

## NEWS RELEASE

January 5.2024

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# Establishment of an Application Center in North America to strengthen proposals for food improvers

Riken Vitamin Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Kazuhiko Yamaki) will establish an Application Center in the spring of 2024 within its North American sales base, Riken Vitamin USA Inc.

In North America, where our main products are food improvers, we are strengthening our offerings to help solve issues in the increasingly diverse processed food industry, such as food loss, under our mid- to long-term vision of "Achieving growth by supporting a sustainable society with specialty products and services."

Until now, however, important meetings between customers and technical staff were handled on a business trip basis from Japan, and prototypes were sent from Japan, which meant that activities could not be carried out quickly and efficiently.

To address this issue, we will establish a new Application Center in North America, staffed by specialized personnel, to strengthen communication with our customers. The Application Center will be equipped with facilities for the bakery field and will enable us to make prototypes locally using our products. This will enable us to solve problems of our customers, mainly in the bakery field, and to expand our sales in North America.

Preparations for the new facility are currently underway, with operations scheduled to commence in the spring of 2024.

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| Facility name | Riken Vitamin USA Application Center |
| Location      | Torrance, California, USA            |