

October 20, 2021

KANEKA CORPORATION

**Kaneka Opens panmusubi, a Mall-type EC Site that Makes It Possible to Directly Buy Bread
from Famous Bakeries Nationwide**

- Contributing to the Revitalization of the Bakery Market -

Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Genichiro Kocho), affiliate company of Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka), opened a new e-commerce site, panmusubi (<https://pan-musubi.jp/>), on October 20. This mall-type e-commerce site connects bread lovers with bakeries nationwide. The panmusubi site features roughly 30 bakeries*, from Hokkaido to Kyushu, making it easy for people to buy delicious, specialty breads from distant bakeries that have been difficult for consumers to reach in the past.

The bakery industry has suffered as a result of the COVID-19 pandemic, losing sales opportunities due to their shortened operating hours. Consumers have also become more reluctant to go to bakeries in person.

This is why Kaneka Foods, which supplies bread-making ingredients to bakeries across the country, has decided to leverage its network and expertise and launch the new panmusubi service, which enables people to buy bread directly from bakeries nationwide. With panmusubi, customers can buy breads from bakeries that are renowned, both locally and on gourmet sites, for their delicious breads, and from bakeries who are making their breads available for purchase online for the first time. It carries a lineup of select products such as panmusubi exclusives that customers will be excited to order. All of the products sold on panmusubi are frozen and then delivered using dedicated panmusubi boxes, so they can be delivered to customers homes or sent as presents to distant friends and family members.

Through its dairy product business, such as Milk for Bread™, which brings out the delicious taste of bread, Kaneka has worked to the revitalization of the bakery market. Through the new panmusubi service, it will deliver delicious bread throughout Japan, helping further enrich peoples' diets.

* Future announcements will be made regarding the exact number of participating bakeries. Updates regarding bakeries will be posted to panmusubi's official Instagram account (https://www.instagram.com/pan_musubi/) and the panmusubi website.

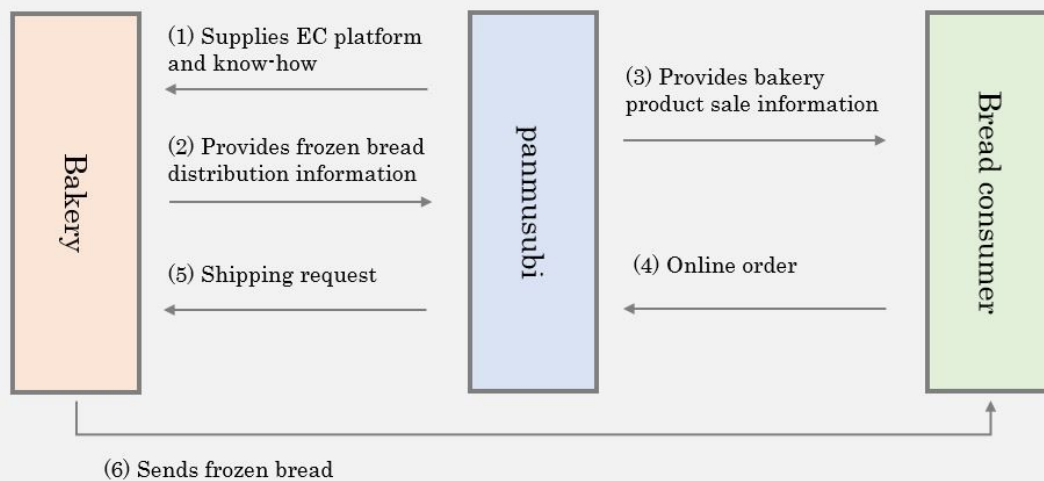


Image of website



Logo

Overview of the services provided by the "panmusubi" mall-style EC site



Inquiries:

Kaneka Foods Corporation 0120-97-1207 (10:00 a.m. to 5:00 p.m. on weekdays, closed on Saturdays, Sundays, and holidays) or the panmusubi inquiry form

<https://pan-musubi.jp/shop/contact/contact.aspx>

< General description of Kaneka Foods Corporation >

Headquarters: Shinjuku-ku, Tokyo, Japan

Business description: Purchase and sales of food for bakery, confectionery, and processed foods,
Machine sales

President: Genichiro Kocho