

At a Glance

Kagome Group's History of Contributing to Health and Agriculture Development

The history of the Kagome Group dates back to 1899 when Kagome's Founder Ichitaro Kanie first encountered a tomato sprout. Since then, Kagome has worked to resolve social problems through food by providing the world with products that apply nature's blessings. We will continue striving to be a strong company capable of sustainable growth by increasing vegetable consumption and promoting people's health and agriculture development.

1899
Kagome's Founder Ichitaro Kanie cultivates tomatoes



1908
Launch sales of tomato ketchup



1933
Launched sales of tomato juice

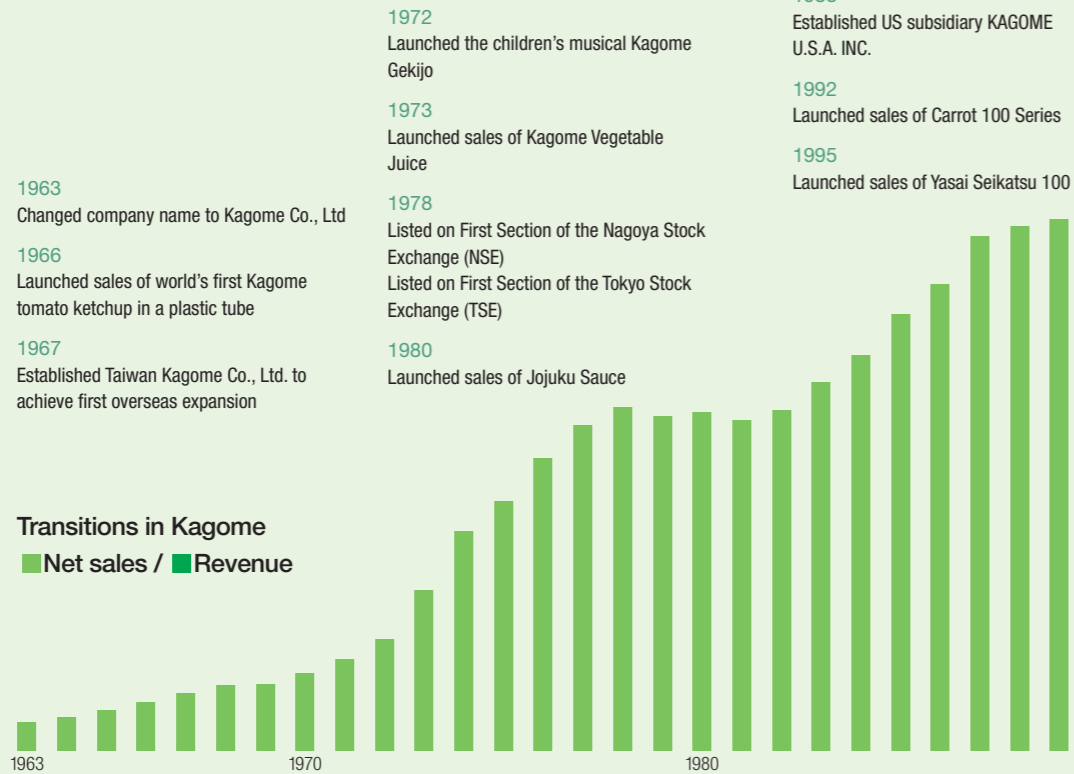


1963
Changed company name to Kagome Co., Ltd

1966
Launched sales of world's first Kagome tomato ketchup in a plastic tube

1967
Established Taiwan Kagome Co., Ltd. to achieve first overseas expansion

Transitions in Kagome
Net sales / Revenue



1972
Launched the children's musical Kagome Gekijo

1973
Launched sales of Kagome Vegetable Juice

1978
Listed on First Section of the Nagoya Stock Exchange (NSE)
Listed on First Section of the Tokyo Stock Exchange (TSE)

