

Humanity Enriching Nature, and Nature Humanity

Humanity has received many blessings from nature since ancient times.

Now is the time for change in the future of our planet, so what should we do?

Just as nature has enriched our lives, we must also enrich nature.

In response, Kagome has drawn up a vision leading to 2035 that will guide the way in achieving our mission sustainably into the future.

We intend to make the tomato business Earth-positive at every stage,
from seed to finished product.

Well-being supports people's physical and mental health through agriculture and food.

While cherishing our past continuity and accomplishments, we aim for a better future for people and nature through the exploration, advancement, and collaborative creation of each and every member of the Kagome Group.

Cultivating Nature's Potential

Working together to drive innovation from farm to everyday life and open new possibilities in nature

Brand Message: Our Promise to Society and Our Customers

BRAND MESSAGE	True to Nature, Enriching Lives.		
KAGOME GROUP MISSION	Humanity Enriching Nature, and Nature Humanity		
2035 VISION	Cultivating Nature's Potential Working together to drive innovation from farm to everyday life and open new possibilities in nature		
	<small>Concept Driving Our Vision</small> Expand food and agriculture well-being services Pioneer an Earth-positive tomato business		
Values Behind Our 2035 Vision	Explore Feed curiosity and dig deep into farming and food	Advance Seize moments of change and pioneer new standards	Cooperate Champion diverse ideas, and cooperate with joy
	Appreciation	Nature	Corporate Openness
CORPORATE PHILOSOPHY <small>An inherited management spirit that pervades through the changing times</small>	Appreciation	Nature	Corporate Openness



人と自然がともに豊かになる世界を実現していきます。

KAGOME Group MISSION, VISION, Values

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Corporate Philosophy: An inherited management spirit that pervades through the changing times

Appreciation

We are thankful for nature's bounty and for human relationships. We respect natural ecosystems and value human sensibility.

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 transparent corporate activities and respects each person's individuality and abilities.




Kagome Group's Philosophy System





Background to the Establishment of Our Mission, Vision and Values

To manage our business from a long-term perspective in an environment where society is changing rapidly and technological evolution is accelerating, the Kagome Group has systematically reconsidered all aspects of its philosophy system, including Corporate Philosophy, Code of Conduct, and previous brand statements, resulting in a newly designed Mission, Vision, and Values. Our path to sustainable growth and enhanced corporate value has become clear by defining the Kagome Group's consistent direction moving forward.

Mission
Our mission

Humanity Enriching Nature, and Nature Humanity



Since our founding, Kagome, which began as a farming company, has transformed the flavor and nutrition of nature's bounty of vegetables and fruits into valuable beverages and foods for our customers and delivered these products to their dining tables.

Behind this is our desire to contribute to people's health and enrich their lives through food. While valuing symbiosis with nature, we have also engaged in activities to enrich nature, such as researching breeding and cultivation techniques, developing processing techniques, and disseminating information about the functional value of


vegetables. The accumulation of this ingenuity and these challenges has created a cycle in which people enrich nature and nature enriches people, making Kagome's long history possible.

However, environmental changes such as climate change are having a serious impact on the agricultural practices that cultivate the blessings of nature. To address this issue, we will expand our efforts to foster richness from "humanity to nature," while further valuing the blessings "nature bestows upon humanity," thereby making the cycle that connects the two even wider and larger.

2035 Vision
Kagome Group's vision for 2035

Cultivating Nature's Potential

Working together to drive innovation from farm to everyday life and open new possibilities in nature



Due to environmental changes such as those caused by climate change, it is becoming increasingly difficult to maintain sustainable agricultural practices and along with it our food base.

On the other hand, when we look at the needs of consumers, in addition to physical and mental health, connections with people and communities are also deemed important, and well-being is becoming even more valued.

Amid these changes, Kagome, which began as a farming company and has delivered the value of nature's blessings,

established the 2035 Vision, which defines the presence it will have in society, what kind of value it will create, and how it will build the future.


While valuing symbiosis, we will cultivate the richness of nature, centering on farmland, through innovative technologies in agriculture and food. We will maximize the value of the blessings that arise from this, deliver them to people in the form of products, and continue to create a sustainable future.

Two Concepts Driving Our Vision

Kagome Group Plan 2028 P.19-22


Expand food and agriculture well-being services P.27

Pioneer an Earth-positive tomato business P.28




2035 Values
Values behind our 2035 Vision

Explore Advance Cooperate



Explore


Let's explore



Feed curiosity and dig deep into farming and food

Advance


Let's get advance



Seize moments of change and pioneer new standards

Cooperate

Let's co-create



Champion diverse ideas, and cooperate with joy

The 2035 Values represent the values that each employee must embrace in order to realize the 2035 Vision. These are rooted in the words of our past leaders who have fostered our corporate culture and supported our ambitions, as well as our Corporate Philosophy, Brand Message, and Code of Conduct.

These values are not only a call to action for employees, but also for external stakeholders. To achieve our Vision, it is

imperative that we utilize the knowledge and technology that Kagome has amassed, as well as to collaborate with partners who have new ideas and technologies, and with stakeholders who share the same aspirations. Together, we hope to create new value and make the future even more prosperous.