

Umios, JR East, the University of Tokyo, and Phic: Launch of “umios Planet” Collaborative Initiative

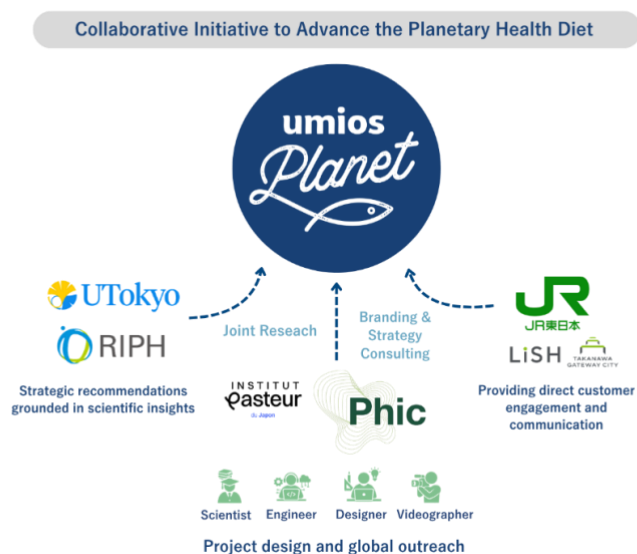
~ The Ocean as Our Starting Point: Harnessing Science to Achieve Planetary Benefit ~

April 9, 2026

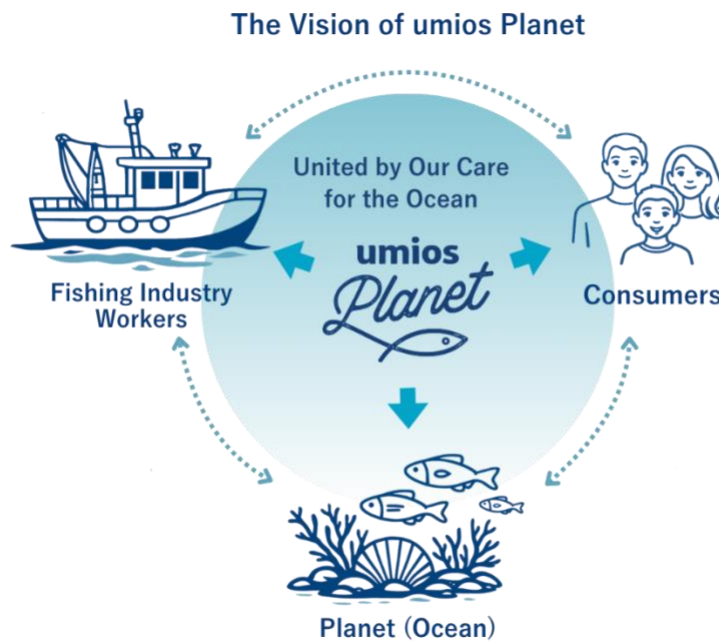
Umios Corporation
East Japan Railway Company
Research Institute of Planetary Health, the University of Tokyo
Planetary Health Innovation Center LLC

Umios Corporation (Headquarters: Minato-ku, Tokyo; Representative Director, President: Daisuke Yasuda, hereinafter Umios) has partnered with East Japan Railway Company (Headquarters: Shibuya-ku, Tokyo; President & CEO: Yoichi Kise hereinafter JR East), Research Institute for Planetary Health, the University of Tokyo (Location: Minato-ku, Tokyo; Director: Kiyohiko Igarashi, hereinafter RIPH), Planetary Health Innovation Center LLC (Headquarters: Minato-ku, Tokyo; President and Managing Director: Kentaro Kata, hereinafter Phic) to officially launch the activities of “umios Planet” *1 a brand that symbolically embodies the Umios purpose “For the ocean, for life.”

“umios Planet” is a project built on the philosophy of the “Planetary Health Diet” *2 JR East, Umios (formerly Maruha Nichiro Corporation), and the University of Tokyo (hereinafter UTokyo), announced in May 2024 — with Phic, an organization under the Institut Pasteur du Japon, serving as the hub to advance the vision.