1980
Launched sales of Jojuku Sauce

1983
Changed brand name to **KAGOME**

1988
Established US subsidiary KAGOME U.S.A. INC.

1992
Launched sales of Carrot 100 Series

1995
Launched sales of Yasai Seikatsu 100

2000
Drafted corporate philosophy

2002
Launched sales of "Kihon no Tomato Sauce"

2003
Adopted "True to Nature, the Flavor of Kagome" as brand statement

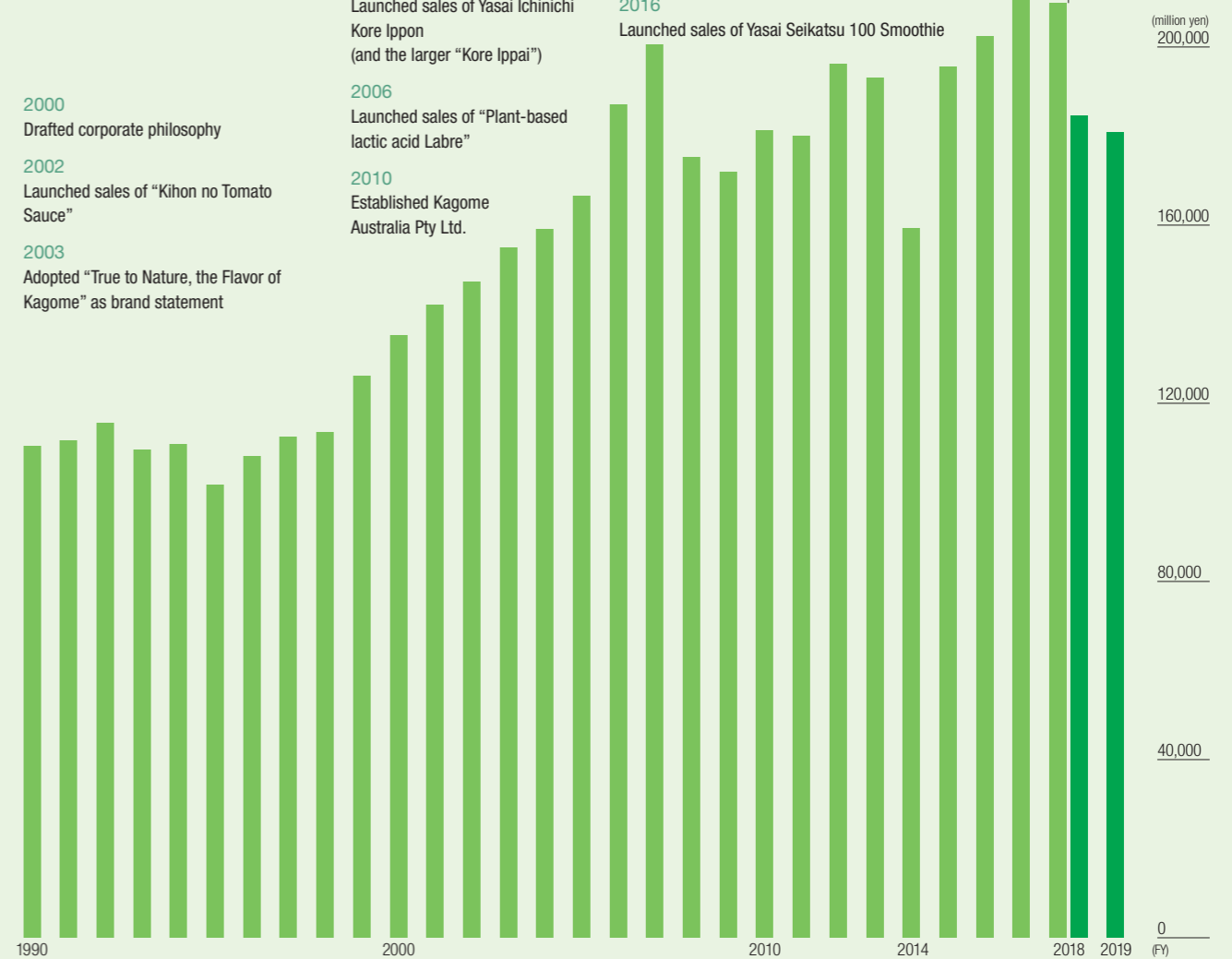
2004
Launched sales of Yasai Ichinichi Kore Ippon (and the larger "Kore Ippai")

