

October 31, 2014

Opening of Wuhan Branch, Okaya (Guangzhou) Co., Ltd.

Okaya & Co., Ltd. is pleased to announce that Okaya (Guangzhou) Co., Ltd., our subsidiary, will open a Wuhan Branch.

This Branch aims to expand business in the future, conducting community-based sales operations in Wuhan.

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|---------------------------|---|
| 1. Name | Okaya (Guangzhou) Co., Ltd. Wuhan Branch |
| 2. Location | