



September 13, 2013

Corporate Name FUJIO FOOD SYSTEM CO., LTD.
 Representative Masahiro Fujio, President
 (JASDAQ Code No. 2752)
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Notice regarding the establishment of a joint venture in Thailand

We hereby announce that as a result of a board of directors meeting dated September 13, 2013, our subsidiary FUJIO FOOD SYSTEM SINGAPORE PTE., LTD. (herein FFS Singapore) and Patum Rice Milland Granary Public Company Limited. (herein PRG), a subsidiary of MBK Public Company Limited (herein MBK), major real estate developer in Thailand, for the purpose of expanding our brands in the region starting with the “MaidoOokiniShokudo” brand.

MBK is a Thailand-based established real estate conglomerate that owns and operates businesses including shopping center, hotel and tourism, golf, and Manufacturer and Distributor of Packed Rice under “MahBoonkroong” trademark.

MBK owns lots of commercial and retail assets including MBK Center, one of the largest retail spaces in the Thailand. MBK is also a significant shareholder of Siam Piwat Co., Ltd. which co-owns the Siam Paragon, the country’s most prestigious shopping mall.

Moving forward, we utilize this partnership with MBK to expand the “MaidoOokiniShokudo” brand as well as our other brands throughout Thailand.

1. Joint Venture Overview

(1) Corporate Name	MBK Food System Co., Ltd.	
(2) Address	Bangkok Thailand (proposed)	
(3) Representative	Undecided	
(4) Business Operations	Restaurant management, franchise business operation	
(5) Registered Capital	Thai Baht 60 million (approx. JPY 180 million)	
(6) Investment Ratio	FFS Singapore 40%, PRG 60%	
(7) Total/Net Worth	Undecided	
(8) Establishment Date	September 2013 (proposed)	
(9) Accounting Period	January 1 to December 31	
(10) Relationship Between Listed Company and Proposed Company	Capital Ties	There are no capital ties existing between our company and the proposed company that warrant notification. In addition, an affiliated company of our company will provide 40% capital investment towards the proposed company.
	Personnel Ties	We expect to dispatch a number of directors to the proposed company.

	Business Ties	Our company plans to execute a master franchise agreement for the “MaidoOokiniShokudo” brand within Thailand.
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2. Joint Venture Partner/Partner Group Outline

A. MBK Public Company Limited

(1) Corporate Name:	MBK Public Company Limited
(2) Address:	444, 8 th Floor, MBK Center, Phyathai Rd., Wangmai, rathumwan, Bangkok 10330, Thailand
(3) Representative:	SuvaitTheeravachirakul
(4) Registered Capital:	Approx. Thai Baht1.88 billion (approx. JPY 5.64billion)
(5) Business Operations:	Operating commercial and retails spaces, golf courses, hotels &Manufacturer and Distributor of Packed Rice
(6) Ties with Fujio Food System Co., Ltd.:	No capital, personnel or business ties exist between Fujio Food System Co., Ltd. and the company concerned.

B. Patum Rice Mill and Granary Public Company Limited.

(1) Corporate Name:	Patum Rice Mill and Granary Public Company Limited.
(2) Address:	3rd Floor GlasHaus Building, 1 Sukhumvit 25, Sukhumvit Road, North Klongtoey, Wattana, Bangkok 10110, Thailand
(3) Representative:	SomkiatMakcayathorn
(4)Date of establishment	July 27, 1979
(5) Registered Capital:	Approx. Thai Baht 0.9 Billion (approx JYP 2.7 billion)
(6)Performance	FY10 Sales 2.80 billion Profit before tax 0.25 billion (Period from July 1, 2010 to June 30, 2011) FY11* Sales 1.30 billion Profit before tax 0.09 billion (Period from July 1, 2011 to December 31, 2011) FY12 Sales 2.25 billion Profit before tax 0.22 billion (Period from January1, 2012 to December 31, 2012)
(7)Major Shareholders and equity ratio	MBK Public Company Limited 74.54%
(8)Business Operations:	Manufacturer and Distributor of Packed Rice
(9) Ties with Fujio Food System Co., Ltd.:	No capital, personnel or business ties exist between Fujio Food System Co., Ltd. and the company concerned.

Note: * PRG changed the accounting period in year 2012. Result in the last accounting period in 2011 showed only 6 months from July 1, 2011 to December 31, 2011

3. Future Outlook

Through the newly formed joint venture company, we will focus on major cities as sites to continue opening “MaidoOokiniShokudo” stores throughout Thailand. Following this we will move to focus on two of our other brands, “Tsurumaru” and “KushiyaMonogatari,” with a view to expanding their presence throughout the region.

The opening of the first store is planned for December 2013. At this time we envisage the impact on our business earnings to be minimal.