

# Press Release



July 8, 2025

To Whom It May Concern

NIPPON STEEL TRADING CORPORATION

**Signed MOU with ATRIA FINLAND LTD. to Strengthen Partnership**  
~Advancing Sustainable Food for the Next Generation~

Nippon Steel Trading Corporation (hereinafter referred to as "our company") has signed a Memorandum of Understanding (MOU) with ATRIA FINLAND LTD. (hereinafter referred to as "ATRIA") on Apr 1. Under this MOU, both companies have agreed to further develop the relationship they have built so far and to advance specific initiatives aimed at contributing to sustainability, the realization of a decarbonized society, and enriching local communities.

The main areas of collaboration are as follows:

1. Our company will strengthen the promotion of ATRIA's pork, beef, chicken, and other products, not only in Japan but also throughout Asia and the North American market.
2. ATRIA will focus on planning new products that contribute to our company's market expansion, while our company will advance effective sales promotion and marketing.
3. The two companies will consider personnel exchanges to mutually share know-how and deepen understanding of respective markets.
4. Both companies will work together to strengthen the ATRIA brand in each region.
5. The partnership will also focus on reducing greenhouse gas emissions in the supply chain and will reinforce cooperation in sustainability efforts such as climate change measures.

On July 1, a signing ceremony was held in which representatives signed a document reaffirming the spirit and intent of this MOU. At the signing ceremony, President Nakamura of our company said, "Our growth is not limited to the steel business; our food business has also made steady progress. Our relationship with ATRIA, which began in 2019, has great significance for the spread of high value-added, sustainable products such as 'PURE RARE' pork, which is raised without antibiotics or growth hormones. We hope to continue contributing to the realization of a sustainable society together with ATRIA."

Additionally, ATRIA's Senior Vice President, Mr. Hirvijärvi, commented, "Nippon Steel Trading is not merely a customer but a trustworthy partner who supports our mutual growth. They were among the first to recognize the value of our antibiotic-free pork project, and together we have opened new markets. This agreement symbolizes our shared values of transparency, integrity, and high quality throughout the supply chain, extending beyond business."

Going forward, our company and ATRIA will continue to challenge themselves and collaborate not only to provide safe and reliable food to consumers, but also to establish global standards that are mindful of

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local communities and the global environment.



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