

Capital and Business Alliance with cotta CO., LTD the No.1 Confectionery bread EC website in Japan

---Our challenge for creating new demand by the combination of our products
and cotta's information sending power

Fuji Oil Co., Ltd. (Izumisano city, Osaka, Tasuji Omori: President, hereinafter Fuji Oil) is pleased to announce its capital participation incotta CO., LTD (Tsukumi city, Oita \ Akiko Kurosu: President. Hereinafter,cotta) as a strategic partner.

-----About cotta-----

cotta operates one of Japan's largest e-commerce portal sites for confectionery and baking ingredients, with 1.7 million members, approximately 35 million PV accesses per month, and 1 million total SNS followers. The site offers a wide range of 30,000 products and a large selection of great content on the site, including recipes and columns.The site also features famous patissiers, confectionery researchers, and Instagrammers to provide unique information that is needed by a wide range of people.



-----About Fuji Oil-----

Since its foundation, Fuji Oil has developed its business in vegetable oils and fats, industrial chocolate, emulsified and fermented ingredients, and soy processed ingredients, using plant-based ingredients as main raw materials. Based on the R&D and production technologies cultivated over the years, it aims to become a company that solves social issues through further technological innovation to create a tasty, healthy, and sustainable society.



■ Aims of this alliance

Since its foundation, Fuji Oil Group has been providing values such as good taste and convenience by using its innovative technological capabilities. In today's rapidly changing global and social environment, there is a greater need than ever before to develop products that can provide new values such as health and sustainability in addition to conventional values, and to diversify methods of communicating value appeals.

The purpose of this alliance is to strengthen contact with consumers in an ever-accelerating digital society, utilize this contact in product development, provide a wide range of options for diverse food values, and take on the challenge of creating new demand.

In the area of Plant-Based Food (PBF*) products, which are currently the focus of much attention, we will work together with cotta to revitalize the market and create and expand demand.

*PBF is a plant-based food that reproduces the flavor and texture of animal products (meat products and dairy products such as cheese and butter) from plant-based ingredients.

Examples of major initiatives are as follows

- Revitalization of the confectionery and baking market through the dissemination of recipes and other information
- Cultivate influencers and build a community
- Raise awareness of and create demand for various confectionery and baking ingredients, including PBF products.
- Jointly develop and market strategic products that meet consumer needs.

Supplement: About the PBF Market

Currently, various efforts are being made to realize a sustainable society in response to the growing global population and heightened awareness of issues facing society, such as human rights and environmental problems.

Especially in Europe and the United States, the PBF market, which can contribute to solving these social issues, is rapidly expanding, and is attracting increasing attention in Japan as well.