

I would like to begin by thanking our shareholders, investors, and other stakeholders for your continued support of Megmilk Snow Brand.





This is a summary of first half.

Net sales were 289.0 billion yen, up 0.8 points year on year.

Operating profit was 7.3 billion yen, down 39.8 points year on year.

Net sales decreased during the first quarter but sales grew in the second quarter, resulting in an overall increase in net sales for the first half.

However, operating profit decreased due to a significant increase in raw material prices and operating costs.

At the same time, both net sales and operating profit did outperform first half earnings forecasts.

Overview of First Half of the Fiscal Year Ending March 2023 Evaluation of price revisions Implemented first half price revisions as planned, reflected in storefront prices Evaluation of sales volume growth Sales volume for butter, natural cheese, and yogurt, products we targeted for growth this fiscal year, are on gradual growth trend

This shows an evaluation of core first half initiatives.

Since March of this year, we have implemented price revisions for milk beverages, juices, desserts, processed cheese, and commercial products.

SNOW BRAND

We are steadily reflecting these revisions in storefront prices.

Amid a difficult market environment, sales volume was stagnant during the first quarter, but gradually increased from the second quarter, reaching a level that is outperforming the market.

I will explain this in greater detail later on a per-business basis.

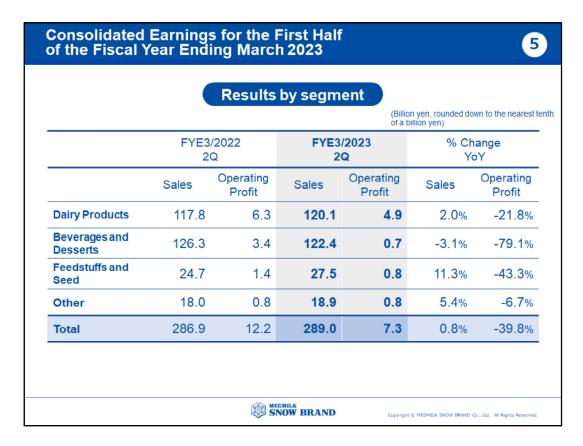
Consolidated Statement of Income							
	(Billion yen, rounded down to the nea tenth of a billion yen)						
	FYE3/2022 2Q	FYE3/2023 2Q	Change	% Change YoY			
Net Sales	286.9	289.0	2.1	0.8%			
Operating profit	12.2	7.3	-4.8	-39.8%			
Non-operating profit and loss	1.0	-0.4	-15	_			
Ordinary Profit	13.2	6.8	-6.3	-48.2%			
Extraordinary profit and loss	-0.9	-2.8	-19	_			
Profit before income taxes	12.3	4.0	-8.3	-67.5%			
Profit*	8.5	2.3	-6.2	-73.2%			

This shows consolidated statement of income.

This fiscal year, we recorded losses attributable to a fire that occurred at an affiliate at the end of June.

- -Equity in losses of affiliates resulting in non-operating losses of 1.5 billion yen
- -Impact of loss of inventory assets resulting in extraordinary losses of 2.2 billion yen.

We forecast not incurring losses over the course of the full-year by claiming compensation of damages.



Next, I will explain segment specific results.

In the Dairy Products segment, net sales increased on price revisions for processed cheese.

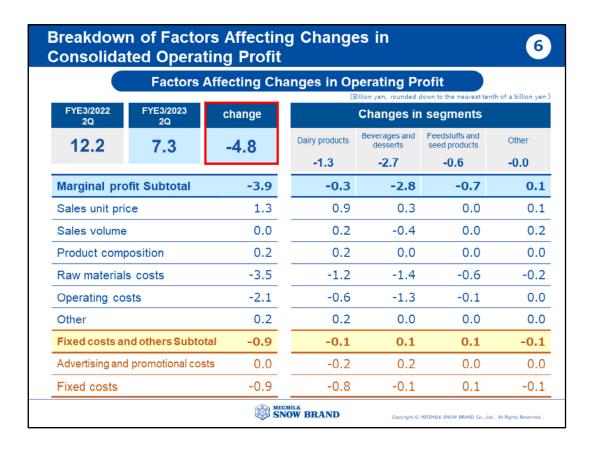
We also increased sales of butter and natural cheese.

