NEWS RELEASE

Niterra Co., Ltd.

Announcement of the Establishment of Niterra AQUA Co., Ltd.

New company will be dedicated to land-based aquaculture and focus on water quality management through advanced sensor technology.

NAGOYA, JAPAN, July 18, 2024 — Niterra Co., Ltd., Japan's leading manufacturer of spark plugs and sensors with an evolving portfolio focused on ceramics and beyond, has unveiled the establishment of a new company, Niterra AQUA Co., Ltd., dedicated to land-based aquaculture, in July 2024. This innovative venture, led by CEO Seiji Oya and headquartered in Komaki City, Aichi Prefecture, marks a significant milestone in Niterra's commitment to sustainable aquaculture practices.

●Background on the New Company Establishment

Niterra is committed to transforming its business portfolio to increase the proportion of non-internal combustion engine businesses as part of its 2030 Long-Term Management Plan, "NITTOKU BX." In pursuit of this transformation, the company has been actively seeking to create new businesses that solve global challenges and foster a better society.

Amid various initiatives, the company has decided to tackle the global food crisis, specifically focusing on preserving marine resources, by launching a new venture in land-based shrimp aquaculture. This venture leverages its accumulated sensor technology expertise to focus on water quality management, aiming to create a sustainable society.

Niterra has established this new company with a spirit of independence and entrepreneurship to accelerate the commercialization of its land-based shrimp aquaculture initiative. The company is characterized by its agility and flexibility traits that are crucial in addressing one of the world's pressing issues through innovative solutions.

●Overview of the New Company's Business

Niterra AQUA is set to offer a comprehensive solution system for land-based shrimp aquaculture, focusing on one of the industry's main challenges: water quality management. By sensing and understanding the condition of the water, their system will provide cultivation instructions tailored to its state, enabling even clients with no experience in land-based aquaculture to embark on shrimp farming. A significant feature of their system is its size, which is designed to be installed in available spaces such as factories and warehouses, allowing clients to use their existing assets effectively. This approach facilitates the initiation

of the business with minimal initial costs and potentially reduces running costs, especially for temperature control of breeding water, which constitutes a significant portion of the energy costs in shrimp aquaculture. If clients have assets like factory waste heat, biomass heat, geothermal heat, or photovoltaic power generation, it further helps curb operational expenses. Moreover, their system enables the cultivation of shrimp called "Urumi Ebi," which is known for its safety, high freshness, and flavor design.

For future business development, Niterra is preparing to start a Proof of Concept (PoC) with cooperative companies from October 2024 onwards, focusing on its operations. Given the low brand recognition of land-based aquaculture seafood, including shrimp, the company aims to simultaneously advance brand awareness activities for "Urumi Ebi" through the PoC to ensure the sustainability of the business.



“Urumi Ebi” ：Through meticulous water quality management and the application of Niterra’s expert cultivation knowledge, its system produces domestically farmed shrimp that are both fresh and flavorful. Named to reflect the succulent and rich taste strived for, this shrimp is a testament to their dedication to quality.

●Overview of the New Company

Company Name	Niterra AQUA Co., Ltd.
Headquarters	2808, Iwasaki, Komaki, Aichi
Representative	Seiji Oya, Representative Director
Business	Production, sales and leasing of shrimp breeding equipment Production, sales and leasing of management systems for shrimp breeding and aquaculture equipment
Establishment	July 4, 2024
Capital	300 million yen
Employees	11（as of August 1, 2024）

●Regarding the new company name

Niterra incorporated the desire to become a company that makes the Earth shine with Niterra. In the case of Niterra AQUA, they aim to become a company that embodies Niterra's aspirations in water. Their short- to medium-term goals include expanding into the fields of AQUAculture, AQUAponics,

and AQUArium. In the long term, their goal is to contribute to a society that achieves the complete circulation of water.

【Niterra AQUA HP】https://niterra-aqua.com/lp/

Niterra
Niterra AQUA

Company logo

●Comment from Seiji Oya, Representative Director of Niterra AQUA

Mr. Oya has been involved in the internal combustion engine parts business for many years. However, he states that he is embarking on this new venture because he is “driven by a strong desire to realize the portfolio transformation of Niterra directly and is deeply committed to this business that can contribute to realizing a sustainable society.” In addition, he said, “I strongly embrace the passion of Niterra's corporate message, 'IGNITE YOUR SPIRIT,' and I am determined to make this vision a reality by wholeheartedly dedicating myself to the realization of the land-based aquaculture business.”

About Niterra

Founded in Nagoya, Japan in 1936, Niterra Co., Ltd. (formerly NGK SPARK PLUG CO., LTD.) is renowned for its NGK-branded spark plugs and NTK-branded ceramic products. Niterra, a coined word combining the Latin words "niteo" (shine) and "terra" (Earth), was introduced in April 2023 to express the reborn company's commitment to sustainability through an evolving portfolio focused on ceramics and beyond. Under the corporate message "IGNITE YOUR SPIRIT," Niterra is now expanding into the growth fields of mobility, healthcare, environment and energy, and communications. The company's consolidated revenues in fiscal 2023 (to March 2024) totaled 614.4 billion yen (4,389 million USD). Niterra has 32 bases in Japan and 61 overseas, and approximately 16,000 employees worldwide. Please visit https://www.ngkntk.co.jp/english/.