FY2021 Q2 Presentation material (Jan. to Jun. 2021)



August 20, 2021 **Kanro Inc.** (TSE Code: 2216)

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Corporate vision

Vision

To make brighter futures infused with sweetness as the world's top confectionary.

Mission

To contribute to health and a better society through integrity and sweetness.

Value

Working only with the sweet things.

Vision

To make brighter futures infused with sweetness as the world's top confectionary.

Spread the Benefits of Sugar

Our desire is to share the benefits of sugar as an essential part of life and lifestyles.

Grow Trust

As we pursue new products and technologies for the future, we maintain our stance on safety and reliability. We strive to inspire faith in our brand, so people choose us simply because we are Kanro.

Harmony with Society

Our business activities should always be a part of the solution—a solution to individual challenges, human challenges, and global challenges. As a company, we will grow with communities bringing benefits to all our stakeholders.

A Vibrant Workplace

We endeavor to bring people together around candy, working toward health and happiness. Our corporate culture is one of diversity, loyalty, and pride.

A Smile Around the World

Each Kanro candy is made expressly to bring smiles to people all over the world.

Corporate overview and History

[Corporate	overview]				As of end June 202				
Company name	Kanro Inc.								
Date founded	May 6, 1950	President and CEO	Kazuyasu Misu						
Head office location	3-20-2, Tokyo Opera City Building	g 37F, Nishishinjuku, Sh	Telephone	+81-3-3370-8811					
Business activities	Manufacture and marketing of co	nfections and food	Fiscal year-end	December 31					
Exchange listing	Tokyo Stock Exchange, Second S	Section (securities code	Number of shares issued	7,657,802					
Capital stock	¥2,864 million	Equity ratio	59.5%	Number of employees	613				
Recent performance (Annual)	Net sales: ¥23.3 billion; Operating income: ¥0.84 billion; Ordinary income: ¥0.86 billion; Net income: ¥0.61 billion								
Major shareholders (Top 5)	Mitsubishi Corporation approx. 30 approx. 5%; Sumitomo Mitsui Tru			i Shoten K.K. approx. 6%; Sumi	tomo Mitsui Banking Corporation				

[History]	
1912	Company founder Masaichi Miyamoto establishes a confectionery manufacturing business in Hikari City, Yamaguchi Prefecture.
1950	Business is restructured into a joint-stock organization with capital of ¥1 million under the name of Miyamoto Seika Co., Ltd.
1955	Kanro Ame is launched, using a secret ingredient - soy sauce. Becomes the first candy to be individually wrapped in cellophane.
1959	Matsumoto Plant is established in Matsumoto City in Nagano Prefecture.
1960	Company name is changed to Kanro Co., Ltd.
1962	Head office is relocated to Toshima-ku, Tokyo. Stock listed on the second section of the Tokyo Stock Exchange.
1963	Head office is relocated to Nakano-ku, Tokyo.
1968	New plant is constructed in Hikari City, Yamaguchi Prefecture (first phase).
1972	Consolidated subsidiary, Hikari Seika Co., Ltd. (former HIKARI Seika Co., Ltd), established in Hikari City, Yamaguchi Prefecture.
1973	Business alliance and sole sales agent agreement concluded with Mitsubishi Corporation.
1981	Launch of the first throat drops in the confectionery segment.
1982	New plant constructed in Matsumoto City, Nagano Prefecture, to which existing Matsumoto Plant is relocated.
1988	New Shimada Plant constructed in Hikari City, Yamaguchi Prefecture. (Leased to former HIKARI Seika Co., Ltd.)
1989	Head office is relocated to Shinjuku-ku, Tokyo.
1992	"Non-sugar" products launched.
1995	New plant constructed in Hikari City, Yamaguchi Prefecture, with facility name changed to "Hikari Plant" on the occasion of the relocation from the existing plant.
2002	Puré Gummy launched.
2011	New Asahi Plant constructed in Asahi village, Nagano Prefecture. ISO 14001 (environmental management systems) certification is obtained for the Hikari Plant (2000), Matsumoto Plant (2001), head office and branch offices (obtained in 2003, surrendered in 2014), which together with the registration of the Asahi Plant means that all facilities are certified.
2012	Kinno Milk launched.
2012	To commemorate the 100th anniversary of the founding of the Company, the first directly operated HITOTUBU KANRO store is opened in Tokyo Station.
2015	Head office R&D department is relocated to Koto-ku, Tokyo, and renamed the Toyosu Institute for R&D. Asahi Plant obtains FSSC 22000 (Food Safety System Certification).
2016	"NewKANRO 2021" medium-term management plan is announced.
2018	Head office is relocated to Tokyo Opera City building in Shinjuku-ku, Tokyo.
2018	Hikari Plant obtains FSSC 22000 (Food Safety System Certification).
2018	Consolidated subsidiary Hikari Seika Co., Ltd. is merged into parent company.
2019	New gummy product line at Matsumoto Plant begins full-scale operation. Matsumoto Plant obtains FSSC 22000 (Food Safety System Certification).
2020	The Kanro Farm, an indoor herb garden, is opened.
2021	Kanro Vision 2030 is announced.
2021	Selected for the New Diversity Management Selection 100 in FY2020