In the Beverages and Desserts segment, we implemented changes to our price structure for milk beverages and juices to match the timing of product renewals. However, net sales decreased in major categories such as beverages and yogurt due to a market correction following strong stay-at-home-demand.

Net sales for the Feedstuffs and Seed segment increased on higher sales unit prices attributable to skyrocketing raw materials and increased sales of grass seeds.

Net sales for other business increased on the addition of Belle Neige Direct to the scope of consolidation from this fiscal year.

I will explain the status of profit on the next slide.

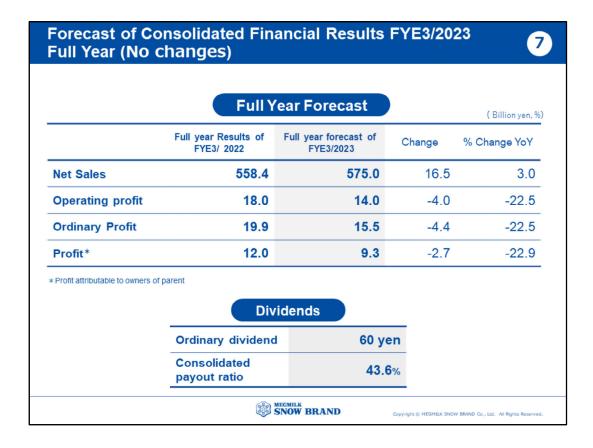


This slide shows factors behind changes in first half operating profit.

Operating costs increased significantly, resulting in a total of decrease of 5.6 billion yen. This was mainly due to higher raw material costs for imported cheese and margarine raw materials, as well as logistics and energy costs.

We generated roughly 1.5 billion yen by implementing price revisions to compensate for sales unit price differences and product composition differences.

However, expenses increased on efforts to stimulate business, including sales activities. In total, this resulted in the 4.8 billion decrease in profit highlighted in red.

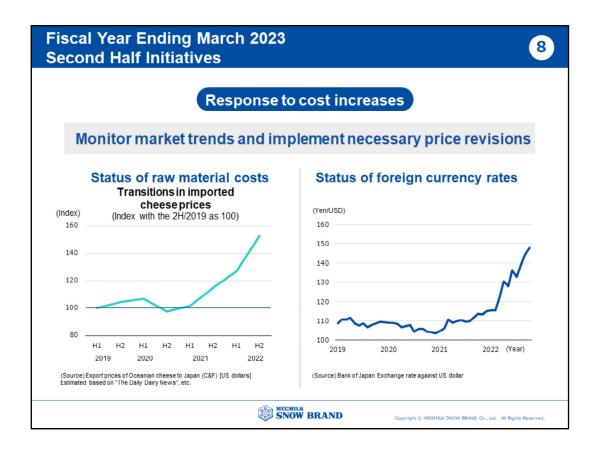


This shows our full-year earnings forecast for this fiscal year.

All figures are unchanged from the forecast we disclosed during our first quarter earnings announcement.

However, in order to address the impact of cost increases, we did revise the breakdown for segment-specific net sales and our profit generation structure.

Furthermore, our plan for normal dividend is 60 yen per share, representing a dividend payout ratio of 43.6%.



These graphs show the status of prices for imported raw cheese and the currency rate against the US dollar.

Prices for imported raw cheese and other major raw materials have been rising rapidly since last year, and continue to trend at high levels.

Continuing yen depreciation is creating an increasingly more difficult operating environment.

The dairy industry is facing unprecedented conditions. In November, prices for beverage dairy were raised.

Amid such conditions, it is necessary that we appropriately reflect these cost increases in sales prices and stabilize revised prices on the market.

As such, in the second half, we will dynamically respond to cost increases and work to stabilize this pricing on the market.

Revised factors affecting changes in full-year profit (Billion yen, rounded down to the nearest tenth of a billion ye							
FYE3/2022 full	3/2023 year forecast er revision)	Change	n segments				
18	14	-4.0	Dairy products	Beverages and desserts	Feedstuffs and seed products	Other	
		4.0	-1.6	-2.2	-0.1	0.0	
Marginal profit Su	ototal	-3.7	-0.8	-2.8	-0.1	0.1	
Sales unit price		7.0	3.0	3.9	0.0	0.1	
Sales volume		1.5	1.3	0.0	0.0	0.2	
Product compositio	n	1.0	0.8	0.2	0.0	0.0	
Raw materials costs	3	-9.5	-4.6	-4.6	0.0	-0.2	
Operating costs		-3.7	-1.3	-2.3	-0.1	0.0	
Other		0.0	0.0	0.0	0.0	0.0	
Fixed costs and others Subtotal		-0.3	-0.8	-0.6	0.0	-0.1	
Advertising and pro	motional costs	0.1	-0.4	-0.5	0.0	0.0	
Fixed costs		-0.4	-0.4	-0.1	0.0	-0.1	

This slide shows our revised analysis of factors affecting changes in full-year profit. On the next slide, I will explain the restructuring of this 14 billion yen in operating profit.

Factors affecting full-year profit / Difference vs. 1Q forecast							
	(Billion yen, rounded down to the nearest tenth of a billion						
	Previous full- year forecast (after 1Q revision)	Current full- year forecast (after revision)	Revision difference	Factors affecting forecast compared to previous forecast (after 1Q revision)			
Marginal profit Subtotal	-1.9	-3.7	-1.8				
Sales unit price	4.1	7.0	2.9	Dairy Product +0.5, Beverage and Dessert +2.4			
Sales volume	2.5	1.5	-1.0	Dairy Product -0.2, Beverage and Dessert -0.8			
Product composition	1.1	1.0	-0.1	Dairy Product -0.1			
Raw materials costs	-7.0	-9.5	-2.5	Beverage and Dessert -2.2			
Operating costs	-3.5	-3.7	-0.2	Energy -0.7, Logistics +0.5			
Other	1.0	0.0	-1.0	Responses to beverage and dessert dairy prices address sales price difference			
Fixed costs and others Subtotal	-2.2	-0.3	1.9				
Advertising and promotional costs	-0.8	0.1	0.9				
Fixed costs	-1.4	-0.4	1.0				
Total	-4.0	-4.0	0.0				

This table shows a comparison of our updated analysis of factors affecting profit against previous forecast figures.

Raw material and operating costs are projected to increase by roughly 2.7 billion yen above our previous forecast.

We will implement sales price revisions and change product volume to increase profit through sales unit price differences and product composition differences.

We will aim to secure forecast profit by combining these efforts with additional efforts to optimize operating costs.



From here, I will explain our business-specific initiatives.

			ducts Results ne Nutrition segment)	(Billion yen, rounded down to the new tenth of a billion yen)		
	1H results	% Change YoY	Vs. Forecast (Revised forecast as of 1Q)	Full year forecast of FYE3/2023 (After 2Q Revision)	% Change YoY	
Butter	11.6	112.5	100.5	26.9	120.	
Margarine	3.9	95.9	101.6	8.0	96.	
Cheese	27.4	99.2	104.6	57.7	104.	
Other	14.0	111.2	99.2	26.9	104.	
Subsidiaries and other	63.0	100.0	102.3	126.3	100.	
Sales total	120.1	102.0	102.3	246.0	103.	
Operating profit	4.9	78.2	107.5	10.9	87.	

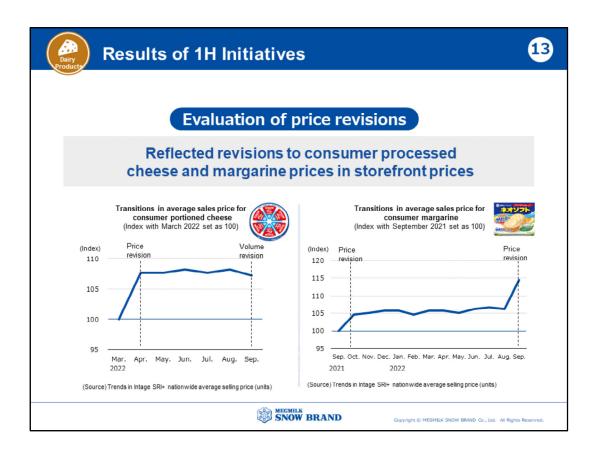
Next, I will explain the status of the Dairy Products Business.

Net sales of butter increased. In addition to restarting sales promotions for consumer products this fiscal year, we also saw a recovery trend in sales of commercial products as activity increased among the general public.

Net sales of margarine decreased on the impact of price revisions implemented from the second half of last fiscal year and a decline in consumer spending.

Sales of cheese were largely unchanged from the previous fiscal year. Despite a temporary decline in processed cheese due to the impact of price revisions implemented in the spring, this was covered by sales of consumer natural cheese and commercial products.

The large year-on-year difference for others not shown here is the result of aggressive efforts to advance sales of powdered skim milk inventory, a major issue for the dairy industry.



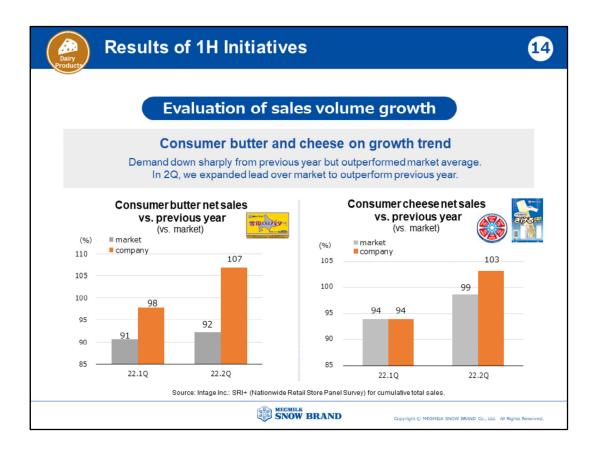
I will explain price revision efforts we have been conducting since the first half.

These graphs show transitions in the average price of consumer portioned cheese and margarine. For processed cheese, we have addressed costs by revising prices in April and product volume in September.

For margarine, we revised prices last year in October and again this year in September.

Although not shown on the graph, we have revised prices for commercial products since last year.

These revised prices are gradually permeating the market.



Next, I will explain the expansion of sales volume. The graphs show the year-on-year growth of consumer butter and cheese.

Looking at consumer butter, the new butter line at the Isobunnai Plant began operations last year. With production stabilized, we are working to promote sales this fiscal year.

We have outperformed the market since the beginning of the term. From the second quarter, we have further strengthened sales promotions and widened the gap with the market.

Last year, in response to the rapid increase in demand for consumer cheese due to stayat-home demand, we suspended sales of some varieties of Sakeru Cheese products.

We have gradually resumed sales this fiscal year and have returned to selling all 6 items since August, putting us back on a growth trajectory. We will link this momentum to operations of the new line at the Taiki Plant next year.

Dairy products have entered the peak demand period in the third quarter, and are off to a good start.



Next I will explain our second half initiatives.

First, I will discuss measures to address increased costs.

During the second half, we will respond appropriately based on an evaluation of costs and the market environment.



Next, I would like to explain our efforts to expand sales volume.

