

<Message from President Kiyotaka Murakami>



In recent years, broccoli sprouts have been attracting attention as ingredients that contain the highest levels of “supersulfides,” which are considered to be related to aging control, and the content of supersulfides has a strong correlation with the amount of sulforaphane contained in the product. Thus, sales of our products are rapidly increasing. This January, we started joint research with Tohoku University, and are accelerating studies on elucidating the potential of supersulfides. Against the background of population aging and increasing health awareness, the importance of sprouts is increasing year by year in Japan. Regarding foods with health-promoting benefits, we believe the trend is shifting from the age of fermented foods, including yogurt and natto, to the “age of sprouts and fermented foods.” We are determined to expand this trend worldwide, not only within the country.

<Message from Jack Hsu, Co-founder & Chief Business Officer of Greenvines>



Greenvines' Broccoli Super Sprouts has been steadily growing due to an ingredient that cannot be called a common food into a "high nutrient food" that consumers actively choose. There are three main contributing factors to this progress. First, through our strong technical partnership with Murakami Farm, we have been able to stably maintain highly concentrated sulforaphane in the product. Second, the spread of scientific bases working on sulforaphane and supersulfides and recommendations from experts, including doctors and nutritionists, have spurred people's interest in health needs and preventive medicine following the Covid-19 pandemic. Third, in cooperation with distributors and retailing partners that share our health philosophy, we have strengthened our contact points with customers. We will continue hand-in-hand with Murakami Farm, and we hope to develop our Broccoli Super Sprouts into an essential food for the Taiwanese people, with sustainable cultivation and scientific bases at the core of this development.