

Press Release

October 31, 2023
Calbee, Inc.

**Calbee Invests in Towndoctor, a Dietary Coaching Service Provider:
We will create a personal dietary habits consultation program towards
establishing a food solution platform**

Calbee, Inc. (headquartered in Chiyoda-ku, Tokyo; Makoto Ehara, Representative Director, President & CEO) (“Calbee”) has invested in TownDoctor inc. (headquartered in Minato-ku, Tokyo; Kei Yamagami, CEO) (“TownDoctor”), a dietary coaching service provider. Calbee’s capital contribution to TownDoctor is 140 million yen.

Calbee upholds “Contribute to healthy and diverse lifestyles” as a key issue for continuation of its business activities (Materiality). In its “2030 Vision” and the growth strategy to achieve it, the company promotes business focusing on the “food and health” area. With this strategic partnership, Calbee will accelerate business in the “food and health” domain, and create new values through co-creation by both companies.



[Background]

A WHO’s investigation*1 shows that Japan is the country with the highest life expectancy in the world, but there is at least 10 years’ difference between overall life expectancy and healthy life expectancy*2, which is considered a problem. According to a public opinion survey*3, 77.6% of people experience anxiety in their daily lives, and of them, 60.8% of people feel anxious about their own health, which the highest percentage of any item. Because of this, people’s health concerns are considered a major social issue, and improving healthy life expectancy is a critical issue we all face.

Since its establishment, Calbee has been implementing its corporate philosophy “Contribute to healthy lifestyles” by providing products made with whole natural ingredients. In April 2023 we launched “Body Granola,” a subscription service offering personalized granola based on customers intestinal environment, and in July 2023 launched “OMA MESHU,” a personalized home-delivered meal service. We are leading the industry with our efforts to **establish diets in which customers choose personalized food by themselves.**

To accelerate establishment of a new business model contributing to healthy lifestyles, we decided to invest in TownDoctor, which has knowledge of diet coaching by registered dietitians, and build a strategic partnership. Exerting the synergy of both companies to the maximum, we will promote the **establishment of a “comprehensive food solution platform”** which is outlined in our growth strategy.

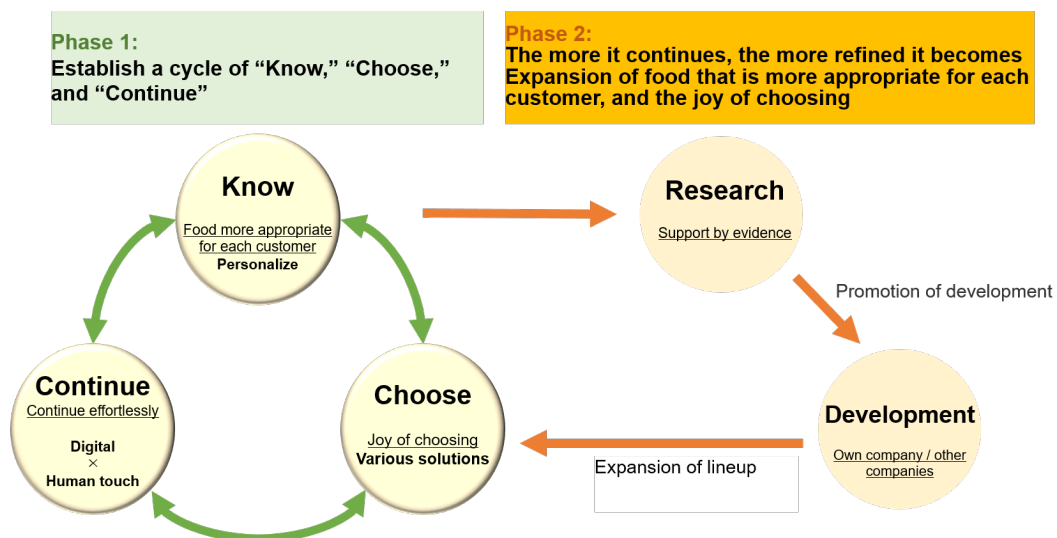
*1 Source: World Health Statistics (2023) (WHO)

*2 Healthy life expectancy: the period in which a person can enjoy life without any limitations in day-to-day activities resulting from health problems

*3 Source: Public Opinion Survey on the Life of the People (2021) (Cabinet Office)

[Conceptual diagram of creating a comprehensive food solution platform]

*This case contributes to Phase 1 “Continue”.



[Comments from representatives of both companies]

Makoto Ehara (Calbee, Inc., Representative Director, President & CEO)



Since its establishment, Calbee has been implementing its corporate philosophy “Contribute to healthy lifestyles.” As lifestyles are diversifying, I believe that each of us must consider our diet based on our health condition to achieve healthy lifestyles.

Through this strategic partnership with TownDoctor, we will accelerate the achievement of a “society in which we grasp our conditions from tests and surveys and choose our diet based on evidence.”

Kei Yamagami (TownDoctor inc., CEO)



With this partnership with Calbee, we will promote the building of a food solution platform. Although there are many delicious and healthy foods and restaurant menus, we recognize that there are various issues in getting them to people who need them. We suggest the most appropriate foods, taking the health conditions and food preferences of each user into account, build a system to deliver these foods to them, and contribute to promotion of health for people who enjoy eating.

[About TownDoctor]

Company name: TownDoctor inc.

Head office: MBC A-23, 5-27-3, Shiba, Minato-ku, Tokyo

Representative: Kei Yamagami

Establishment: March 24, 2021

Paid-in capital: 100 million yen

Business: Development of diet coaching services for patients with lifestyle-related diseases / people with potential to develop lifestyle-related diseases

[About the Calbee Group]

Since 1949, we embrace a corporate philosophy of “harnessing nature's gifts, bringing taste and fun, and contributing to healthy lifestyles.” As a company that provides essential goods, the Calbee Group is placing sustainability at the core of our management and creating the future of food by solving social issues through its corporate activities. (<https://www.calbee.co.jp/en/>)