan's Pioneer in Tomato Processing



Ensuring "Kagome Quality," Beginning with Ingredient Production

As Japan's pioneer in tomato processing, Kagome works to ensure the highest possible quality—defined as "Kagome quality"—beginning with ingredient production. In line with our basic stance toward production, "Providing products that maximize the benefits of nature's bounty," we strongly believe that excellent ingredients are indispensable to such

products and that it is the farms themselves that are the starting point of the entire production process. Accordingly, beginning with our operations in Japan, we constantly strive to develop healthy fertile soil while procuring ingredients that are grown through the minimal use of agrochemicals and chemical fertilizers.

Producing Safe and Reliable Ingredients, Hand in Hand with Farmers

For Kagome Tomato Juice, a long-seller first released in 1933, Kagome undertakes agricultural research and develops new cultivation techniques and tomato varieties on its own. We engage in soil development in partnership with contract farmers and provide them with cultivation guidance.

Established contract farmers are irreplaceable partners with whom we share common values, and in cooperation with them we produce ingredients that guarantee that our products boast “Kagome quality.” This, in turn, ensures product safety and customers’ peace of mind.



Kagome's Philosophy of Production



Delivering the Natural Taste and Nutrients of Tomatoes

Deliveries of Kagome products come from the Company's own plants where they are checked for safety and taste. To ensure that the benefits of the ingredients that we prepare through meticulous production processes are maintained in finished products, the Company works constantly to further develop and improve its processing technologies. For example, we have developed reverse osmosis (RO) concentration, which we have patented as a proprietary technology. The RO

concentration technology enables tomato juice to be concentrated without the excessive use of heat and thus realizes the production of tomato juice without altering the fruit's natural flavor or causing nutrient loss. Also, by minimizing the use of additives, we are able to offer high-quality products that are consistent with our brand statement, "True to nature, the flavor of Kagome."



For the entire lineup of its products beginning with tomato juice, Kagome persistently adheres to stringent production standards that it established itself in its Japanese operations. Applying this approach throughout the world, we will continue to supply safe products of the highest possible quality to guarantee the peace of mind of customers everywhere.



Quality

Establishing “Kagome Quality” for Our Customers

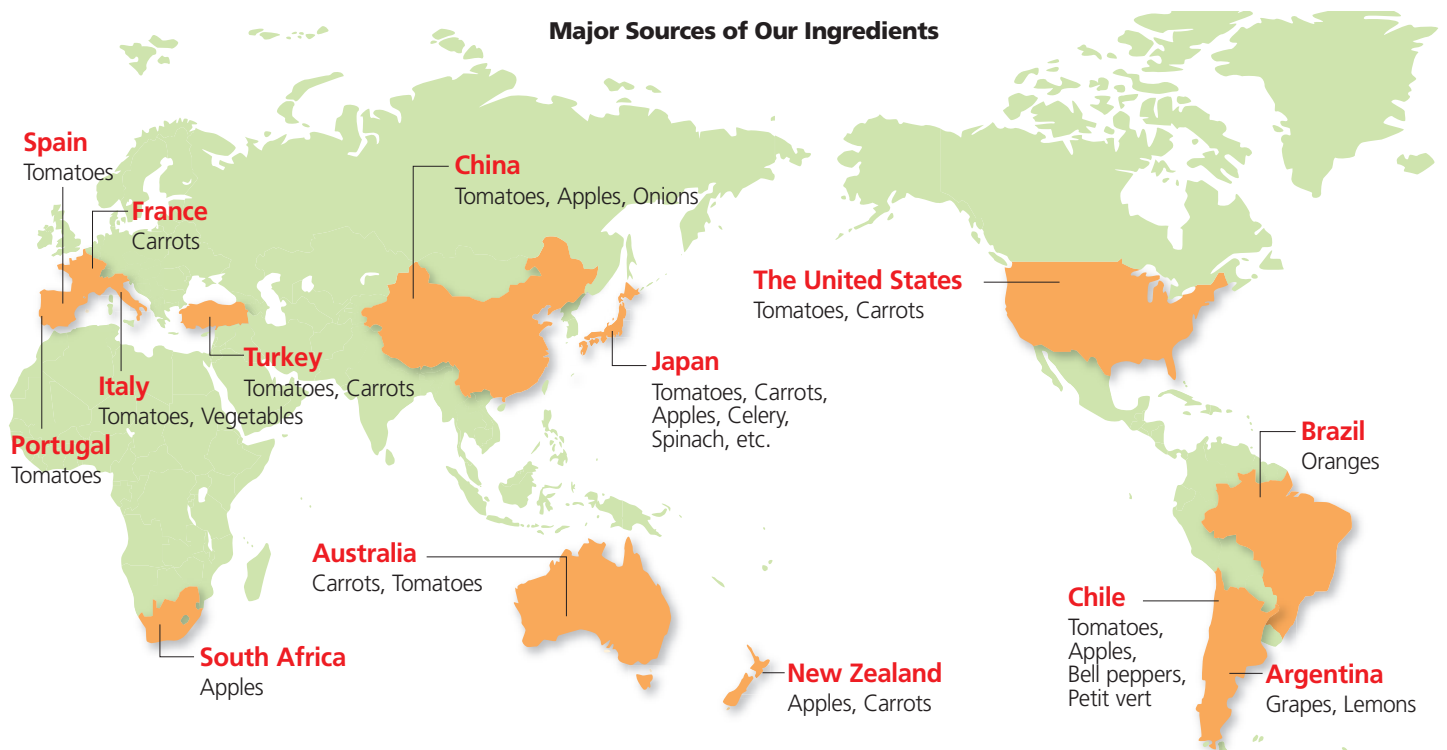
Since our founding, we have endeavored to offer ideas for a healthy and enjoyable diet based on nature’s bounty. This approach, as expressed in our “True to nature, the flavor of Kagome” brand statement, reinforces our commitment to customers. Vital to fulfilling this commitment is the development of safe, reliable products. Thus, to ensure product safety we have adopted a quality management system (QMS) covering everything from raw ingredient procurement, R&D and production to distribution in accordance with our “Product Quality Policy,” which was established in 2003.

