



Nitta Gelatin Inc.

News Release

South China Morning Post

Japan Country Report by Discovery Reports April 8, 2016

NITTA GELATIN BOOSTS HEALTH AND WELLNESS WITH WELLNEX

Catching up with global health and wellness trends, Asians are putting greater emphasis on preventing diseases rather than solely focusing on curing them. Along with this trend shift, the demand for nutraceuticals has skyrocketed amid studies showing that they help boost the cultivation of healthier lifestyles.

Nitta Gelatin safeguards the high quality of these health supplements by using Japanese technology to harness the properties of gelatin and collagen for use in a variety of food, pharmaceutical and cosmetic applications.

Renowned for producing Japanese gummies and capsules, Nitta has been at the leading edge of gelatin manufacturing in Japan since 1918. Moving upstream of the production process, Nitta also focuses on deriving other applications from collagen, gelatin's main ingredient.

"Our strength lies in our efforts to keep up with changing business environments. People across the globe are becoming more health-conscious, and this has driven us to expand more on the

collagen peptides and gelatin," says president Koichi Ogata.

A product of Nitta's successful diversification is Wellnex, a collagen peptide product that boosts skin, joint and bone health. Available in powder, beverage, tablet, jelly, and other forms, Wellnex is gaining traction in markets outside Japan and was even featured on one of China Central Television's networks for its health benefits. In line with its internationalisation strategy, Nitta manufactures Wellnex collagen peptides in a joint-venture factory in China, which is fully compliant with Japanese standards.

Nitta Gelatin also acquired halal certification in its factory in India to cater to Muslim customers. Upholding Japanese quality, Nitta subjects its products to stringent quality control and testing.

Key to Nitta's geographical expansion is building partnerships with companies with extensive market knowledge and access. To complement its distributor network in Southeast Asia, Nitta eyes partner distributors in Myanmar and the Philippines.



Koichi Ogata, president

Wellnex®

Wellnex® is a brand of functional collagen peptides provided by Nitta Gelatin

- Skin
- Bone
- Joint
- Nutrition

Get the latest trend information
<http://www.collagen-wellnex.com.cn/>
<http://wellnex-collagen.com>

Nitta Gelatin Inc.
 Tokyo Branch Phone : +81-3-6667-8251 <http://www.nitta-gelatin.co.jp>
 Shanghai Nitta Gelatin Co., Ltd. Phone : +86-21-5406-8762

54 Friday, April 8, 2016 SPECIAL REPORT South China Morning Post

JAPAN COUNTRY REPORT

NITTA GELATIN BOOSTS HEALTH AND WELLNESS WITH WELLNEX

Collagen peptides and gelatin are essential for skin, joint and bone health. Nitta Gelatin, a Japanese manufacturer, has developed Wellnex, a collagen peptide product that boosts skin, joint and bone health. Available in powder, beverage, tablet, jelly, and other forms, Wellnex is gaining traction in markets outside Japan and was even featured on one of China Central Television's networks for its health benefits. In line with its internationalisation strategy, Nitta manufactures Wellnex collagen peptides in a joint-venture factory in China, which is fully compliant with Japanese standards.

KINO TARGETS REGION FOR CUSTOMER-CENTRIC DIVERSE PRODUCTS

Kino, a Japanese manufacturer, is targeting Southeast Asia for its customer-centric diverse products. The company is expanding its product line to include a wider range of items, such as home appliances and consumer electronics, to meet the needs of the region's growing middle class.

TAMA HOME BRINGS JOY TO MANY HOUSE BUYERS

Tama Home, a Japanese real estate company, is bringing joy to many house buyers in Southeast Asia. The company is offering a wide range of housing options, from affordable rental units to high-end residential developments, to cater to the diverse needs of the region's population.

TAKATORI INVENTIONS MEET NEEDS OF THE FUTURE

Takatori, a Japanese technology company, is meeting the needs of the future with its innovative inventions. The company is developing cutting-edge technologies in areas such as artificial intelligence, robotics, and space exploration, to address the challenges of the 21st century.

Wellnex
 Wellnex® is a brand of functional collagen peptides provided by Nitta Gelatin.
 Skin, Bone, Joint, Nutrition.
 Get the latest trend information
<http://www.collagen-wellnex.com.cn/>
<http://wellnex-collagen.com>

Nitta Gelatin Inc.
 Tokyo Branch Phone : +81-3-6667-8251 <http://www.nitta-gelatin.co.jp>
 Shanghai Nitta Gelatin Co., Ltd. Phone : +86-21-5406-8762