

真似しない 真似されない

Never Imitating - Never Imitated

INABA CIAO

猫ウェットスナックで
売上世界 **No.1** の
いなば



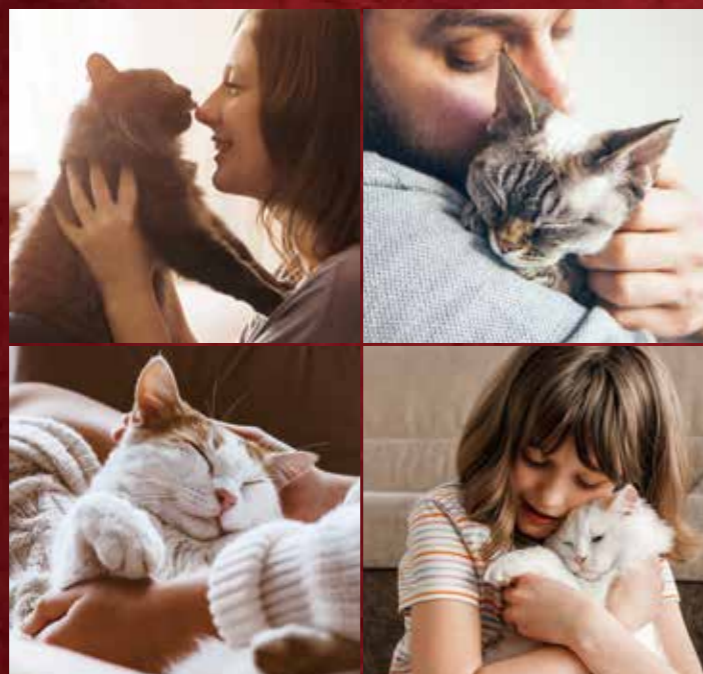
"Inaba is the World's
No.1 brand
of
Cat Wet Treats"

猫ウェットスナックで、 売上世界No.1のいなば

Footnote: ユーロモニター調べ; 2022年小売販売額; 2023年7月~9月に実施された調査に基づく; 「いなばブランド」は「CIAO」と「いなば」ブランドの合算

“Inaba is the World’s No.1 brand of Cat Wet Treats”

Footnote: “Source: Euromonitor;
2022 RSP, research conducted Jul-Dec 2023.” ;
“Inaba” brand is total of CIAO and Inaba brand.



*Delighting Cats
Around the World.*

世界の猫を喜ばす

 EUROMONITOR
INTERNATIONAL

March 2024

NOTE OF CONFIRMATION

Inaba Foods, Inc
2 Chome-11-2, TAIYO LIFE NIHONBASHI BUILDING, 21F
Chuo City, Nihonbashi, Tokyo, 103-0027,
Japan

To Inaba Foods, Inc.

Euromonitor International Ltd (“Euromonitor”) hereby certifies that the findings of its latest research support the Claim set out in the box below and hereby authorises Inaba Foods, Inc to use the Claim on the Conditions set out on CERTIFICATION OF CLAIM.

Claim and Footnote (nb: references to “Claim” include the Footnote).

Japanese:

Claim 1: 世界 No.1 猫用ウェットスナック・ミキサーブランドのいなば

Alternative Language: 世界 No.1 猫用ウェットスナック・ミキサーの会社による

Footnote 1: ユーロモニターインターナショナル調べ; 2022年小売販売額; 2023年7月~9月に実施されたカスタム調査に基づく; 「いなばブランド」は「CIAO」と「いなば」ブランドの合算

Claim 2: 世界 No.1 猫用ウェットスナックブランドのいなば

Footnote 2: ユーロモニター調べ; 2022年小売販売額; 2023年7月~12月に実施された調査に基づく; 「いなばブランド」は「CIAO」と「いなば」ブランドの合算

Yours sincerely




Chris Wetherall
Director
Euromonitor International Ltd.

Euromonitor International Ltd Claim Certification

いなば食品

About INABA Foods Co., Ltd.