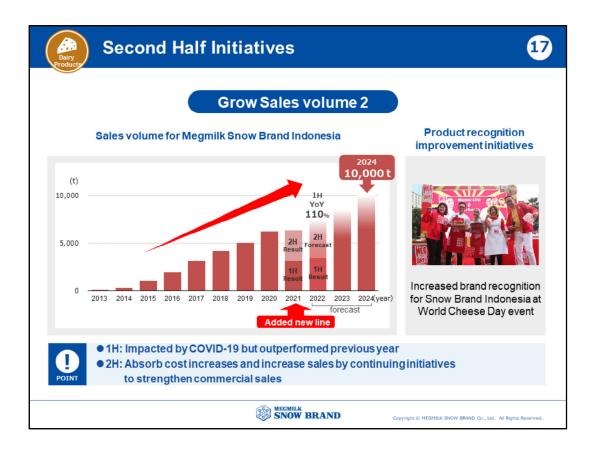
The first is promotions to stimulate demand.

We will offer customers proposals for new ways to enjoy dairy products, such as using butter in cooking and suggestions for how to eat camembert.

We will also launch commercials for processed cheeses and roll out campaigns for products with increased volume to firmly support the line of products that have been subject to continuous cost increases.

The second is to strengthen product development through our original "Snow Brand Hokkaido 100 Brand".

With domestic and overseas price differences shrinking or even reversing, the competitive advantage of domestic dairy products is increasing. We will promote the appeal of "using 100% fresh milk from Hokkaido" to our customers while also helping solve domestic supply and demand issues.



Next, I will explain topics relate to overseas expansion.

The graph shows the status of the cheese business in Indonesia.

In Indonesia, despite the impact of restrictions on movement due to COVID-19, we improved brand awareness and expanded business on commercial channels, achieving double-digit growth in the first half.

In the second half, we plan to further strengthen and expand our efforts in commercial markets while absorbing rising raw material prices.

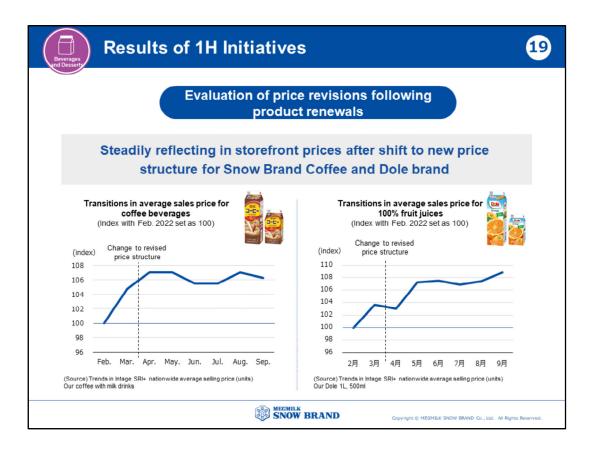
Beverages and Desserts Sales Results								
	(Billion yen, rounded down to the nearest tenth of a billion y							
	1H results	% Change YoY	Vs. Forecast (Revised forecast as of 1Q)	Full year forecast of FYE3/2023 (After 2Q Revision)	% Chang YoY			
Milk and milk- based beverages	35.6	94.9	96.9	71.3	98.			
Other beverages	15.4	96.1	100.2	28.8	97.			
Yogurt	24.5	96.3	99.4	48.2	99.			
Desserts and fresh cream	11.2	103.8	99.9	22.9	105.			
Other	1.6	97.2	98.4	3.3	97.			
Subsidiaries and other	33.7	97.6	97.7	63.2	98.			
Total	122.4	96.9	98.3	238.0	99.			
Operating profit	0.7	20.9	81.0	1.4	38.			

Next, I will explain the status of the Beverages and Desserts Sector.

In the beverage category, "MBP Drink" maintained a high growth rate but overall the market trended below previous fiscal year performance due to a reversal from last year's stay-at-home demand. We also recorded decreased net sales.

