

# News Release

February 25, 2019

Nishimoto Co., Ltd.

(1<sup>st</sup> section of the Tokyo Stock Exchange, local code 9260)

<p style="text-align: center;"><b>"SUGOI" Kodama (Small) Apples Win the Agriculture, Forestry and Fisheries Minister's Award</b></p>
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### **Commended for its export sales to Southeast Asia**

Our subsidiary, Wismettac Foods, Inc. ("WF"—Head office: Nihonbashi, Tokyo, President Hiroshi Tsujikawa), has been marketing Kodama (small) apples grown in Japan (Brand name: SUGOI), mainly to Southeast Asia, since December 2017.

We would like to announce that this enterprise has been evaluated highly and won the Agriculture, Forestry and Fisheries Minister's Award in the Commendation of Outstanding Export Businesses, hosted by Nomura Agri Planning & Advisory Co., Ltd. with the support of the Ministry of Agriculture, Forestry and Fisheries of Japan last February 20.

The following website provides an outline of each award winner's project:

[https://www.nomuraholdings.com/jp/company/group/napa/data/20190220\\_a.pdf](https://www.nomuraholdings.com/jp/company/group/napa/data/20190220_a.pdf)

\*For information about the project of WF, please see Page 2.

### **Trial sales in Southeast Asia**

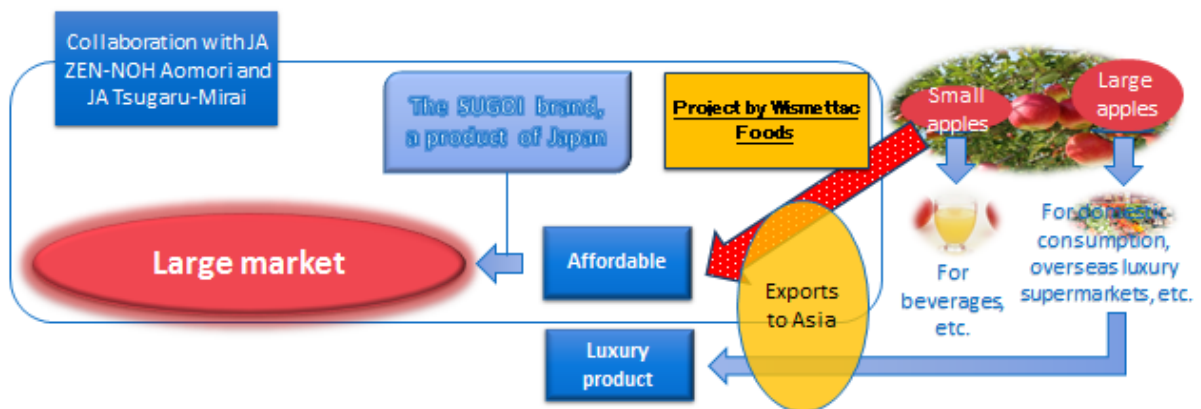
Fruits domestically grown in Japan have long been popular in Southeast Asia as high-quality and delicious produce, and are especially sought after by wealthy local consumers. Particularly, apples are popular in the high-income brackets in Taiwan and Hong Kong. However, Japanese apple exports had been decreasing.

For this reason, WF, decided to launch a project to widely expand the base of potential customers, to include not only high-income consumers but also middle-income consumers as well, upholding the concept of "Easy to Buy." To this objective, WF joined forces with the National Federation of Agricultural Cooperative Associations Aomori Headquarters (JA ZEN-NOH Aomori) and the Tsugaru-Mirai Agricultural Cooperative Association (JA Tsugaru-Mirai) to be supplied with high-quality but affordable Kodama (small) apples. The brand name, SUGOI, is a Japanese word that includes "excellent," "astonishing" and "very good" among its meanings and has been adopted to represent the high quality and deliciousness of the apples. These apples are being marketed overseas, mainly in Southeast Asia, on a trial basis.

Just its name suggests, SUGOI is highly acclaimed as an "extremely delicious apple" brand, particularly in Thailand. As SUGOI apples are now exported also to Taiwan, Hong Kong, Singapore, Malaysia and Cambodia, their overseas sales are expected to continue to grow in the future.

<Reference>

Overview of the Kodama (small) apple export project



[Contact information for inquiries]

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