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Kanro Inc.

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Kanro

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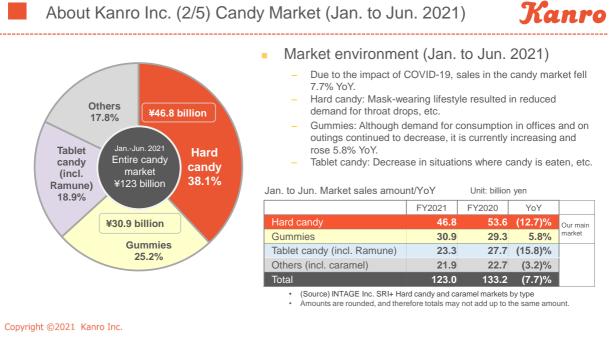
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About Kanro Inc. (1/5)



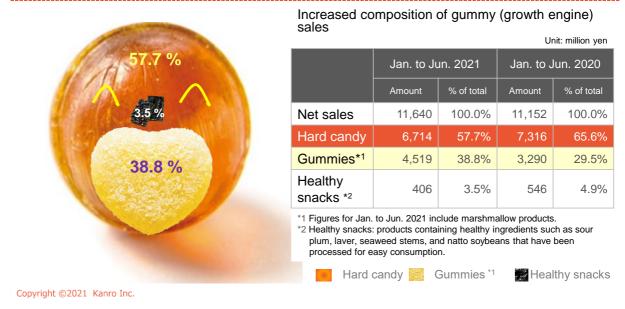
- Kanro is a confectionery manufacturer involved primarily in the manufacture and marketing of candy such as *Kanro Ame*, *Kenko Nodoame*, *Kinno Milk* and *Puré Gummy*.
- Kanro aims to become the No.1 candy manufacturer by leveraging its "Digging deeper to further implement and strengthen brand-centric management," which generates strong brands by focusing development on functionality and on using ingredients themselves to the full, and working on "Digging deeper to further implement and strengthen sustainable management" and "Propelling digital marketing with the aim of creating and providing special experiential value that makes use of customers' opinions that were collected using digital contact points" that use a business based on "sweetness" to support people's healthy lifestyles and to contribute to the realization of a sustainable society.
- Kanro established the "Kanro Vision 2030," which lays out its vision for 2030, and clearly explains its story to achieve Kanro's long-term vision and mission as it aims to transform into a company that will grow together with society into the future.





About Kanro Inc. (3/5) Composition of sales





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Candy market as a whole: No.1 share (12.1%) *3 (Previous year No. 1 (11.2%)) Copyright ©2021 Kanro Inc.

*1 INTAGE Inc. SRI+ hard candy *2 INTAGE Inc. SRI+ gummies *3 INTAGE Inc. SRI+ candy and caramel

About Kanro Inc. (5/5) Our business





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1. Review of first-half (Jan. to Jun. 2021)

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Market environment/status of business in first-half FY2021

Market environment

- Hard candy (down 12.7% YoY): Due to the decline in consumption in offices and on outings, sales of candy in stick-shaped, compact packaging* continued to decline, and in addition, demand for throat drops fell due to a mask-wearing lifestyle.
- Gummies (up 5.8% YoY): Recovery in all sales channels

Status of company business (Topics)

- February 10: Medium- and long-term vision "Kanro Vision 2030" was released .
- March 22: Selected for the New Diversity Management Selection 100 in FY2020 (Minister of Economy, Trade and Industry Award)
- June 24: Earnings forecasts for FY2021 revised upward (net sales up 0.4%, operating income up 3.6% and net income up 11.9%)
- July 1: An officer in charge of the global business and future business was appointed to expand the business areas laid out in "Kanro Vision 2030."
- August 5: Announcement of next medium-term management plan postponed; to be released soon once accurate and logical calculations are possible
- Capital markets: Continued to reduce strategic shareholdings