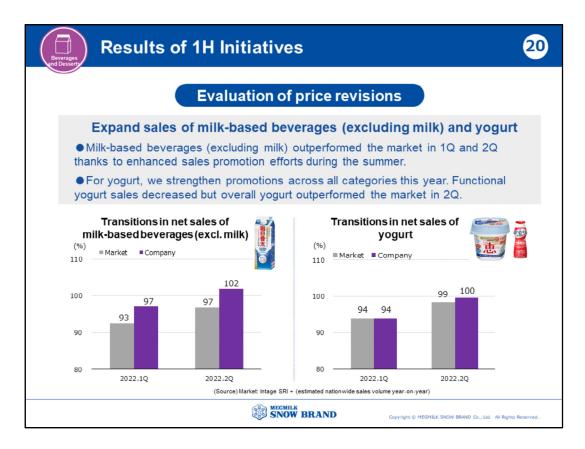
Yogurt net sales decreased overall as a result of delays in the recovery of functional yogurt despite firm sales of products such as Nature Megumi and Makiba no Asa.

Sales of desserts increased due to strong sales of single-serving desserts such as the Cream Sweets series.



This slide shows transitions in the sales prices of milk beverages and juices.

In both categories, we revised our price structure based on the timing of product renewals implemented in March. Since then, we are seeing these changes steadily being reflected in store prices.



Next, I will discuss our performance related to expanding sales volume.

These graphs show year-on-year growth for milk and milk-based beverages and yogurt.

For milk and milk-based beverages, we worked to promote the use of powdered skim milk inventory, which has been an issue in terms of supply and demand. We also worked to compensate for a lack of stability in fresh milk supply and demand during the summer.

As a result, sales have outperformed the market since the beginning of the fiscal year.

For yogurt, this fiscal year we worked towards overall category growth based on assumptions that consumer purchasing behavior will change due to the impact of higher cost of living and changes in consumer activity due to COVID-19.

As a result, second quarter sales slightly exceeded the market.



Next, I will explain our second half initiatives.

Since November, we have revised prices for our main products to reflect the milk price revisions and other cost increases.

First, we will work to firmly stabilize these price revisions on the market.



Next, I will explain the launching of new products and the strengthening of promotions.

First, I will discuss efforts to strengthen our products that promote value. As a follow-up to MBP Drink, we launched Kansetsukea Drink Glucosamine and Kiokukea Drink β (Beta) *Lactolin* as Foods with Function Claims. Through these products, we will respond to growing health consciousness among consumers.

The second initiative is to propose new consumption occasions.

Through social media and online ads, we will introduce the benefits of milk in containers with a small cap as proposals for new ways to drink to expand core customer demand.

The third initiative is to revitalize our core brands. For Snow Brand Coffee, which is commemorating the 60th year since its launch, we are expanding beyond the boundaries of categories such as margarines, desserts, ice cream and bread, to develop collaborations with other companies.

Through these efforts, we will work to revitalize long-selling brands.



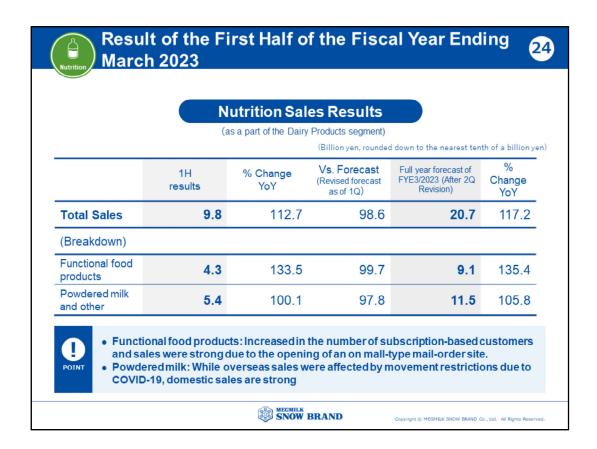
The fourth is initiatives in the yogurt category.

During the second half of the fiscal year, we anticipate the rising cost of living and the increased flow of people following the lifting of restrictions on movement will lead to further diversification in purchasing behavior.

Also during the second half, we will strengthen promotions in all categories to secure yogurt sales volume.

For functional yogurt, we believe that the visceral fat reduction benefit of our Gasseri Strain Yogurt is an important health value for customers.

We will continue efforts to raise awareness of product functions to put them on a steady growth trajectory.



Next, I will explain the Nutrition Business Sector.

