

July 5, 2022  
Otsuka Foods, Co., Ltd.

**Otsuka Foods Zero Meat Features  
Characters from Fujiko F. Fujio Universe  
Introducing New Food Culture to Children  
Also Available at Cafe Menu at Fujiko F. Fujio Museum  
in Kawasaki**

TOKYO, Japan, July 5, 2022—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today the launch of promotional Fujiko F. Fujio characters for its Zero Meat soy meat products.\*<sup>1</sup> Accompanying this campaign, the Vegetable-Packed Doramoco Plate, made with Otsuka Foods Zero Meat Hamburger for Commercial Use, will be added to the menu at the Fujiko F. Fujio Museum cafe in Kawasaki on Saturday, July 9, 2022.

Influenced by the SDGs, consumer awareness and values have changed in recent years, shifting toward sustainable living and behavior that is eco-friendly. In response to this change, various plant-based foods that make full use of food tech have reached the market, including Otsuka Foods Zero Meat series products. This series, which contains no animal-based ingredients,\*<sup>2</sup> is intended to deliver sustainable and healthy food that people will want to eat daily in order to stay healthy and contribute to society.

This new campaign features Doraemon and other characters from the Fujiko F. Fujio universe to help today's children, who will bear the burden of tomorrow's world, better understand and appreciate this new food culture. The line's main message is "You can do something good for the future just by what you eat!" In this and other ways, Otsuka Foods will continue to communicate the idea that incorporating Zero Meat into your daily diet helps keep you healthy and protects the environment.

As a manufacturer of plant-based food products such as Zero Meat soy meat products, the company takes as its mission activities that help children, our next generation of leaders, gain an interest in and deepen their understanding of the SDGs.

\*1 The Zero Meat series products are made with a soy-based processed food.

\*2 Animal-based ingredients include beef, pork, chicken, eggs, milk, honey, and other livestock products, as well as seafood.