The World Is Our Supplier

To ensure stable product supply, Kagome procures safe, great tasting and nutritious vegetables, fruits and other ingredients from sources that span the globe. Handling our overseas purchasing is a global network that we have established in cooperation with several reliable partners with the same level of commitment to quality ingredients that drives Kagome. This is done to secure uniform quality, volume and prices. This structure forms the basis of Kagome’s medium- to long-term business initiatives.

We ensure the safety of the ingredients that we procure

through distinctive process management. For example, Kagome employees in charge of purchasing work side by side with partner companies. Specifically, these specialists visit farms in each region to offer cultivation guidance, confirm agrochemicals used and application records, and conduct analyses of residual pesticides. These upstream management activities go hand in hand with our efforts to guarantee traceability. This degree of commitment ensures that Kagome is able to procure safe and quality ingredients that satisfy its high standards.



Ensuring Product Safety through Technologies

To secure consistently safe and reliable ingredients, Kagome gathers food safety information from all over the world. To verify the credibility of such information, we continually develop and use our own analytic and evaluation technologies.

Regarding agrochemicals, every year, we confirm the safety of our ingredients through residual pesticide content analysis. In May 2006, the Positive List System for Agricultural Chemical Residues in Foods* was implemented in Japan. Kagome not only complies with this system, it has developed a method for simultaneous multiple substance analysis that boasts improved speed and precision.

Kagome has established a proprietary inspection system for radioactive substances. Using this system, we analyze the transfer of radioactivity from the soil to tomatoes, carrots and other crops. Also, we analyze our finished products to ensure that none of our products have radioactivity levels exceeding statutory limits.

In addition to diligently inspecting our products for hazardous substance content, such as for harmful agrochemicals or toxic metabolites produced by certain molds, we confirm that no produce that we sell or use in processed products is genetically modified.

* Introduced by Japan's Ministry of Health, Labour and Welfare, this is a system that prohibits the distribution of food items that contain excessive levels of agrochemicals for which no specific standards have been set.

Enhancing Consumer Confidence through Stringent Quality Control Groupwide

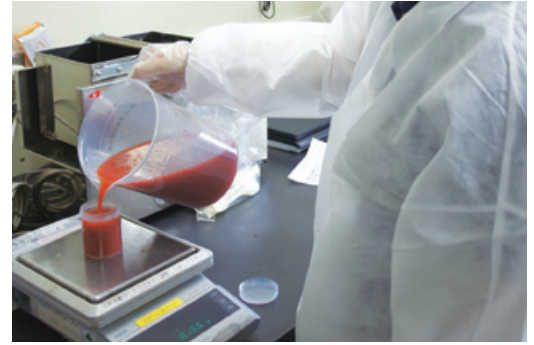
In everything it does—from product planning and development to after-sales customer support—Kagome strives to ensure that it consistently satisfies rigorous quality standards, and all of its domestic business sites acquired ISO 9001 certification in 2003. In line with this certification, we constantly work to improve our quality management. In production, all our factories implement quality management activities based on the Hazard Analysis Critical Control Points (HACCP) system.* Similarly, our overseas Group companies have obtained international certifications relating to quality and food safety. By applying their own unique quality management systems based on the requirements for these certifications, they strive to maintain a high level of product quality.

* HACCP is a comprehensive risk management system recognized internationally for use in the proactive management of food hygiene issues. This system enables analyses of possible microbial, chemical and physical hazards in the entire process, from the receipt of ingredients to production and product shipment. Results of such analyses are used to establish critical management schemes to prevent various hazards.

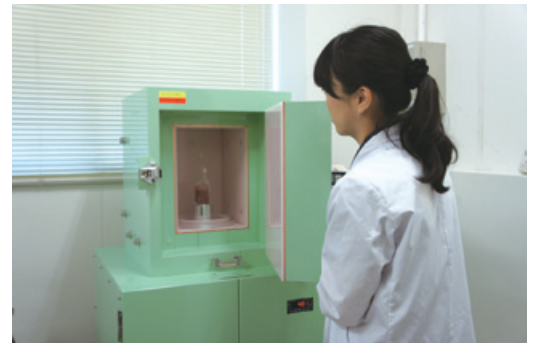
Reflecting Customer Feedback in Our Products

Putting customers first, Kagome incorporates customer feedback into its product design and development. By continually working to improve our products as well as to develop new products based on customer feedback, we hope to offer products that better satisfy the needs of consumers.

Radioactive Substance Inspection



Tomato juice sampling at plant tanks



Analysis using a germanium semiconductor detector

International Certifications	
Kagome Co., Ltd. (Japan)	ISO 9001, HACCP
Kagome Inc. (U.S.A.)	SQF 2000
Vegitalia S.p.A. (Italy)	BRC, IFS, ISO 9001
Kagome Australia Pty Ltd. (Australia)	FSSC 22000
Kagome (Hangzhou) Food Co., Ltd. (China)	ISO 9001, ISO 22000
Taiwan Kagome Co., Ltd. (Taiwan)	CAS, GMP, HACCP
Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT) (Portugal)	BRC

* ISO: International Organization for Standardization
 SQF: Safe Quality Food Programme
 BRC: British Retail Consortium
 IFS: International Food Standard
 FSSC: Food Safety System Certification
 CAS: Certified Agricultural Standards
 GMP: Good Manufacturing Practices



A Kagome Customer Center professional

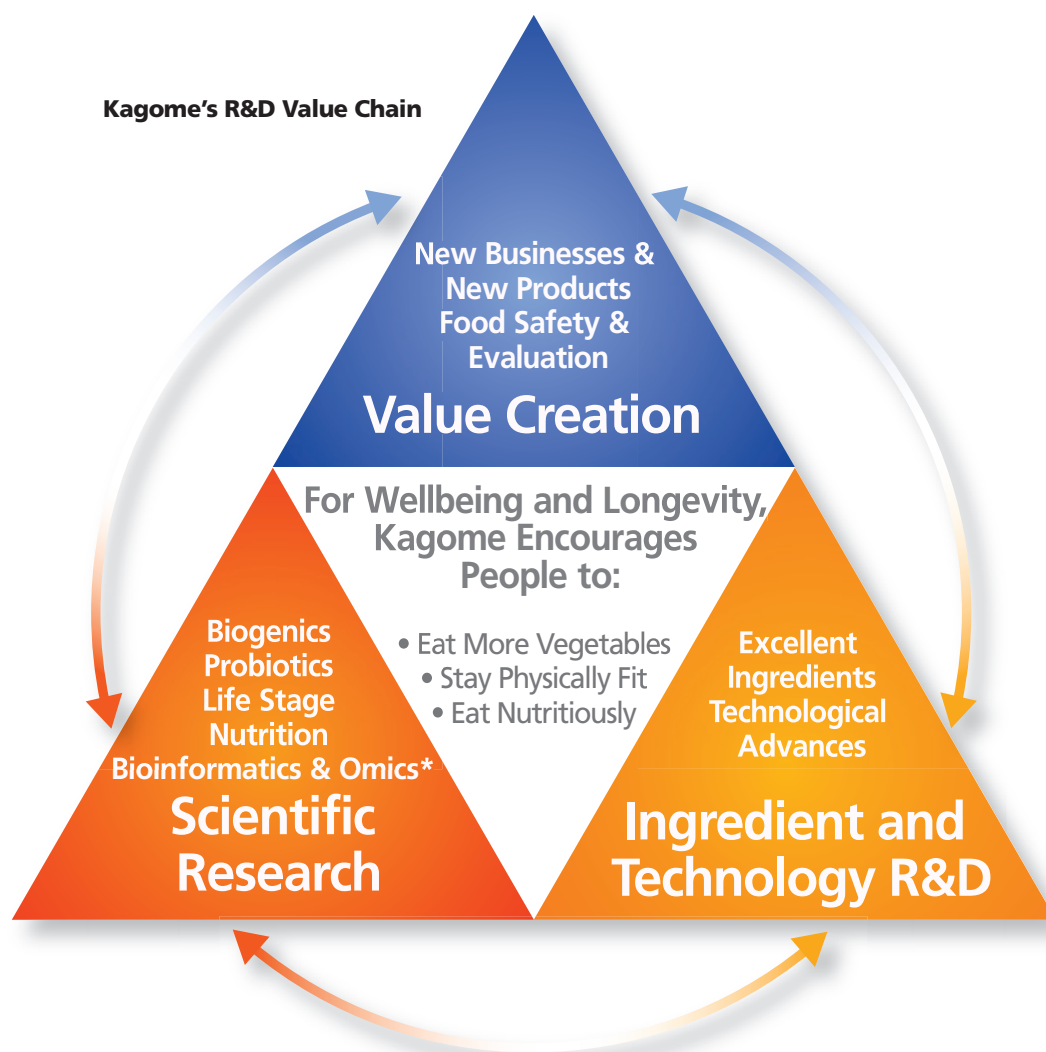
R&D

Squeezing Out the Rich Potential of Nature's Offerings, Empowering the Health and Wellness of People

While engaging in product and technology development to meet today's myriad consumer needs, we also promote future-focused R&D. We seek to discover the knowledge and technologies that will support Kagome in the decades to come. Through such R&D, we work to fulfill our mission of creating products that contribute to the wellbeing and longevity of people everywhere.

We are working to accomplish our mission by establishing a value chain of:

- 1 scientific research;
- 2 ingredient and technology R&D;
- and 3 value creation.



*Many emerging fields of large-scale data-rich biology, such as genomics or proteomics, are designated with the suffix "omics."

Basic R&D Philosophy

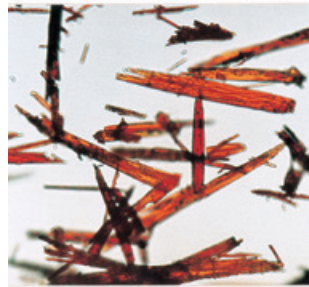


- Products
- Food Intelligence
- Food Safety and Reliability
- New Healthy Lifestyles
- Sustainable Planet

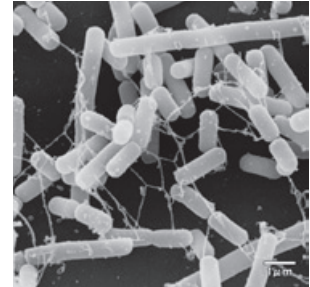
Scientific Research

We are active in both biogenics and probiotics. Biogenics research focuses on understanding vegetable nutrients and physiological activity. Probiotics research seeks to reveal the complexities of lactic acid bacteria. In addition, we are promoting life stage nutrition research* and other projects in advanced fields. Using the results of these research activities, Kagome is disseminating new dietary practices and thereby supporting the wellbeing and longevity of people worldwide.

* Life stage nutrition research explores nutrient requirements at different life stages. Major findings stem from both studies on nutritional requirements and nutrient absorption. The ultimate goal of this research is to disseminate new dietary practices.



Lycopene crystals



"*Lactobacillus brevis* KB290 (Labre)"
©CINE-SCIENCE LAB

Ingredient and Technology R&D

To develop excellent ingredients, we utilize our wealth of information on the genetics of tomatoes, other vegetables and lactic acid bacteria. We have established proprietary fundamental technologies in unheated processing, constituent separation, and ingredient and nutrient conversion. Using these methods, we are working to develop and enhance processing technologies. By optimally combining excellent ingredients and technological advances, we seek to comprehensively promote development across the entire spectrum, ranging from genetic resources to final products.



Reverse osmosis (RO) condensation system



Seed storage facility: Kagome maintains genetic information on over 7,500 types of tomato seeds.

Value Creation

We create new added value in products and businesses. Through scientific research, especially into ingredients and technologies, Kagome continues to create products that maximize the taste, nutrition and uses of tomatoes, other vegetables and lactic acid bacteria to accommodate ever-diversifying food needs.

Ensuring food safety is another way we create value. We tirelessly gather new knowledge to expand food safety intelligence. By collecting information on food hazards and reinforcing our food risk analysis technologies, we seek to preempt issues before they arise. Through these activities and the improvement of our quality assurance technologies, we are underpinning the safety of Kagome Group products to ensure customers' peace of mind.



Agrochemical residue analysis

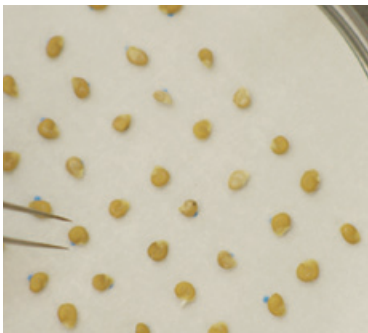


Trial cooking at the food product development stage

Environment

Protecting the Environment at Every Stage of the Value Chain

With an emphasis that goes beyond guaranteeing product safety and customers' peace of mind, we work to ensure that every one of our operations is as eco-friendly as possible. We constantly strive to reduce the environmental impact of our entire business cycle—from genetic resource management through to cultivation and production as well as logistics—to this end implementing eco-conscious activities that have real relevance to our value chain.



Tomato seeds maintained by Kagome

Seeds

- Carefully maintaining a genetic resource database

Genetic resources, once lost, are gone forever. Our meticulously maintained genetic information database includes the seeds of over 7,500 tomato varieties—a size that makes it a world-leading private-sector database. Drawing on this database, we promote plant breeding and agricultural research in-house and furnish genetic data to research institutes, both in Japan and overseas.

Cultivation

- Supporting sustainable agriculture
- Assessing the impact of nonindigenous species on the local ecology
- Promoting eco-friendly tomato cultivation
- Offering educational assistance based on experience in cultivation



Indigenous black bumblebees

Working Closely with Farmers to Ensure Sustainable Agriculture and Biodiversity

We work with farmers to promote sustainable tomato cultivation. For example, we encourage the use of manure rather than chemical fertilizer in the outdoor cultivation of juice tomatoes. We use only agrochemicals that have been developed with consideration given to their ecological impact on soil and water as well as on the natural predators of tomato pests.

Alert to the Impact of Nonindigenous Species on Ecosystems

Previously, we used nonindigenous bumblebees for pollination in greenhouses. Such bees were designated an invasive alien species in 2004, however, and were replaced with native black bumblebees, a species for which no large-scale breeding technology then existed. Kagome helped develop such technologies, which today are used to supply such bees for tomato cultivation throughout Japan.

Promoting Eco-Friendly Tomato Cultivation and Efficient Resource Use

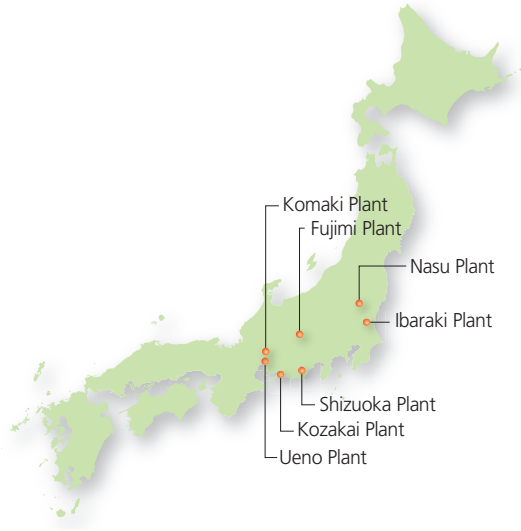
At our mega greenhouses, we promote the following initiatives:

- Use of rainwater; reuse of nutrient solutions and culture media; recycling of plant residue
- Emphasis on pest predators, microorganism control agents and electrolysis water in order to minimize agrochemical use
- Recycling of tomato leaves and stems as natural fertilizers



Inspecting farm crops with a contract farmer

Seven Plants in Japan



Production

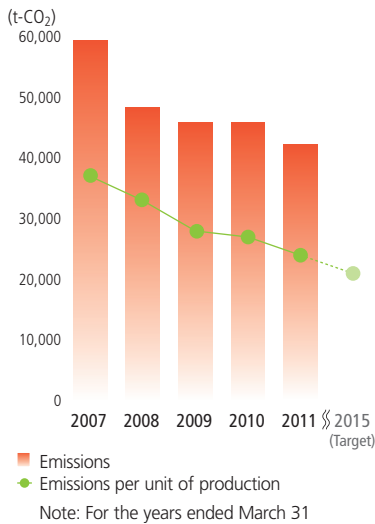
- Cutting energy use and CO₂ emissions
- Reducing production-related by-products
- Reducing water use
- Achieving and maintaining zero emissions
- Recycling of plant by-products and sludge
- Maintaining ISO 14001 certification status

Protecting the Environment through “Reduce,” “Reuse” and “Recycle” Initiatives

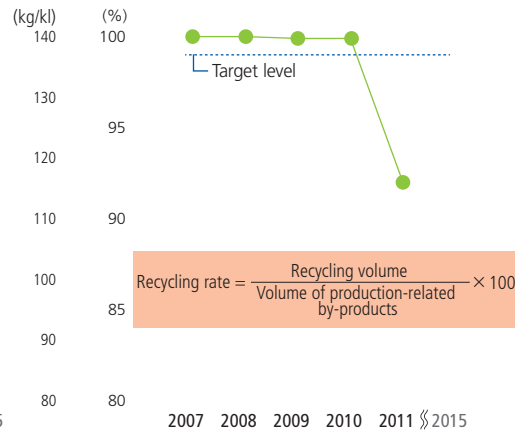
By promoting the above listed initiatives in our production activities, we strive to protect the environment. In 2005, our six plants in Japan achieved zero emissions,* and in 2006 our seventh plant achieved zero emissions. All seven of our domestic plants have maintained their zero-emissions status since then. However, the recycling-rate declined to 92% in fiscal 2011 due to the impact of the Great East Japan Earthquake.