2006
Launched sales of "Plant-based lactic acid Labre"

2010
Established Kagome Australia Pty Ltd.

2011
Launched sales of Yasai Seikatsu 100 Series (seasonal limited time only)
Established Michinoku Mirai Fund to support restoration from the Great East Japan Earthquake

2016
Launched sales of Yasai Seikatsu 100 Smoothie



*Figures through 1995 indicate nonconsolidated net sales while figures from 1996 onward indicate consolidate net sales and revenue.
*Fiscal year 2014 represents the nine-month period from April 1, 2014 to December 31, 2014 following change to the Company's business year.
*From FY2019, we apply IFRS. Furthermore, as reference we also indicate FY2018 figures modified to reflect IFRS.

1960s to 1970s

Period of advancement towards becoming a national manufacturing company

Established Kagome as the brand for tomato-based products

In 1966, Kagome began selling the world's first tomato ketchup in a plastic container using the ketchup we originally launched in 1908. This represented a new product based on technology advancements. Kagome established locations throughout Japan to develop sales routes and a national production structure.

1966
Net sales
10.1 billion yen



1980s

Age of diversification and globalization

Developed overseas sites and expanded beyond tomato products to promote growth

Kagome shifted from the late 1970s focus on establishing tomato juice as a commodity to adopting a growth strategy that did not rely on tomatoes by engaging in the fruit juice and tea beverage markets. Simultaneously, Kagome began working to develop overseas raw material procurement sites and establishing business in America.

1988
Net sales
108.7 billion yen



1990s

Period of establishing Kagome's brand identity

Narrowing business domains and shifting gears towards growth

The popularity of the Carrot 100 Series, which we launched in 1992, established carrots as the No. 2 vegetable after tomatoes. We then launched Yasai Seikatsu 100 in 1995 while simultaneously disseminating information about the benefits of vegetables. These efforts helped establish vegetable drinks as a normal part of the Japanese food lifestyle.

1994
Net sales
110.9 billion yen



2000s

Applying our principles to become a company that grows with society

Achieving sustainable growth by resolving social issues

After drafting our corporate philosophy in 2000, we clarified our business domains and accelerated innovation in our governance. Today, having outlined our ideal situation for 2025, we are working towards becoming a strong company capable of sustainable growth and working to resolve social issues.

