

Responding to Increasingly Diverse Consumer Demand



Mitsui & Co. believes that the continuing provision of value and functions that match consumer expectations will remain an important role for Mitsui as we work to respond to new consumer demand.

For example, world population growth and economic growth are likely to have a major impact on food demand patterns, resulting in increased demand for animal protein in emerging market economies. In response to this need, Mitsui has launched a business for stably supplying chicken meat to the West African market.

At the same time, we are also moving forward with initiatives targeting new needs and markets emerging from the diversification of consumer lifestyles in recent years. In the area of information services, there has been a global rise in the influence of individuals through social network services and other channels, and thought patterns are also becoming more individualized in various ways. Mitsui helps companies to detect needs quickly by providing solutions based on the latest data analysis tools.

By monitoring consumer needs and developing and supplying diverse services and products that embody those needs, we will continue to contribute to the creation of a society in which people can enjoy fulfilling lives.

Creating a Safe, Reliable Prepared Food Business that Matches the Food Needs of Consumers

SDGs : 2.1

In the United States, population growth is driving the expansion of food markets, while food needs are changing in step with the increasing diversification of lifestyles and other social trends, emphasizing the need for foods that are safe, reliable, and delicious, and can be enjoyed without troublesome preparation. This is reflected in the rapid expansion of the market for prepared foods that can be eaten at home. The market growth rate is currently around 8% per annum.

Mitsui has invested and participated in Hans Kissle Company, LLC ("Hans Kissle"), which since its establishment in 1984 has developed, manufactured, and sold a wide variety of delicatessen entrees, main dishes, desserts, and other items. These products are sold mainly in major food supermarkets along the Northeastern Seaboard of the United States. The company's long track record as a developer and manufacturer of safe, reliable, delicious foods is based on its high-quality control standards, and Hans Kissle is achieving steady business growth in the expanding U.S. market for prepared foods.

By further improving the safety, taste, and healthiness of Hans Kissle's prepared foods, as well as



Hans Kissle supplies safe, reliable, and delicious delicatessen entrees

related services and other aspects of its business, Mitsui is actively responding to changing consumer needs.

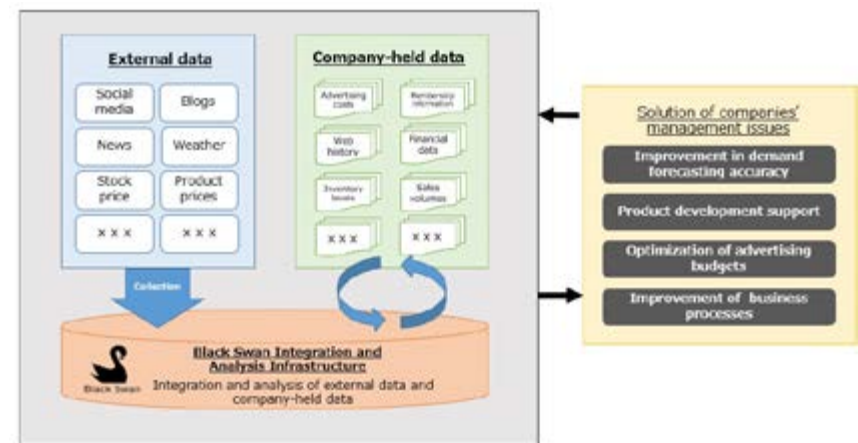
Service for Forecasting Future Market Trends through the Analysis of Vast Quantities of Consumer Input

SDGs : 12.3

Based on its perception that vast amounts of consumer input can be effectively utilized in marketing to monitor diversifying consumer needs, Mitsui's subsidiary, Mitsui Knowledge Industry Co., Ltd. ("MKI") has started to work with Black Swan Data Limited ("Black Swan"), a provider of big data analysis services.

Black Swan has developed its own infrastructure to enable flexible, integrated analyses of external data, such as SNS messages, weather information and news, as well as internal data held by companies, such as sales and inventory levels, and membership information. It uses this infrastructure to provide big data analysis services. Meanwhile, MKI has actively engaged in research and development activities since 2014, which includes the development and provision of its own analysis and forecasting tools for the distribution and retail industries. By combining Black Swan's solutions with MKI's accumulated analysis know-how, we will be able to roll out new data analysis services in the Japanese market.

Through the provision of highly accurate data analysis services, such as predictions as to which types of consumers will be attracted to which products, as well as the positioning and future growth of these trends, we will help our customers to anticipate future trends in their markets, leading to the effective provision of the services and products needed by society.



Outline of Big Data Analysis Services