*Kagome's voluntary definition of zero emissions calls for recycling more than 99% of production-related by-products.

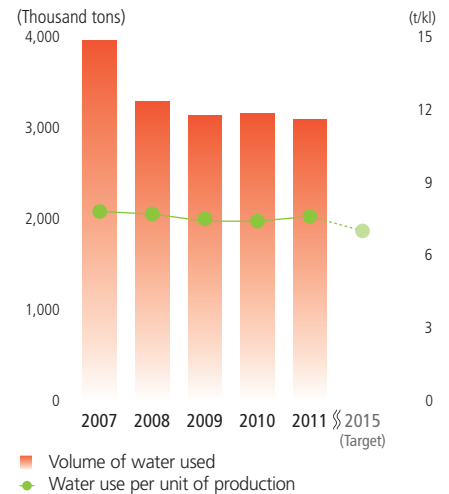
CO₂ Emissions



Recycling of By-Products



Water Use



Cargo to be shipped via the Japan Railway network

Logistics

- Reducing CO₂ emissions in logistics operations

Kagome operates its own logistics company, and, like other Group operations, this transport specialist constantly strives to cut its CO₂ emissions. The logistics company is working to reinforce and broaden current efforts, for example, it is promoting the use of a smaller number of large trucks to handle multiple deliveries rather than a larger number of small trucks to handle single deliveries. Also, it is striving to reduce the total transport distance by increasing direct transport operations. We aim to further reduce the CO₂ emissions of our logistics operations by promoting modal shifts as well as joint shipping with other companies.

Our Business in Japan

Today, Kagome's domestic operations cover seven business fields. Since our earliest days in the tomato cultivation business, we have striven to ensure that our products boast the utmost in "product safety and customers' peace of mind" as well as great taste. Our adherence to product quality has earned us significant consumer support, and many of our products today command top market shares, making us the industry leader in Japan.

Beverage Products Business



In its product development, Kagome aims for the optimal combination of excellent ingredients and technologies to maximize the nutritional and gastronomical value of nature's gifts. Among our most notable products are our flagship tomato juice and other vegetable-based beverages as well as popular lactic acid-based beverages. Like all our beverage products, these offerings support the health and enjoyment of people worldwide.

Food Products Business



This business involves the production and sale of condiments and specialty sauces. Including KAGOME TOMATO KETCHUP and the KAGOME SAUCE series, Kagome's condiments have played a pivotal role in introducing Japanese consumers to Western-style foods, such as Italian cuisine. At the same time, specialty sauces like our hot-pot TOMATO NABE broth are introducing Japanese consumers to enjoyable ways to add rich tomato flavor to their daily meals. Through these processed tomato products, we strive to expand the possibilities of Japanese cuisine.

Gift Products Business



Our gift products are sold nationwide to department stores and volume retailers. Specifically developed for use as boxed gifts, our offerings include sets of fruit beverages, YASAI SEIKATSU brand vegetable mixed juice and dessert items. Like all our products, our gift products feature top-notch ingredients that deliver great taste and maximum satisfaction to gourmet consumers. Thanks to the long-standing patronage of our customers, we have become Japan's leading manufacturer in the gift beverage products category.

Contributing to the Wellbeing and Longevity of People in Japan

Through the supply of products based on tomatoes and other fruits and vegetables, Kagome has long contributed to the wellbeing and longevity of Japanese people. In 2009, Japan's total vegetable consumption amounted to 15 million tons. Of this amount, carotene-rich vegetables, which are believed to be par-

ticularly nutrient-rich, providing antioxidant and other positive effects, accounted for 3.89 million tons. In the same year, Kagome supplied 26.2% and 15.8% of all tomatoes and carrots consumed in Japan, respectively. In terms of all carotene-rich vegetables, we supplied 12% of total consumption.

Japan's Total Tomato Consumption
1,300,000 tons



26.2%

Kagome's Supply Volume
340,000 tons

Japan's Total Carrot Consumption
853,000 tons



15.8%

Kagome's Supply Volume
135,000 tons

Sources: "Food Balance Sheet," Ministry of Agriculture, Forestry and Fisheries, 2009; "Statistical Yearbook of Ministry of Agriculture, Forestry and Fisheries," Ministry of Agriculture, Forestry and Fisheries, 2009; "National Health and Nutrition Survey," Ministry of Health, Labour and Welfare, 2009; "Monthly Report on Current Population Estimates," Statistics Bureau of the Ministry of Health, Labour and Welfare, November 2009; Kagome's supply volumes indicate actual volumes in 2009.

Fresh Vegetable Business



Thanks to comprehensive quality control, the fresh tomatoes we produce, procure and sell are of the highest quality. Our quality control covers the entire process, from tomato seed management and growing crops through to in-store displays. Our various eco-conscious initiatives—including the minimized use of agrochemicals and the maximized use of natural pollination—ensure that the fresh tomatoes we supply are grown in a manner that is friendly to people, the crops themselves and the environment.