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Summary of FY2021 first-half performance (vs. initial forecast/YoY)

		Un	it: million yen						
		F		FY2021 1H		FY2020 1H			
	Actual	Vs. initial forecast*2	Vs. initial forecast*2	YoY	YoY %		Initial forecast*2		Actual
Net sales	11,640	(59)	(0.5)%	487	4.4%		11,700		11,152
Operating income	436	166	61.7%	92	26.8%		270		344
Ordinary income	457	177	63.5%	106	30.3%		280		351
Net income	367	217	145.2%	128	53.6%		150		239
Basic earnings per share (Unit: yen)	52.17	30.9	145.3%	18.22	53.7%		21.27		33.95

*1 The values displayed in these materials are truncated at the million-yen level, so the breakdowns and totals may not always match completely.





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Main factors behind changes in FY2021 first-half performance (vs. initial forecast/YoY)

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Vs. initial forecast (decrease in net sales, increase in incomes)

- Net sales (decrease): Although hard candy, and particularly throat drops, struggled, existing brands and new products in the gummy category performed well and net sales fell only slightly.
- Operating income/ordinary income/net income (increase): Income increased due to the shift of some costs to the second half, progress in reducing strategic shareholdings, and the posting of gains on sales and other as a result of reductions in selling, general and administrative expenses.

Year on year (increase in net sales, increase in incomes)

- Net sales (increase): Increased sales from gummies > Lower sales of hard candy
 - Gummies: Mainstay brands *Puré Gummy* and *Candemina* and new product *Marosh*, among others, contributed to higher sales during the pandemic.
 - Hard candy: Sales from throat drops fell due to the mask-wearing lifestyle, and opportunities to consume candy in stick-shaped, compact packaging declined, among other factors.
- Operating income/ordinary income (increase): Increase in income due to higher sales and decrease in cost of sales ratio
 > Increase in selling, general and administrative expenses
- Net income (increase): Gains on sales resulting from reductions in strategic shareholdings exceeding levels in the
 previous year

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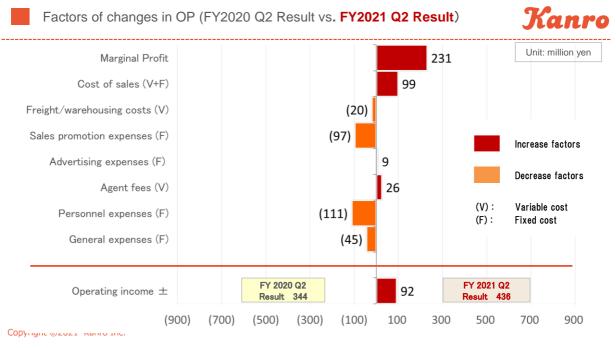
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Factors behind change in FY2021 first-half operating income



							Ur	it: million yen
		F	FY2021 1H		FY2020 1H			
	Actual	Vs. initial forecast*	Vs. initial forecast*	YoY	YoY %	Initial forecast*		Actual
Net sales	11,640	(59)	(0.5)%	487	4.4%	11,700		11,152
Cost of sales	6,040	-	-	62	1.0%	-		5,978
Freight/warehousing costs	686	-	-	48	7.7%	-		637
Sales promotion expenses	402	-	-	97	32.1%	-		304
Advertising expenses	157	-	-	(9)	(5.8)%	-		167
Agent fees	1,556	-	-	39	2.6%	-		1,517
Personnel expenses	1,605	-	-	111	7.5%	-		1,493
General expenses	754	-	-	45	6.3%	-		709
Operating income	436	166	61.7%	92	26.8%	270		344

*Initial forecast announced on February 10, 2021



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2. Mainstay brand status (Jan. to Jun. 2021)

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Mainstay brand status: Hard candy





A premium milk candy for grownups that uses carefully selected ingredients in pursuit of a sense of high-class luxury.





A non-sugar throat drop with a juicy deliciousness that can be enjoyed in four fruit flavors; a refreshing sweetness with zero saccharide that uses no artificial sweeteners.