By combining Umios' food supply capabilities, JR East's extensive customer touchpoints, and UTokyo's diverse and cutting-edge scientific knowledge, Phic's strength in global trend insights, we aim to build a sustainable value cycle that achieves “san-po yoshi” (triple benefit, a mutual benefit for all parties) for the planet, consumers, and fishing communities, contributing to Planetary Health.



*1 umios Planet Brand Site

<https://planet.umios.com/eng>

*2 Press release announced in May 2024

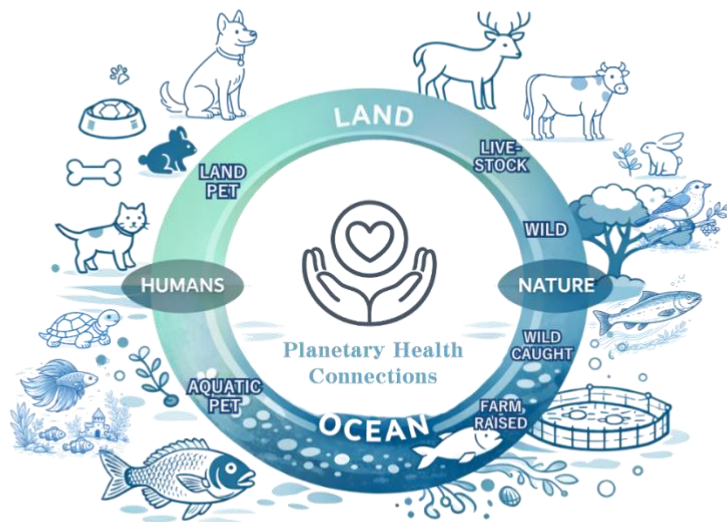
<https://www.umios.com/en/media/files/1b825ceee4b675f949f4673efe3ebd8e.pdf>

Organization	Role / Value Provided
Umios	"umios Planet" drives a paradigm shift from a human-centered approach to a planet-centered one, exploring solutions to the planetary challenges through the lens of food
JR East	Providing real-world customer touchpoints; information dissemination utilizing stations and urban spaces; PR
UTokyo	Recommendations based on broad perspectives and scientific knowledge; promotion of collaborative research contributing to planetary health
Phic	Planning and coordinating public-private-academic projects toward planetary health; global outreach

■ Promoting Medium- to Long-Term Joint Research

Through "umios Planet," the Umios Central Research Institute will conduct medium-to-long-term research in collaboration with RIPH. The goal is to scientifically evaluate and reconstruct the environmental, health, and social value of marine products, with an eye toward the well-being of not only humans but all living creatures, including pets and fish, and to apply research findings to society.