Direct Marketing Business



Our direct marketing encompasses a variety of products, including vegetable beverages and supplements, which help promote customers' health through daily consumption, as well as pure and natural vegetable and fruit juices provided in limited quantities on a seasonal basis to take advantage of crops at their peak deliciousness. Moreover, these premium products are not available through regular retail outlets.

Institutional & Industrial Products Business



Our institutional and industrial products are purchased by restaurants, fast-food chains, convenience stores and schools as well as other businesses and organizations throughout the food industry. Our creative menu development and high-quality food products produced using carefully selected ingredients enjoy a high degree of satisfaction among food professionals.

Other Business

We are involved in such other business fields as logistics and warehousing, real estate leasing, parking lot operation and sales of ingredients for various food items.

"Kagome-Fan" Shareholders

Kagome shows its respect for its shareholders by adding the prefix "Kagome-Fan." Fans are important to us. Since 2001 we have striven to achieve a management goal of having 100,000 individual "Kagome-Fan" shareholders. In pursuit of "corporate openness"—a part of our Corporate Philosophy—and encouraged by the expectations of "Kagome-Fans," we continuously work to create safe and reliable products to maximize our corporate value. The number of "Kagome-Fan" shareholders has increased to the current more than 194,060,* which makes Kagome the largest



Chairman Nishi directly communicating with shareholders

listed food company in Japan in terms of individual shareholder group size. There is a large overlap between customers and financial backers.

* As of September 30, 2013

Supporting Dietary Education



Kagome Theater

Nationwide, we offer various programs aimed at nurturing children's interest in food by teaching them not only the importance of nutrition but how to enjoy food. Since 1972, our Kagome Theater program has staged musicals focusing on dietary subjects.

Also, every year, we distribute

700,000 LYLYCO tomato seedlings—developed specifically for juicing—to schools and households.

By helping people learn about growing tomatoes, we promote their understanding of the pleasures and difficulties of food cultivation.



LYLYCO tomatoes harvested by students

Overseas Business

We are actively expanding internationally, leveraging long-nurtured expertise in food and beverage businesses ranging from the breeding of new plant varieties, cultivation and product development to the sale of national brand products and the supply of industrial food service products to restaurants and institutions. Today, tomato products manufactured by the Kagome Group are provided in approximately 50 nations worldwide.

Leveraging its strengths of having tomato production and procurement bases in both hemispheres as well as improving inter-regional operational coordination, Kagome is working to realize greater

Kagome's Major Business Bases

Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT)
(Since 2007, Portugal)
Manufacture and sale of tomato products and tomato sauces

Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT)
Tomate, SGPS S.A. (HIT)

Vegitalia S.p.A.
(Since 2003, Italy)
Manufacture and sale of frozen grilled vegetables

Tat Tohumculuk A.S.
(Since 1987, Turkey)
Sale of seeds and seedlings

Kagome Hongmei (Ningxia) Agriculture Co., Ltd.
(Since 2013, China)
Cultivation and sale of fresh tomatoes

Ruchi Kagome Foods India Pvt. Ltd.
(Since 2013, India)
Manufacture and sale of tomato products and tomato sauces

OSOTSPA KAGOME CO., LTD.
(Since 2012, Thailand)
Marketing and trading of Kagome brand products in ASEAN countries

Kagome Australia Pty Ltd.
(Since 2010, Australia)
Cultivation, manufacture and sale of tomatoes and tomato products

Kagome Australia Pty Ltd.

Groupwise synergies. Through these activities, we aim to become the company of choice for global customers, a company that is capable of offering “one-stop solutions” in the tomato processing industry. To this end, since 2011 our Tomato Summit has welcomed representatives from all Kagome Group companies to formulate and share in the Group vision.

Kagome is committed to continuing to supply safe, high-quality products. Staying “True to nature, the flavor of Kagome,” we are supporting the wellbeing and longevity of people throughout the world.

■ Headquarters ★ Subsidiaries

United Genetics Holding LLC*
(Since 1990, U.S.A.)
Development, production and sale of tomato, vegetable and fruit seeds

*Although the holding company is based in Delaware, actual head office operations are conducted in California.

Kagome Co., Ltd.
(Since 1899, Japan)
Manufacture and sale of condiments, foods and beverages; Purchase, manufacture and sale of seeds, seedlings, fruits and vegetables

Kagome (Tianjin) Food Industry Co., Ltd.
(Since 2013, China)
Manufacture and sale of condiments

Kagome (Hangzhou) Food Co., Ltd.
(Since 2005, China)
Manufacture and sale of vegetable and fruit beverages

Taiwan Kagome Co., Ltd.
(Since 1967, Taiwan)
Manufacture and sale of food and beverage products

The 2nd Tomato Summit

Conducting a farm and crop inspection with a contract farmer

Overseas Business



Kagome Inc. (U.S.A.)

Established in 1998, Kagome Inc. supplies major food service chains within the United States and around the world with the finest culinary-use sauces as well as other tomato products. Reliable product quality, backed by advanced processing technologies, on-demand capabilities and flexible packaging options, makes Kagome Inc. an industry leader.

Kagome Foods, Inc. (U.S.A.)

A wholly owned subsidiary of Kagome Inc., Kagome Foods, Inc., was established in 2007. Its principal business is the manufacture and sale of various industrial-use sauces as well as margarines and other vegetable oil-based products. Its wide-ranging product lineup and flexible packaging options position Kagome Foods well to support the operations of Kagome Inc.

United Genetics Holding LLC (U.S.A.)

Established in 1990 and included in consolidation in 2013, United Genetics Holding produces, sells and develops vegetable and fruit seeds, with tomatoes accounting for 40% of all sales. The company maintains operating companies in five countries, sells in almost every region worldwide and boasts a vertically integrated business structure.