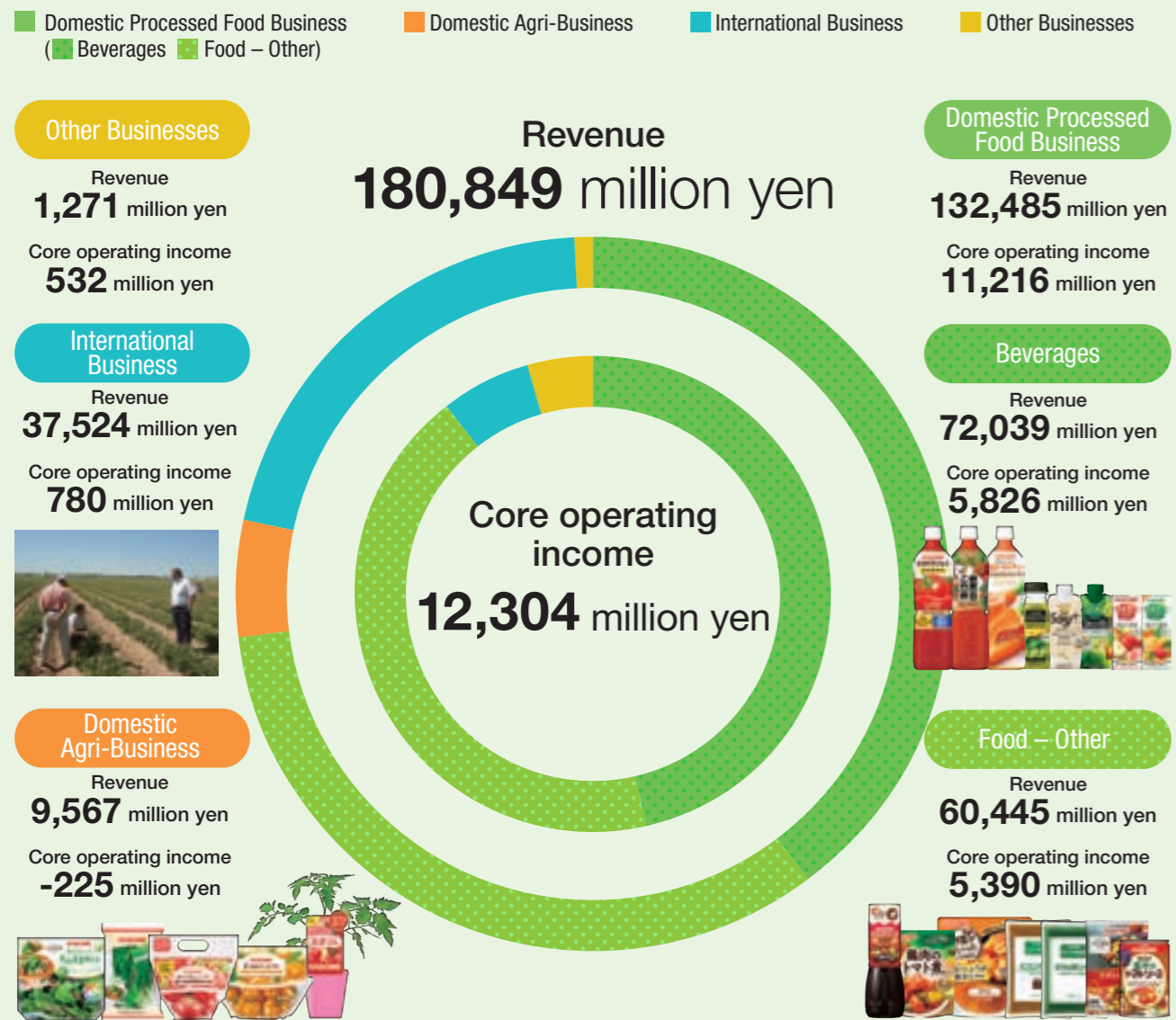
2019
Revenue
180.8 billion yen



Kagome's Profile

Kagome's Founder Ichitaro Kanie took the tomato, which at the time did not sell at all because people disliked the raw smell and deep red color, and, after much trial and error, processed them into tomato sauce to start a processed food business. Today, Kagome contributes to people's food and health by delivering not only tomato-based products, but also products made from carrots and other vegetables in various forms.

Segment composition (FY2019)