For functional foods, we continued with aggressive marketing investments in MBP-related products such as Mainichi Hone Care MBP, and sales continued to increase.

Looking at powdered milk, overseas sales were affected by restrictions on movement related to COVID-19. In Japan, however, opportunities to use powdered milk increased as opportunities to leave home increased, resulting in increased sales.



Next, I will explain our initiatives for the second half.

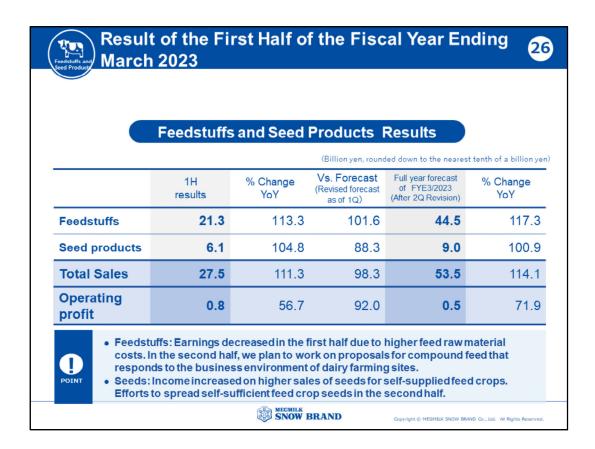
For functional foods, in addition to increasing the number of users of subscriptionbased mail-order sales, this fiscal year we expanded sales channels by opening a mall-type mail-order store.

We will continue using these channels to increase customers.

For infant formula, we have revised domestic sales prices since October in response to rising prices for imported raw materials.

With the participation of men in childcare, we are seeing new opportunities for infant formula use.

We will continue developing promotions that are closely related to childcare at home to drive interest.



Next, I will discuss the Feedstuffs and Seed Business.

The Feedstuffs business posted an increase in revenue as we reflected the rising cost of imported raw materials in sales prices.

In the Seed business, net sales increased on higher sales of grass seeds.

However, operating profit decreased as sales prices lagged behind the sudden rise in feed raw material prices.

Currently, dairy production sites are facing various cost increases, including feed, fertilizer, and energy, leading to increased focus on the importance of self-supplied feed.

Our Group will continue to promote the use of self-supplied feed, and will propose compound feed that responds to the operating environments facing dairy farmers.



Next, I will explain our sustainability efforts.

In June of this year, we established a new promotion structure to launch initiatives.

Our Decarbonization Subcommittee is considering the adoption of solar power generation and evaluating the direction of renewable energy for future CO2 reduction.

The Plastic Reduction Subcommittee is engaged in detailed discussions toward reducing petroleum-derived plastics, one of the goals for which we have set a KPI.

The Human Rights Subcommittee is evaluating issues such as surveys of the actual working conditions for foreigners along our supply chain.

The Sustainability Promotion Committee receives reports from each subcommittee and, under the supervision of the Representative Director, makes judgments necessary for decision-making by management.



Next, I will explain the status of information disclosure based on TCFD recommendations.

We announced our support for TCFD Recommendations in October of last year. Since then, this fiscal year we analyzed and evaluated matters with the greatest financial impact based on the two scenarios for temperature increases.

We will address identified risks in order based on our KPI.

With regard to opportunities, we will engage in further discussion and work to increase our resilience.

We disclosed the results of these efforts for the first time in the integrated report we published at the end of September.



Next, I will explain our environmental impact reduction efforts.

Our Group decided to issue a green bond in December to procure a portion of the capital required for activities to reduce our environmental impact.

With an issue amount of 5 billion yen, we will use this capital towards initiatives such as the installation of renewable energy equipment, waste reduction, and switching to environmentally friendly raw materials.



Lastly, I will explain our efforts related to human rights accountability.

Regarding priority human rights risks identified through internal workshops, we conducted human rights impact assessments on foreign workers at factories and dairy production sites, as well as on small-scale palm farmers.

We plan to continue proactively implementing initiatives to ensure human rights accountability.

Make the Future with Milk.

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