

27th March 2017**Master Franchise Agreement with Mesa Asia Pacific Trading Services Company Ltd.**

Fujio Food System Co., Ltd. (“FUJIO”) is pleased to announce a Master Franchise Agreement (“MFA”) with Mesa Asia Pacific Trading Services Company Ltd. (“MESA”) to expand Kushiya Monogatari, Tsurumaru, and Ebinoya in Vietnam was acknowledged in the BOD Meeting and signed on 27th Mar 2017. The details are listed below.

1. Purpose

In order to expand Kushiya Monogatari, Tsurumaru, and Ebinoya to Vietnam, Fujio and MESA initiated an MFA.

MESA is a logistics company with more than 20 years of proven tracking record, especially in Ho Chi Minh and Hanoi. Their client base includes large corporations such as P&G, Nestle, and Obagi. MESA started the overseas restaurant franchising business in the last few years, with a portfolio that includes MK restaurant, Carl’s Jr., Texas Chicken, Ootoya. MESA has a strong reputation in its proven expertise in developing overseas restaurant brands. Fujio believes MESA is the best business partner in the market and is pleased to start a full-scale expansion of Kushiya Monogatari in Vietnam with the cooperation of MESA.

2. Content

Fujio grants the exclusive license to MESA for the expansion of Kushiya Monogatari, Tsurumaru, and Ebinoya throughout Vietnam under its trademark and know-how. We may consider allowing Mesa to seek sub-franchisees.

3. About Mesa Asia Pacific Trading Services Company Ltd.

Company name	Mesa Asia Pacific Trading Services Company Ltd.
Address	20 Bui Thi Xuan Street, Hai Ba Trung District, Hanoi, Vietnam
Representative	Ms. Luu Thi Tuyet Mai , President
Founded in	1991
Business	Restaurant franchising Businesses and Logistic Businesses
Ties with Fujio Food System Co., Ltd.	No capital, personnel relations nor business ties exist between Fujio Food System Co., Ltd. and the company concerned.

4. Schedule

17 th March 2017	Acknowledged in the BOD Meeting
27 th March 2017	Master franchise agreement signed
Nov 2018	The 1 st Kushiya Monogatari in Vietnam is expected to open

5. Prospect

Working together with Mesa, Fujio is pleased to expand Kushiya Monogatari, Tsurumaru, and Ebinoya throughout Vietnam, especially in the main cities. We may consider expanding other brands throughout Vietnam after it shows success in Vietnam.

The 1st Kushiya Monogatari is expected to open in July of this year. At this time we envisage the impact on our business earnings to be minimal.