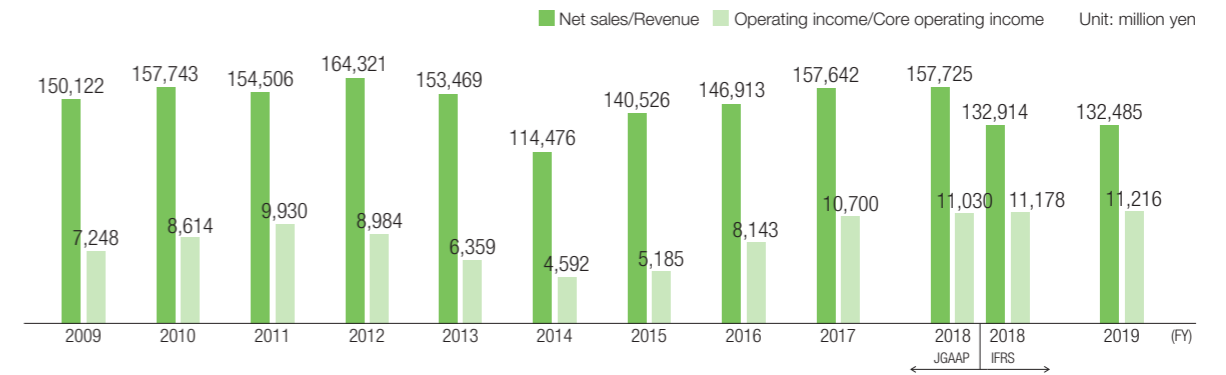
Transitions in segment composition



Transitions in Segment Net sales/Revenue

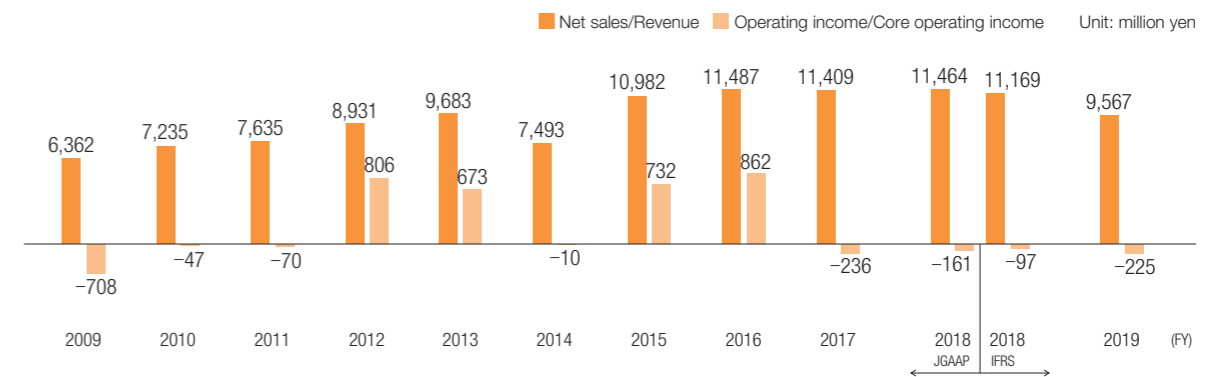
Domestic Processed Food Business → Business strategy indicated on P.32

The Domestic Processed Food Business is engaged in the manufacturing and sales of beverages, condiments, products for direct marketing, gift products and others.



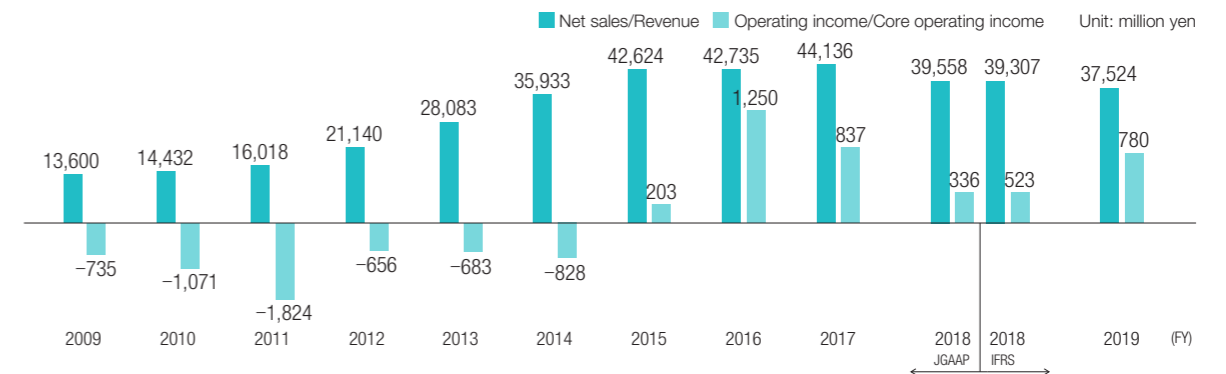
Domestic Agri-Business → Business strategy indicated on P.34

The Domestic Agri-Business is engaged in the production and sales of fresh tomatoes and mesclun greens, etc.



International Business → Business strategy indicated on P.36

International Business is engaged in a broad range of operations from tomato seed development and firming to product development, processing, and sales.



*Figures after eliminations and adjustments between segments
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