

March 19, 2024

KANEKA CORPORATION

Kaneka Launches Pur Natur™ “Organic Milk Made from Organic Raw Milk”
— Organic Milk from Organic JAS Certified A2 Milk —

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka) will launch JAS-certified*¹ organic milk Pur Natur™ “Organic Milk Made from Organic Raw Milk”, on March 19. This will be the second organic dairy product in the Pur Natur™ brand following yogurt. The new product will be sold through its affiliate company Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki), at major supermarket LIFE Corporation (referred to below as “LIFE”) at first. After the pre-sale, the product will be sold at specialty organic stores and other supermarkets.

This product uses raw milk from Betsukai Wellness Farm*² (Betsukai-cho, Notsuke-District, Hokkaido), a farm operated by the Kaneka Group that practices organic circular dairy farming. It is characterized by the rich flavor of organic raw milk from healthy cows raised on the fertile land as well as a sweet and rich taste with a clear aftertaste by virtue of the traditional method of Pur Natur in Belgium.

The Pur Natur™ organic dairy series is made from A2 milk*³, which is becoming increasingly popular, especially in Australia and New Zealand, due to growing health consciousness. In Japan, A2 milk is also attracting attention, as evidenced by its ranking in Nikkei Trendy's Your Hit Prediction for 2024.

Based on our mission of “Kaneka thinks Wellness First”, we provide products focused on delicious flavor and health. We will further promote expanding our unique line up of organic dairy products to contribute to our customers' health and rich dietary lives in the future.



Product Profile :

| | |
|------------------------|---|
| Product Name | Organic Milk Made from Organic Raw Milk |
| Suggested Retail Price | 498yen + tax (538yen incl.tax) *4 |
| Volume | 1000ml |
| Retailer Clients | LIFE*5、Kaneka online shop, etc. |
| Brand website | https://kaneka-purnatur.jp/organic/milk |

Product Features:

- Uses organic raw milk from Betsukai Wellness Farm, which practices circular organic dairy farming
- Organic JAS-Certified
- A2 Milk: We use A2 milk*3, a trend in the overseas milk market. Cows raised at Betsukai Wellness Farm are all confirmed to have only A2 genes.

- *1. An inspection and certification system for organic food products established by the Ministry of Agriculture, Forestry and Fisheries of Japan. It certifies that agricultural products and livestock products are produced without chemical substances such as pesticides and chemical fertilizers.
- *2. A company that produces and sells organic raw milk which was established by Kaneka and its dairy farming partner, Betsukai Milk World Co., Ltd.
In April 2021, a dedicated organic farm was completed, and in December 2022, the farm received organic JAS certification.
- *3. Beta casein, one of the proteins contained in milk, has two types, A1 type and A2 type, depending on genetic differences. The genetic composition of an individual dairy cow determines whether it is an A1 or A2 type.
The milk produced by the A2 type dairy cow is called A2 milk.
- *4. As this product is subject to the reduced tax rate, price including tax is shown with 8% consumption tax.
- *5. Some stores may not offer this product.

Product Inquiries: Kaneka Foods Corporation

0120-97-1207 (10:00a.m. to 5:00p.m. excluding weekends and holidays)

< General Description of Kaneka Foods Corporation >

Headquarters : Shinjuku-ku, Tokyo, Japan

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

President : Futoshi Fukuzaki

< General Description of Pur Natur Invest BVBA (Pur Natur) >

Headquarters: The Kingdom of Belgium Kruishoutem

Business description: Manufacture and sales of dairy products, jams, fruit spreads

President: Marc Verhamme