継続的な事業成長のプロセス

An Ongoing Process of Business Development

食品缶詰事業で築いた生産管理技術と製品開発力を軸とし、「食品」「ペットフード」「事務用食品」事業を展開しています。ペットフード事業においては「世界の猫を喜ばす」のスローガンの元、海外展開も進めています。

Based on specialized production control techniques and years of marketing experience in the canned food industry, INABA Foods is extending its production of pet foods, foods for human consumption, and the food-service industry. Our pet food business continues to develop under the slogan, Delighting Cats Around the World.

CIAOちゅ〜るCM
CM好感度
No.1
(日用品部門)

Inaba Churu Commercial
2018 Commercial
Popularity Ranking
(Daily Necessities Category)
No.1 for two years running

TVCM ラインナップ TV commercials (In Japan)



CIAO缶/CIAO Can



CIAOちゅ〜る/CIAO Churu



Wanちゅ〜る/Wan Churu



金のだし カップ/Kin no Dashi Cup

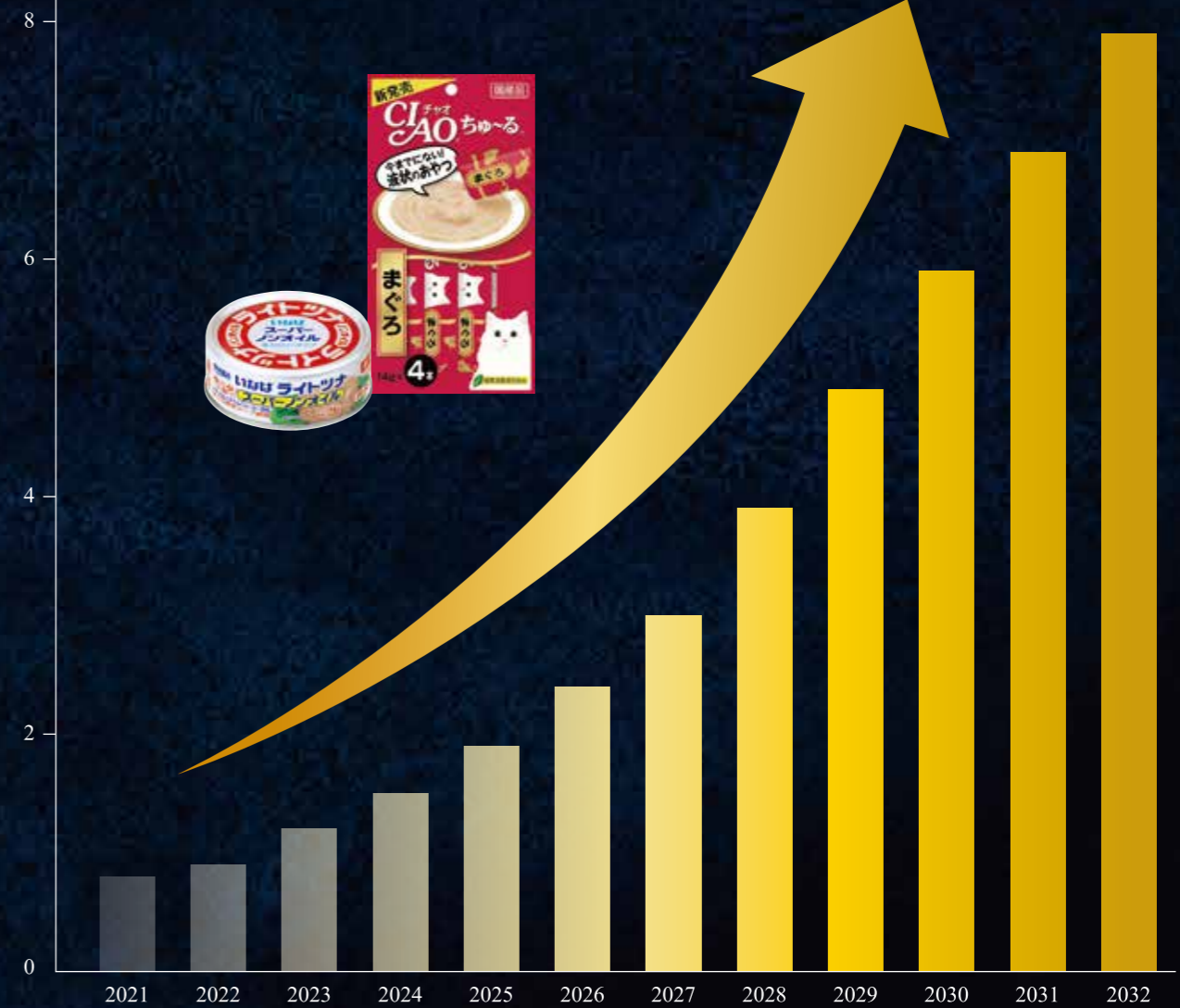


ライトツナのパイオニアからペットフードのリーダーへ!
From Light Tuna Pioneer to Pet Food Leader!

売上 Sales
(兆米ドル)
(Billion USD)

[売上推移と経営計画] [Sales Trends and Management Plan]

売上推移 Sales trends
1 \$ = 109円 1 \$ = 109 yen
購買力平価 purchasing power parity



いなばタイ工場

世界最大級のウェットフード工場

Thailand Factory

One of the World's Largest Wet Food Factories





世界に広がる「ちゅ〜る」

Our World Wide Products



● 営業所
Sales Offices

● 現地法人
Subsidiary

■ 工場
Factory

静岡本社 R&Dセンター

2026年竣工予定

Shizuoka Factory,
Head Office,
and R&D Center

Construction to be completed
in 2026



東京 日本橋本社

Tokyo
Head Quarter





Inaba is the World's
No.1 brand
of Cat Wet Treats

Never Imitating
Never Imitated



No.1

Inaba is the World's No.1 brand of Cat Wet Treats

*Source: Euromonitor; 2022 RSP, research conducted Jul - Dec 2023.

*"Inaba" brand is total of CIAO and Inaba brand.