Vegitalia S.p.A. (Italy)

Established in 2003, Vegitalia manufactures and sells frozen grilled vegetables for commercial use that it processes immediately upon harvesting. The company operates mainly in Europe, supplying the institutional and industrial sectors as well as private-label retailers with seasonal ingredients. It also supplies ingredients for Kagome products in Japan.

Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT) (Portugal)

Established in 1957, incorporated in 2007 and made a consolidated subsidiary in 2012, HIT manufactures and sells tomato products. Using tomatoes produced in Portugal, HIT plays a key role in ensuring the stability of procurement for Kagome's operations in Japan. Kagome intends to utilize HIT as an overseas base for developing new technologies and products.

Tat Tohumculuk A.S. (Turkey)

Established in 1987 and made a subsidiary in 2013, Tat Tohumculuk produces and sells seeds in Turkey as well as operates plant nurseries. The company's sales of seeds for processing tomatoes are the largest in Turkey and its nursery for processing tomatoes is the second largest by greenhouse area.

Kagome Australia Pty Ltd. (Australia)

Formed in 2010, Kagome Australia manages Kagome Farms Australia Pty Ltd. and Kagome Foods Australia Pty Ltd. Kagome Farms Australia cultivates tomatoes, while Kagome Foods Australia processes these tomatoes. With these farming and processing companies, the Kagome Australia Group provides high-quality tomato products to food companies in Australia and other nations.



Products of Kagome Inc. and Kagome Foods, Inc.



United Genetics' greenhouse



Vegitalia S.p.A. product



HIT products



The plant of Kagome Australia Pty Ltd.



Taiwan Kagome Co., Ltd. (Taiwan)

Taiwan Kagome was established in 1967 as an ingredient supply base for Kagome products manufactured in Japan. Later, it began manufacturing and selling Kagome-brand beverages and condiments. The company's mainstay tomato ketchups boast the leading market share. In Taiwan, the Kagome brand written in Chinese as “可果美” is synonymous with tomatoes and highly recognized among a wide range of consumers.

Kagome (Hangzhou) Food Co., Ltd. (China)

Established in 2005, this company produces and sells Kagome-brand vegetable juices and fruit & vegetable mixed juices in China. With its production base located in Hangzhou, the company conducts sales activities centered on Shanghai and covering major cities throughout China, from Harbin in the north to the more central cities of Beijing, Tsingtao, Nanjing, Chengdu and Chongqing and to Shenzhen and Guangzhou in the south.

Kagome (Tianjin) Food Industry Co., Ltd. (China)

Established in 2013, Kagome (Tianjin) Food Industry purchases, manufactures and sells industrial-use condiments, including tomato, pizza and other sauces as well as ketchup. They meet the needs of the growing tomato condiments market in China as a supplier of the highest-quality tomato products.

Kagome Hongmei (Ningxia) Agriculture Co., Ltd. (China)

Established in 2013, Kagome Hongmei (Ningxia) Agriculture cultivates and sells safe and reliable fresh tomatoes of the finest quality, leveraging the tomato cultivation techniques and tomato varieties developed within Japan in response to the growing concern in China over product safety and peace of mind.

OSOTSPA KAGOME CO., LTD. (Thailand)

The Group's first business base in the ASEAN region, this company was established in 2012 as a joint enterprise with Osotspa Co., Ltd., a leading Thai-based energy drink manufacturer. OSOTSPA KAGOME markets high-value-added Kagome brand products in ASEAN countries, and like its counterparts throughout the Group, it aims to contribute to human health through the goodness of vegetables like tomatoes.

Ruchi Kagome Foods India Pvt. Ltd. (India)

Established in 2013, Ruchi Kagome Foods India manufactures and sells industrial-use tomato products. Because most tomatoes in India are consumed fresh, the consumption of and market for processed tomato products is expected to expand in the near future and Ruchi Kagome Foods India is set to lead the way.



KAGOME TOMATO JUICE (Taiwan)



KAGOME LOQUAT & PEAR JUICE (China)



Tomato Essence (Thailand)

Kagome's History

- 1899** Ichitaro Kanie first began cultivating tomatoes and other non-native vegetables
- 1903** Started production of tomato sauce (currently tomato puree)
- 1908** Started production of tomato ketchup and Worcestershire sauce
- 1933** Started sales of tomato juice
- 1949** Established Aichi Tomato Co., Ltd., through a merger of five companies: Aichi Tomato Manufacturing Co., Ltd., Aichi Canned Products Co., Ltd., Shiga Canned Products Co., Ltd., Aichi Trading Co., Ltd., and Aichi Marine Industries Co., Ltd.
- 1963** Changed the Company's name to Kagome Co., Ltd., and formulated the tomato logo
- 1966** Started sales of tomato ketchup in plastic tubes, a world first
- 1967** Established Taiwan Kagome Co., Ltd.
- 1973** Started sales of vegetable mixed juice
- 1978** Publicly listed on the First Section of the Tokyo Stock Exchange
- 1979** Established the Kagome Research Institute in Tochigi Prefecture
- 1983** Changed the corporate mark to KAGOME as part of Kagome's corporate identity strategy
- 1988** Achieved net sales of ¥100 billion
Started operations in the United States as a manufacturer of tomato sauce for institutional and industrial use
- 1995** Launched YASAI SEIKATSU 100, which today is Japan's best-selling series in the fruit & vegetable mixed juice category
- 1999** Started full-fledged entry into the fresh tomato business
- 2000** Announced our Corporate Philosophy: "Appreciation, Nature and Corporate Openness"
- 2001** Launched a strategy to increase "Kagome-Fan" shareholders
Acquired all shares in Snow Brand Labio Co., Ltd. to start a probiotics business
- 2003** Launched our corporate brand statement: "True to nature, the flavor of KAGOME"
Established Vegitalia S.p.A. in Italy
- 2005** Established Kagome (Hangzhou) Food Co., Ltd., and began selling vegetable and fruit beverages
- 2006** Launched the *Lactobacillus brevis* KB290-based beverage "Labre"
- 2007** Kagome Co., Ltd., invested in Portugal-based Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT), the holding company controlling Italagro (Industria da Transformacao de Productos Alimentares S.A.) and FIT (Fomento da Industria do Tomate S.A.), manufacturers of tomato products for institutional use
Kagome Inc. acquired Creative Foods, LLC. (Current name: Kagome Foods, Inc.)
- 2010** Signed business purchase agreements with Australia-based tomato processing and farming companies and established holding company Kagome Australia Pty Ltd.
- 2012** Made Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT) a subsidiary through purchase of additional shares
Established OSOTSPA KAGOME CO., LTD. in Thailand
- 2013** Established Ruchi Kagome Foods India Pvt. Ltd. in India
Made United Genetics Holding LLC a subsidiary through capital investment