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Throat drops containing manuka honey and propolis in addition to 29 herbs. Kinno Milk candy (No.1 milk candy brand by sales*)

 Drop in sales through the convenience store channel "INTAGE Inc. SRI "Milk-flavor Candy Market" Oct. 2019 - Sep. 2020, cumulative sales amount brand ranking for "Kinno Milk brand"

Kanro Ame (a long-selling brand in its 66th year from launch)

- Release of "Welcome to Kanroame shokudo," published by Shogakukan
- Launch of Salt Kanro Ame, a new flavor in the Kanro candy line
- Certified vegan mark acquired
- Non-Sugar Fruit Nodoame
 - Sugar-free but uses no artificial sweeteners
 - Sales fell short of forecasts and previous year's levels
- Kenko Nodoame Tatakau Manuka Honey
 - Reactionary decline from previous year

Mainstay brand status: Gummies





Addictively chewable gummies with a springy texture and a unique shape.



kids and adults, in ten cute

colors.

shapes. Containing Japanese

grown fruit juice, with no artificial

Fruit gummies with an enjoyable sweet-and-sour fruit taste, in which the acidity of the powder is followed by the spreading sweetness of the gummies.

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Puré Gummy

- Revamped in March, with strong results leading to double-digit growth over the previous year
- As in the previous year, collaboration products with Pokémon continued.
- Candemina
 - Despite COVID-19, sales grew by double digits over the previous year.
 - Taste, shape, texture, entertainment value
- Asobon! Gummy
 - Continues to grow as the third brand
 - Grew over the previous year, but fell short of forecasts

New Product: Marosh



New taste achieved with technology that seals air into the gummies



Marosh is coated on the surface with a fresh powder that melts in the mouth. The powder spreads throughout the mouth for a fresh taste, but when chewed, it has a sticky spring to it that gives a whole new sensation.

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- Launched throughout Japan in June with positive results
- Expected to grow into a new mainstay brand
- Marshmallow product
- Web-based commercial with popular actor is currently airing

3. Business strategy for second half of FY2021



- <Product strategy> Brand-centric management + products matched to the age of COVID-19 \rightarrow response to sluggish sales of throat drops and strong gummy sales
 - As throat drops continue to struggle, reinforce Japanese and Western style gourmet candy
 - Strengthen gourmet candy + functional category: Noukou Horoniga Shio Caramel Candy + Persimmon Juice Care Candy
 - Reinforce Non-Sugar Fruit Nodoame Series that uses no artificial sugars and has zero saccharide
 - Address fancy category in response to growing stress (change of pace, create fun [collaboration products], chewy gummies)
 - Colored Pencil Candy Barbapapa Type 2, Puré Gummy Pokemon Type 4, Puré Gummy Pokemon Dengeki Tropical & Pinap-Berry Flavor, and Bright Rose Candy (Sailor Moon collaboration)
- Sales strategy> Work with Marketing Department and raise speed of proposals + utilize digital media
 - Continue with 4C 1S (Client, Customer, Competitor, Company + Store)
 - SCGs (Sustainable Candy Goals) + "Candy Yell"

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Examples of products responding to changes in consumer awareness due to COVID-19





Gourmet Candy: Noukou Horoniga Shio Caramel Candy





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New functional candy: Persimmon Juice Care Candy





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This candy balances function and delicious taste using persimmon juice developed jointly with Nara Medical University

- Specifications
 - New launch on July 6
 - Target: Men and women in their 40s-60s who are particularly interested in functional foods
 - Citrus herb flavor creates taste that makes it easy to suck
 - Candies are wrapped individually so that it is easy to share
 - Reference price: 298 yen (with tax) *8% sales tax rate
 - Contents:26g (including individual packaging)

4. Forecast for FY2021

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Forecast for FY2021



		Unit: million yen					
	FY2021	Vs. initia	l forecast	Vs. F		FY2020	
	Forecast	vs. forecast	vs. forecast %	YoY	YoY %		Actual
Net sales	24,700	100	0.4%	1,378	5.9%		23,321
Operating income	870	30	3.6%	33	4.0%		836
Ordinary income	900	40	4.7%	39	4.5%		860
Net income	660	70	11.9%	49	8.1%		610
Basic earnings per share (Unit: yen)	93.60	9.93	11.9%	7.02	8.1%		86.58

* The values displayed in these materials are truncated at the million-yen level, so the breakdowns and totals may not always match completely.



