



(Incorporated in Hong Kong with limited liability)
Stock code: 1475

Nissin Foods Invests in Frozen Noodles for PRC Market ***Capturing Growing Demand for Frozen Foods and Premium Noodles***

(Hong Kong, 5 January 2021) **Nissin Foods Company Limited** ("**Nissin Foods**", together with its subsidiaries, the "**Group**"; Stock code: 1475) announced that the Group has made an initial investment in production and storage facilities for frozen noodles in its Shunde Plant in the PRC. A first for the Group in the PRC on frozen noodles, this initiative will not only further enrich its product portfolio, but also capture the growing demand for frozen food products and premium noodles in the PRC. The facilities will commence operation this month, and the products will hit the shelves in the first quarter of 2021.

Introducing Japanese "ice crown manufacturing method" (冰冠製法) to its production is another first for the Group in the PRC. This method helps retain the original taste, moisture and chewiness of the noodles by wrapping the noodles with ice cubes, akin to putting on an "ice blanket". After heating in a microwave oven for 3 and a half minutes, the ice cubes melt away and the noodles are steamed and moistened in a specially made pouch. With this, consumers can now conveniently prepare the most authentic Japanese premium noodles and enjoy eating at home.

The inaugural products are a collaboration with one of the most popular Japanese ramen shops, "Hakata Ikkosha" (博多一幸舎). Two authentic Japanese flavours, namely Hakata Tonkotsu Ramen and Spicy Tonkotsu Ramen, featuring a rich and creamy pork bone soup base with Japanese Chashu pork with vegetables will be introduced. The frozen noodles will be exclusively available at 7-Eleven in Beijing and Chengdu. Separately, the Group's frozen noodles under the "Nissin Foods" brand will also be sold in mid-to high-end supermarkets in the PRC within the year.

Mr. Kiyotaka ANDO, Executive Director, Chairman and Chief Executive Officer of Nissin Foods, said, "Year 2021 will be a continuation as well as a new start for Nissin Foods, as we keep enhancing our core instant noodle offering with new innovations while expanding our business with new initiatives. As consumer demand for frozen food products and premium instant noodles continues to gather momentum in the PRC, Nissin Foods is well equipped to capture the growing market with the introduction of premium frozen noodles for the PRC market. We will continue to invest and work with more Japanese ramen shops to develop new flavours and take new initiatives to delight our customers, which in turn will allow us to achieve sustainable business growth and bring fruitful returns to our shareholders."

Attachments

| Photo 1 | Photo 2 |
|--|--|
|  <p>The image shows a package of Nissin Hakata Tonkotsu Ramen. The packaging is primarily white with gold and blue accents. It features the Nissin logo at the top left and the '7-Eleven' logo at the top right. The central text reads '博多一幸舍' (Hakata Ikkosha) in large, stylized characters. Below this, there is an image of a bowl of ramen with a rich, creamy pork bone soup base, topped with chashu pork and vegetables. The text '博多豚骨风味拉面' (Hakata Tonkotsu Ramen) is written vertically on the right side. At the bottom, there are instructions in Chinese: '日清冷冻面' (Nissin Frozen Noodles) and '微波炉简单加热, 尽享美味!' (Heat in microwave, enjoy the deliciousness!).</p> |  <p>The image shows a package of Nissin Spicy Tonkotsu Ramen. The packaging is primarily red with gold and blue accents. It features the Nissin logo at the top left and the '7-Eleven' logo at the top right. The central text reads '博多一幸舍' (Hakata Ikkosha) in large, stylized characters. Below this, there is an image of a bowl of ramen with a rich, creamy pork bone soup base, topped with chashu pork and vegetables. The text '博多豚骨风味拉面' (Hakata Tonkotsu Ramen) is written vertically on the right side. At the bottom, there are instructions in Chinese: '日清冷冻面' (Nissin Frozen Noodles) and '微波炉简单加热, 尽享美味!' (Heat in microwave, enjoy the deliciousness!).</p> |

Nissin Foods' first production of frozen noodles in the PRC will hit the shelf in Beijing and Chengdu in the first quarter of this year. The inaugural products are a collaboration with one of the most popular Japanese ramen shops, "Hakata Ikkosha" (博多一幸舍). Two authentic Japanese flavours, namely **Hakata Tonkotsu Ramen (Photo 1)** and **Spicy Tonkotsu Ramen (Photo 2)**, featuring a rich and creamy pork bone soup base and Japanese Chashu pork with vegetables will be introduced.

- End -