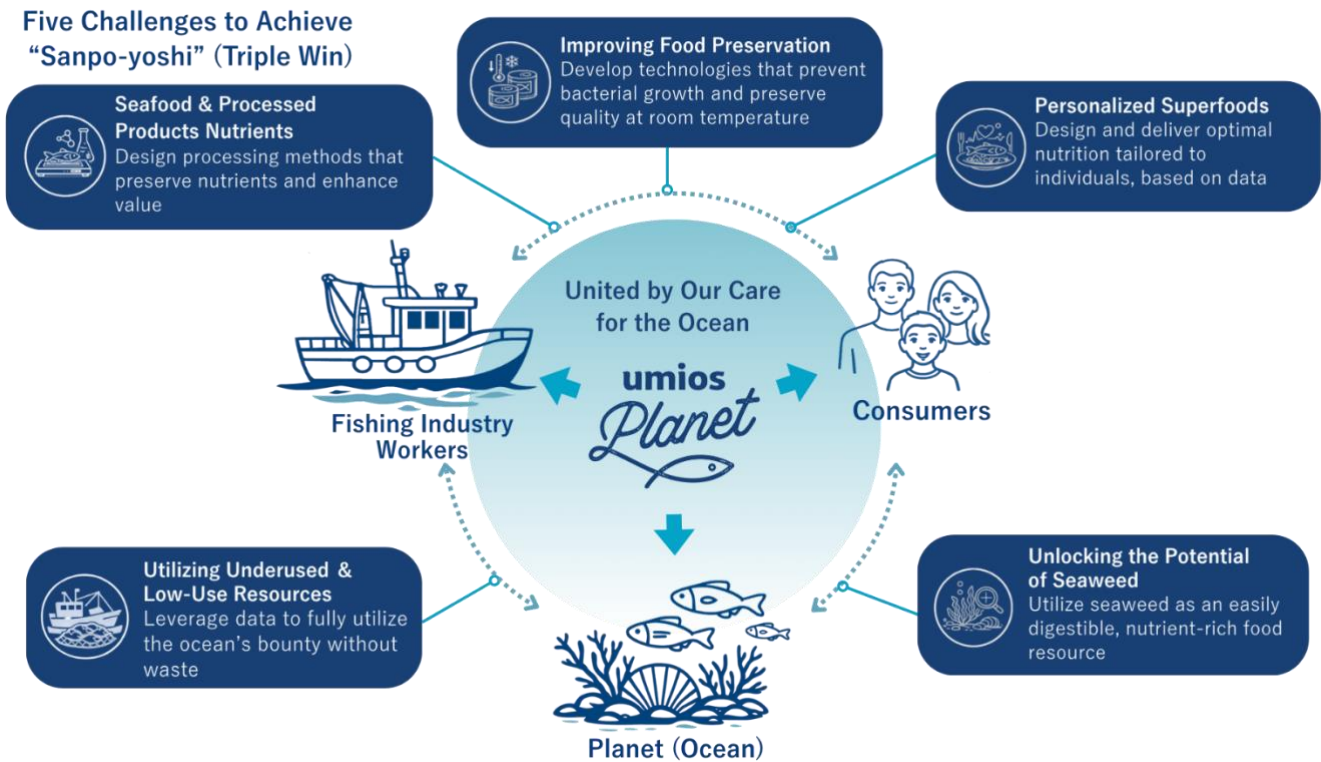
Planetary Health: A world where the health of all life and the Earth are interconnected



The main research themes are as follows:

- Nutrition of marine products and processed goods: Designing processing methods that preserve and enhance the nutritional value of seafood
- Improving food shelf life: Developing technologies to inhibit bacterial growth at room temperature and maintain freshness and quality
- Personal Superfood: Providing optimal nutrition tailored to the individual constitution and health condition of people, pets, and fish
- Unlocking the potential of seaweed: Clarifying the health functions and value of seaweed and expanding new ways to utilize it
- Utilizing underused resources: Identifying and making effective use of resources that have not been fully utilized

The knowledge gained from this research will be returned not only to consumers, but also to marine environmental conservation and the sustainable livelihoods of fishing communities — serving as innovative solutions unconstrained by existing approaches, toward achieving “san-po yoshi” (triple benefit).



■ From Takanawa Gateway to the World

Umios relocated its headquarters in March 2026 to “TAKANAWA GATEWAY CITY,” which JR East has designated as “a living laboratory for a fulfilling life 100 years from now,” where the UTokyo GATEWAY Campus opened in October 2025.

Using TAKANAWA GATEWAY CITY as a base, we will pursue narrative-driven brand building (stories freely woven from the storyteller's perspective) to foster empathy, develop direct sales and experiential promotions, and advance value validation through customer data.

At TAKANAWA GATEWAY CITY, by combining medical health data with Suica travel data, the goal is to provide timely, personalized medical consultations, purchasing suggestions, and health advice tailored to each individual's health condition.



*3 “LX Doctor” is the name of the online medical consultation booth service provided by JR East.

Furthermore, by leveraging Phic's domestic and international networks, we will expand our initiatives on a global scale.