Ichitaro Kanie



KAGOME TOMATO JUICE (1933)



The 1963 tomato logo



KAGOME TOMATO KETCHUP in plastic tube



Our current logo



YASAI SEIKATSU 100 (1995)



KAGOME

Kagome Co., Ltd.

Nihonbashi-hamacho F-Tower,
3-21-1, Nihonbashi-hamacho, Chuo-ku, Tokyo 103-8461, Japan

Tel: +81-3-5623-8501

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

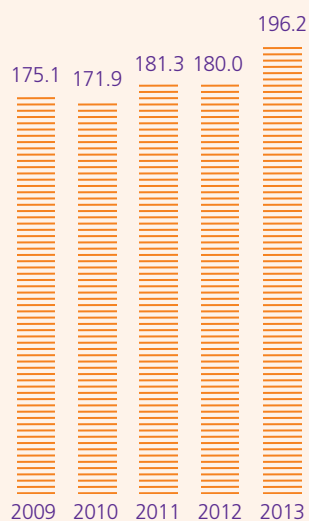


Corporate Data

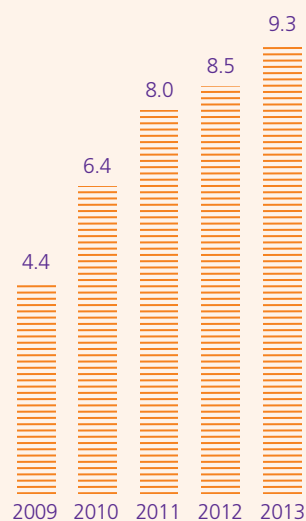
(As of January 1, 2014)

Company Name:	Kagome Co., Ltd.
Founded:	1899
Established:	1949
Company Representative:	Naoyuki Terada, President
Paid-in Capital:	¥19,985 million
Number of Employees:	2,209 (Consolidated, as of March 31, 2013)
Head Office Address:	3-14-15, Nishiki, Naka-ku, Nagoya, Aichi 460-0003, Japan Tel: +81-52-951-3571
Tokyo Head Office Address:	Nihonbashi-hamacho F-Tower, 3-21-1, Nihonbashi-hamacho, Chuo-ku, Tokyo 103-8461, Japan Tel: +81-3-5623-8501
Business Offices:	1 Research Institute, 11 branches, 7 plants
Principal Activities:	Manufacture and sale of condiments, foods and beverages; Purchase, manufacture and sale of seeds, seedlings, fruits and vegetables

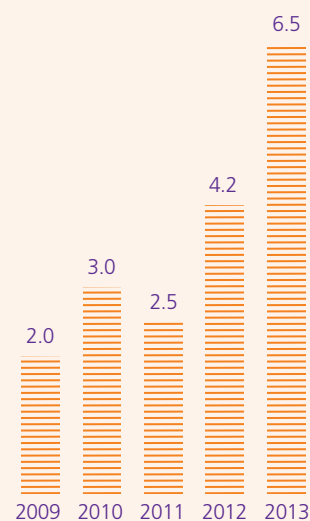
Consolidated
Net Sales (¥ billion)



Consolidated
Operating Income (¥ billion)



Consolidated
Net Income (¥ billion)



Notes: 1. Figures are rounded up
2. For the years ended March 31

Kagome Co., Ltd.

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

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Tel : +81-52-951-3571

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Research Institute:

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Branch Offices:

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Kanagawa, Nagoya, Hokuriku, Osaka,
Chugoku, Shikoku, Kyushu

Plants:

Nasu, Ibaraki, Fujimi, Shizuoka,
Kozakai, Ueno, Komaki

Kagome Inc.

<http://www.kagomeusa.com>

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R&D Office

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Tel : +1-650-349-2271

Kagome Foods, Inc.

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Tel : +1-870-563-2601

United Genetics Holding LLC*

<http://www.unitedgenetics.com/>
2711 Centerville Road, Suite 400
Wilmington, DE 19808, U.S.A.

*Although the holding company is
based in Delaware, actual head office
operations are conducted in California.

Vegitalia S.p.A.

<http://www.vegitalia.com>

Zona Industriale del Fullone 87018
San Marco Argentano (CS), Italy
Tel : +39-0984-516111

Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT)

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Kagome Australia Pty Ltd.

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Taiwan Kagome Co., Ltd.

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Taipei Branch:

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Kagome (Tianjin) Food Industry Co., Ltd.

DOSEN Residence 2-336,
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Kagome Hongmei (Ningxia) Agriculture Co., Ltd.

Industrial Horticulture Park
Helan Yinchuan, Ningxia 750200, China
Tel : +86-951-808-6916

OSOTSPA KAGOME CO., LTD.

22nd Floor 253, Asoke Sukhumvit 21
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Bangkok 10110, Thailand
Tel : +66(0)2-664-1962

Ruchi Kagome Foods India Pvt. Ltd.

<http://www.ruchikagome.in>

5th Floor, Unit No. 507, Powai Plaza,
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● Headquarters ★ Subsidiaries

