



MARKET

Japanese food and green tea beverages have become increasingly popular in the past decade due to the rising trend of the health conscious consumer and higher demand for healthier food and beverage choices in the market. As a result, the value of the healthy food and beverage market grew to 180 billion Baht in 2014, along with the significant growth of the Japanese restaurant segment in Thailand.

"Oishi Group" PCL is a brand leader in the Japanese food and beverage industry. Its vision is to offer a selection of healthy food and beverage choices that improve the quality of life for Thai consumers. The group has played a key role in making Japanese food and green tea beverages popular amongst Thais and available across the country. Oishi food and beverage products have enjoyed a highly positive response from the consumers due to their high product quality, outstanding product innovations, countrywide availability, diversity of both restaurants and ready-to-eat products, attractive promotional campaigns and a strong brand proposition, which conveys modernity embedded with Japanese essence.

ACHIEVEMENTS

In the beverage sector, Oishi is a strong market leader. According to a recent survey by IPSOS Thailand Ltd, Oishi is rated the most popular brand of ready-to-drink green tea among Thai consumers.

The company's market share leadership reflected strong consumer preference towards its brand and product.

Oishi's market leadership is driven strongly by its product innovations. Its latest product, Oishi Green Tea Watermelon, launched in summer of 2015 and won the Thai Pack Awards 2015 from the Thai Packaging Association. The inspired package captures the look of a refreshing and delicious watermelon. A bright red melon consumes the label and embodies the fruit's sweet and juicy flesh, contrasted by the green stripes of a perfectly ripe watermelon rind. A playful bite out of the watermelon adds to the fun factor of the label's design while revealing the tempting red-tinted tea inside. Oishi Green Tea watermelon flavour is the perfect drink for a long hot summer.

Oishi was also voted "The Most Powerful Brand Award 2014", in the Ready-to-Drink Green Tea Product category, surveyed by Chulalongkorn University's Faculty of Commerce and Accountancy. In addition, the company received two advertising awards for the Digital and Interactive Media category in "Adman Awards and Symposium 2014", Thailand's greatest annual advertising contest organised by the Advertising Association of Thailand. Adopting a digital strategy through digital media and mobile applications targeting the modern consumer's lifestyle, Oishi also won the Creative Social Media Application Award for its application "Oishi Omoticon" campaign.

In the food sector, Oishi presently enjoys a share of more than 30% of the total Japanese restaurant market. Its share, worth about THB 20 to 22 billion, has sealed its status as the "King of Japanese Food" in Thailand. The symbols, logos and brands of its products also enjoy wide recognition and popularity among consumers.

HISTORY

On September 9th, 1999, the Oishi Group became the pioneer in Thailand's food and restaurant market when

it introduced the country's very first Japanese buffet restaurant in central Bangkok - "Oishi Buffet".

"Oishi", which is the Japanese term for "delicious", was a fitting name for the restaurant that won over its patrons. The Oishi Buffet soon became the capital's hot spot as it brought an entirely new dining experience to Thai consumers with the best service quality, atmosphere and pricing. Since then, the market for buffet restaurants in Thailand has enjoyed explosive growth.

As a pioneer, Oishi introduced a combination of lifestyle food services and Japanese trends. With the Oishi brand becoming very well known among Thai consumers, the group needed a stronger base to accommodate its rapid expansion. In 2000, Oishi Restaurant transformed into a limited company, with registered capital of 10 million Baht. Three years later, it became Oishi Group Public Co., Ltd. While its buffet business flourished, the company foresaw that soft drinks would serve to be its next potential business opportunity.

The Oishi Group entered the beverage market by launching ready-to-drink (RTD) green tea to resonate with the growing demand and replace the green tea normally served by the glass in restaurants. In 2003, the Oishi Group officially started a ready-to-drink green tea business under the brand "Oishi". As with its first-of-a-kind buffet in Thailand, Oishi Green Tea became the first Japanese green tea available in bottles, driving market growth for ready-to-drink tea.

After twelve years of product launches, Oishi continues to expand its beverage product lines and cover various types of green tea catering to the needs of different consumers. The brand now offers

a variety of popular RTD beverages that reach households in every corner of Thailand through an extensive network of wholesalers, retailers, convenience stores, supermarkets and other leading shops.

PRODUCTS

For Oishi, innovation is a key strategy that drives the company to develop and consistently offer new food and beverage

products to the market. Oishi focuses on offering high quality products at affordable prices that fit perfectly with both the fast-paced and health-conscious lifestyles of consumers.

Food Brands

Oishi now has six brands of Japanese restaurants, with more than 200 branches nationwide.

- Oishi Grand (1 branch)
- Oishi Buffet (19 branches)
- Shabushi by Oishi (112 branches)
- NIKUYA by Oishi (18 branches)

- Oishi Ramen (54 branches)
- KAKASHI by Oishi (19 branches)
- Oishi also serves a variety of authentic Japanese dishes to customer's doorsteps through Oishi Delivery 1773.

