



April 18, 2014

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

We hereby announce that as a result of a board of directors meeting dated April 18, 2014, our subsidiary FUJIO FOOD SYSTEM SINGAPORE PTE., LTD. (herein FFS Singapore) and PT. Prima Garda Andalan (herein PRIMA), have entered into a joint venture for the purpose of expanding our brands in Indonesia, with the “Maido Ookini Shokudo”, “Kushiya Monogatari”, “Tsurumaru Udon” and our other brands. PRIMA currently owns approximately 60 stores of a major bakery chain in Indonesia called Bread Life, and has the significant know-how and a broad local network that will enable the development of our brands in Indonesia. Moving forward, we will utilize this joint venture with PRIMA to expand the “Maido Ookini Shokudo”, “Kushiya Monogatari” and “Tsurumaru Udon” brands as well as our other brands throughout Indonesia.

1. Joint Venture Overview

(1) Corporate Name	PT Mulia Sukses Perdana	
(2) Address	Jakarta Indonesia (proposed)	
(3) Representative	Undecided	
(4) Business Operations	Restaurant management, franchise business operation	
(5) Registered Capital	USD 1 million (approx. JPY 102 million), with additional contribution of USD 1.5 million (approx. JPY 153 million)	
(6) Investment Ratio	FFS Singapore 40%, PGA 60%	
(7) Total/Net Worth	Undecided	
(8) Establishment Date	Early September 2014 (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 license agreement for the “Maido Ookini Shokudo”, “Tsurumaru Udon” and our other brands within Indonesia.

2. Joint Venture Partner

(1) Corporate Name:	PT. Prima Garda Andalan
(2) Address:	Cyber 2 Tower, 28F. Jalan Rasuna Said Blok X-5 no. 13 Jakarta, Indonesia 12950
(3) Representative:	Henry Komala
(4) Date of establishment	24 Feb 2012
(5) Registered Capital:	Approx. IDR 600 million
(6) Performance	Not applicable
(7) Business Operations:	Retail, Food and Beverages
(8) Ties with Fujio Food System Co., Ltd.:	No capital, personnel or business ties exist between Fujio Food System Co., Ltd. and the company concerned.

3. Schedule

- (1) Decision Date by Board of Directors: April 18, 2014
- (2) Execution Date of Agreement: April 18, 2014
- (3) Establishment Date: September, 2014 (proposed)

4. Future Outlook

Through the newly formed joint venture company, we will focus on major cities as sites to continue opening “Maido Ookini Shokudo” and “Tsurumaru Udon” stores throughout Indonesia. Following this we will move to focus on our other brands with a view to expanding their presence throughout the country.

The opening of the first store is planned in the autumn of 2014. At this time we envisage the impact on our business earnings to be minimal.