



July 8, 2020  
Calbee, Inc.

It is with deep sadness that we announce the passing of Satoshi Matsuo, the former Chairman of the Board, and President and Representative Director of Calbee, Inc. He passed away aged 84 after an illness on Friday, July 3, 2020 at 5:18am. We are grateful for the support and kindness that you gave to him. The family has held a private funeral service and is not asking for visits of condolence, contributions, flowers, or gifts.

Plans are under way for a memorial service to be held by Calbee, Inc. Details will be provided at a later date.

### **Satoshi Matsuo's Career History**

- 1935: Born in Hiroshima Prefecture on December 28, 1935.
- 1958: Graduated from the School of Engineering, Hiroshima University.
- 1958: Joined Daiken Corporation.
- 1960: Joined Calbee, Inc.
- 1964: Appointed Director, Calbee, Inc.
- 1967: Appointed Executive Vice President, Calbee, Inc.
- 1987: Appointed President and Representative Director, Calbee, Inc.
- 1992: Appointed Chairman of the Board, Calbee, Inc.
- 2001: Appointed Director and Special Adviser, Calbee, Inc.
- 2002: Appointed Special Adviser, Calbee, Inc.
- 2005: Appointed Honorary Adviser, Calbee, Inc.
- 2010: Resigned as Honorary Adviser, Calbee, Inc.

### **Achievements**

Satoshi Matsuo, along with the Calbee founder, Takashi Matsuo, was instrumental in the launch of Kappa Ebisen, Calbee's long-selling product, and the company's entry into the potato chips business. Under Satoshi's leadership, Calbee expanded its production system and started overseas business operations. In 1988 when he served as President, he led the company in its start of the cereal business and built a solid foundation for its growth in the market. In addition, Satoshi made a remarkable contribution to the snack and cereal food industry as the Chairman of the National Wheat and Rice Cracker Association (currently known as the Japan Snack Cereal Foods Association).