In addition to restaurants, Oishi serves a wide range of ready-to-eat (RTE) dishes, mainly through convenience stores and supermarkets. These ready-to-eat products satisfy consumer demand for meals that are not only quick but tasty and nutritious. Oishi's RTE products, both chilled and frozen, include the following:

- Oishi Gyozas
- Oishi Kanis
- Oishi Sandwiches
- Oishi Trendy Sandwiches
- Oishi Trendy Ready Meals
- Oishi Trendy Rolls - the

latest innovation, Japanese-style "Makis" in the guise of sandwich rolls!



Beverage Brands

Oishi heavily invests in product research and development which has led to the expansion of its product line-ups both in Thailand and abroad. The company's beverage products include the following:

- Oishi Green Tea: The brand of authentic Japanese green tea with the leading market position, brewed from only the freshest top three leaves of every plant. Available in four flavours: Original, Honey Lemon, Genmai, Lychee.
- Oishi Fuito: Green tea mixed with fruit flavours. Available in two flavours: Strawberry Melon, Apple White Grape.
- Oishi Black Tea: A perfect blend of black tea and refreshing lemon flavoured green tea.
- Oishi Kabusecha: Premium Japanese green tea brewed from shaded tea imported from Mie Prefecture, Japan. Available in sugar-free and low-sugar formulas.
- Oishi Oherb: Japanese style herbal drinks. Available in three flavours: Honey and Ginseng, Lotus Rhizome and Jujube, and Tamarindo.
- Oishi Chakulza: The first carbonated green tea in Thailand. Available in three flavours: Honey Lemon, Lemon, Apple Kiwi.

RECENT DEVELOPMENTS

Oishi has recently built a central kitchen and food-processing plant that meets global goods and services quality management standards. The company's operation was certified as having "Excellent Performance (Grade A)" in accordance with the international food safety and quality systems including GMP/HACCP and BRC (British Retail Consortium). In line with this, Oishi's central kitchen has also been certified as having "Excellent Performance (First-Class Plan)" and registered as an export establishment by the Department

of Fisheries and the Department of Livestock. This confirms that Oishi central kitchen's entire production processes meet the same standards as those of other export products in the global market.

The secret to Oishi Green Tea's success lies in its refined manufacturing process. Oishi's state-of-the-art facility and Cold Aseptic Filling production line preserves not only the goodness of green tea, but also its perfect taste and aroma. The plant is the first in Thailand to be equipped with a Double Clean Room technology,

which guarantees optimum hygiene - equal to that maintained in a hospital's operation room, in keeping with world-class standards. Every step of the production process is controlled by a high-precision computer system in a centralised control room to ensure the highest quality in accordance with ISO9001, ISO14001, GMP and HACCP, HALAL Food Standards, and ISO 22000 standards.

PROMOTION

Oishi's summer campaigns always excites, drawing millions of campaign participants every summer over the past years. One of the long time established summer campaigns - Pai Tae Tua, Tour Yok Gang

created fun and excitement by bringing consumers to Japan to participate in fun activities with famous Japanese celebrities. The company innovated by giving customers quicker and more convenient channels to join the campaign through the "Oishi Mobile Application".

"Takeshi's Castle Thailand Presented by Oishi Green Tea" is Oishi's first TV campaign jointly run with a globally well-known Japanese TV programme and offered the chance for Oishi consumers to participate, and win a total of over THB 35 million in prizes.

In 2015, Oishi launched an exciting Oishi Summer Promotion campaign: Oishi Code, Zing Tour Thai which gave away 600 prizes including Toyota Yaris and Yamaha Fino motorcycles, aimed at attracting the younger generation - making it one of Oishi's biggest prize giveaways. Oishi also launched a digital campaign utilising augmented reality (AR) technology on mobile phones, in which a consumer could scan an Oishi logo and capture 3D images of cars and motorcycles, to win special prizes which quickly



became the talk of the town.

However, Oishi's real "talk of the town" campaign was launched in mid-2014. Named "Give back Happiness", the campaign was implemented with a budget of over THB 50 million. Its main objective was to repay Thai customers, as well as stimulating the circulation of money in the market after the country's political crisis. This promotional campaign, which gave a special discount of up to 50% for seven days at all Oishi restaurants countrywide, was an unprecedented offer and popularly received by more than one million customers throughout Thailand.

Furthermore, this year Oishi allocates budget of over 100 Million Baht to invite the Japanese chef of Iron Pan, Mr. Hiroyuki Sakai, to jointly create new superb menus to affirm premium brand image of Oishi.



BRAND VALUES

Oishi is a strong leader in the Japanese-style food and beverage business, offering premium quality and healthy lifestyle products to Thai consumers.

www.oishigroup.com

Things you didn't know about OISHI

- Oishi in Japanese means delicious.
- Oishi now has six brands of Japanese restaurants, with more than 200 branches nationwide. It also has three overseas branches in Myanmar - two in Rangoon and one in Mandalay.
- Every year, Oishi imports 1,200 tonnes of salmon.
- Oishi Kabusecha is brewed from shaded tea leaves imported from Mie Prefecture, Japan, an area previously used to grow green tea for the Japanese emperor.