■ Building a Distribution System for Underutilized Fish

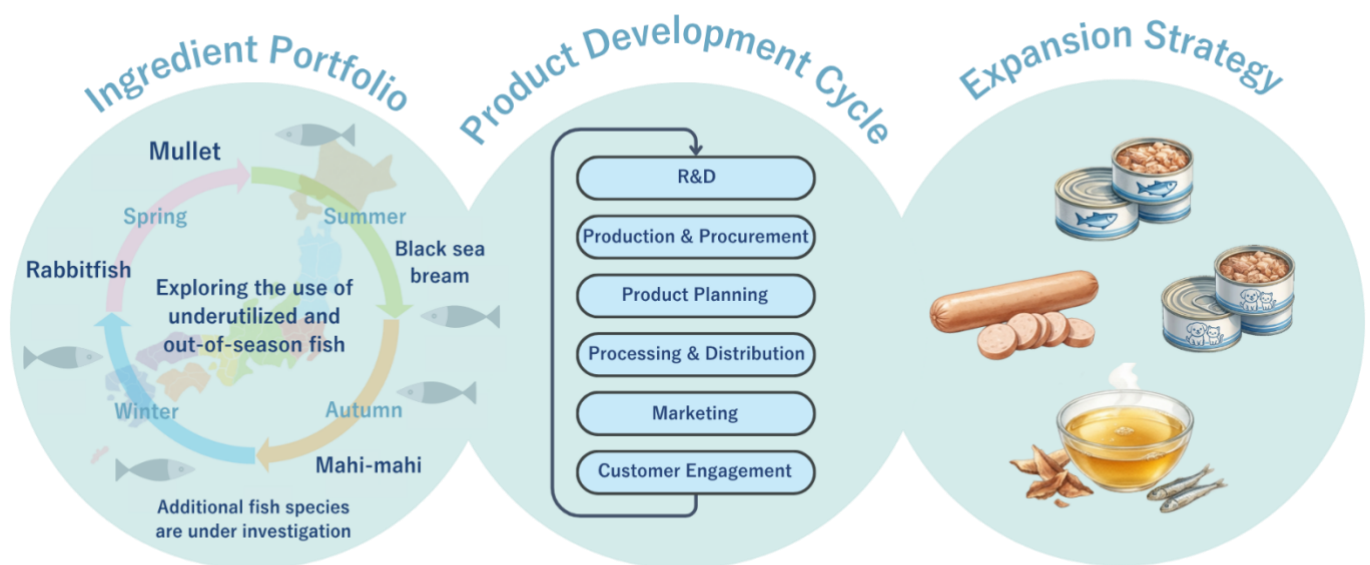
"umios Planet" will aggregate information on underutilized marine resources lying dormant in fishing sites across Japan, elevate seasonal and regional underutilized fish and out-of-season fish into high-value-added products, and work to build a new model.

As the first initiative, black sea bream (kurodai) — a fish that feeds on seaweed, considered one cause of seaweed bed decline in some areas, and classified as an underutilized fish — has been utilized to develop a rillette canned product that can be enjoyed on a baguette.

*For details, please visit the Umios website below (article available in Japanese only):

https://www.umios.com/jp/corporate/news_center/news_topics/20260409_umiosplanet_umios.pdf

Additionally, in collaboration with the Fisheries Agency's "Kurodai Taste Awareness Improvement Project," we plan to expand to other fish species through co-creation with various fishing ports and regions, building a distribution model for underutilized fish as a system that contributes to Planetary Health.



"Product Creation Cycle" that transforms underutilized fish by season and region into high-value products

■ Future Developments

Beyond this product development, “umios Planet” initiative will continue to rediscover the value of ocean-derived blessings, build a model that achieves “san-po yoshi” (triple benefit) for the global environment, fishing communities, and consumers, and pursue proposals for a lifestyle enriched by the ocean.

— End —

■ Press Inquiries

Umios Corporate Planning Department, Brand Communication & Public Relations Group
Email: media@umios.com

East Japan Railway Company, Corporate Communications Department
TEL: 03-5334-1300

Research Institute for Planetary Health, the University of Tokyo
Email: riph.j.adm@gs.mail.u-tokyo.ac.jp

Planetary Health Innovation Center LLC
Email: admin@phic.biz