Thank you to all cat parents throughout the world.

Without everyone's support we were not able to achieve the world No.1 position.

We promise to keep on "Delighting cats around the world"

by continuing to make products that cat and cat parents love.



Thailand Factory

One of the World's Largest Wet Food Factories



US Factory




Start of Construction in July 2025

Completion of Construction in December 2026





INABA hold the top share in the global market for cat wet treats

 Sales Offices  Subsidiary  Factory



Our World Wide Products

About INABA Foods Co.,Ltd.

An Ongoing Process of Business Development

Based on specialized production control techniques and years of marketing experience in the canned food industry, INABA Foods is extending its production of pet foods, foods for human consumption, and the food-service industry. Our pet food business continues to develop under the slogan, Delighting Cats Around the World.

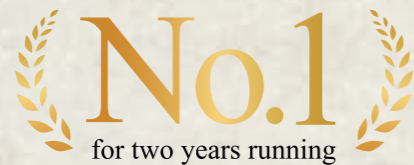
Atsuhiko Inaba

President of INABA Foods Co., Ltd.

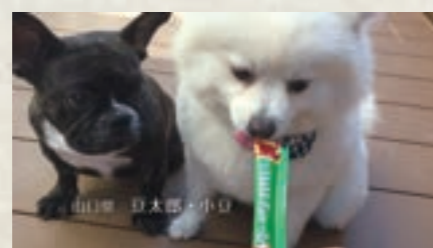
Our products are loved as a result of our TV advertisements in Japan.

INABA Churu Commercial

2018 Commercial Popularity Ranking (Daily Necessities Category)



CIAO Churu



Wan Churu



Kin no Dashi Cup



CIAO Can

[Shizuoka Factory (in Japan)]



Shizuoka Factory No.4 (Construction completed in 2023)



Head Office and R&D Center (Construction to be completed in 2026)

From Light Tuna Pioneer to Pet Food Leader!

[Sales Trends and Management Plan]

Sales (Billion USD)

■ Sales trends

1 \$ = 109 yen purchasing power parity