Year on year

- Net sales (increase):
 - We aim to increase sales enough to cover the decline in sales from throat drops and other products with the strong performance of gummies and new products designed for "new lifestyles."
 - We forecast a 7.3% YoY increase in net sales in the second half.
- Operating/ordinary income (increase):
 - We are targeting 4% growth in the full year, but forecast a 12% YoY decrease in operating income in the second half (reasons (1) – (3)).
 - (1) Selling, general and administrative expenses from the first half were pushed to H2.
 - (2) Increased in advertising expenses due to efforts to prop up new hard candy products.
 - (3) Increase in prices of raw materials (starch syrup, etc.)
- Net income (increase):
 - Increase in extraordinary income

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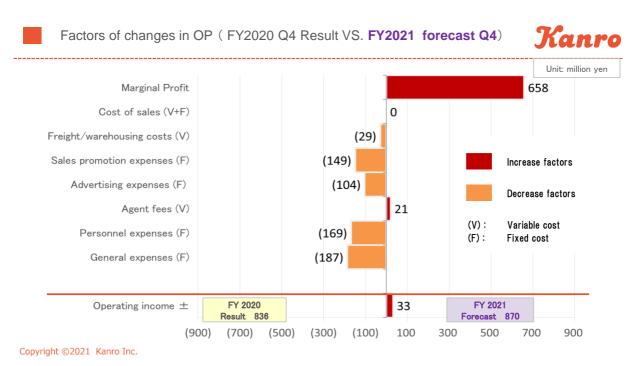
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FY2021 operating income forecast (vs. FY2020)



						Unit: million yen
	FY2021	Vs. FY2020		FY2020		FY2019
	Forecast	YoY YoY %		ĺ	Actual	Actual
Net sales	24,700	1,378	5.9%		23,321	24,039
Cost of sales	12,923	466	3.7%		12,457	12,680
Freight/warehousing costs	1,463	110	8.1%		1,353	1,385
Sales promotion expenses	830	149	21.7%		681	838
Advertising expenses	464	104	28.9%		360	384
Agent fees	3,301	162	5.2%		3,139	3,195
Personnel expenses	3,245	169	5.5%		3,076	3,025
General expenses	1,602	187	13.2%		1,415	1,604
Operating income	870	33	4.0%		836	923

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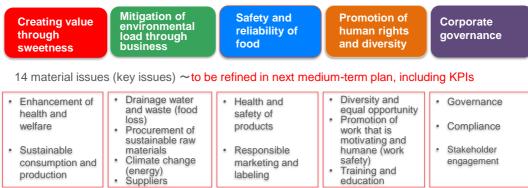
ESG and sustainable management



Basic policy for promotion of sustainability

Kanro aims to contribute to people's healthy lives and help to create a sustainable society through a business based on sweetness.

Five priority areas



Diversity management Selection 100 and Kurumin Eruboshi Certification



 As we seek to become a company that recognizes diversity, provides a workplace that is motivating for all employees, and offers good working conditions, we earned several certifications in 2021.



(March 2021) Selected for the New Diversity Management Selection 100 in FY2020 by the Ministry of Economy, Trade and Industry

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Earned "Kurumin" certification from the Minister of Health, Labor and Welfare as a company that supports childrearing based on the Act on Advancement of Measures to Support Raising Next-Generation Children



(May 2021) Received three-star certification from the Minister of Health, Labor and Welfare in recognition of our distinguished activities based on the Act on Promotion of Women's Participation and Advancement in the Workplace

Example of Kanro's support for sports: Tokyo Verdy Hockey team



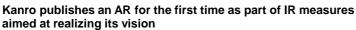


Maho Segawa (MF; on left in photograph) and Shihori Oikawa (DF; on right in photograph), members of Tokyo Verdy Hockey team, which Kanro supports as a corporate partner, were selected for Japan's hockey team, Sakura Japan, in the Tokyo 2020 Olympic Games.

As a supporting company, Kanro expects synergistic effects from advertising.

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Publication of annual report (AR)



- Kanro's vision is "To make brighter futures infused with sweetness as the world's top confectionary"
- Realize medium- to long-term Vision "Kanro Vision 2030"
 - Created a pamphlet bringing together necessary and wide-ranging information for global stakeholders to strengthen our appeal to foreign investors (published in June)
- International ARC Awards in world's largest annual report competition
 - Kanro won "Gold" in six categories with its first ever entry (for details, please refer to the press release)
- More designed for foreign stakeholders, such as foreign investors and major business partners, than the Corporate Report
- Content: Encompasses the President's Message, Vision, Business Model, Growth Strategies, Risk Information, and Financial and Non-Financial Information (sustainability and governance)

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Kanro

Exterior packaging meets cool pouch specifications.

https://www.kanro.co.jp/en/ir/library/ir-ar/





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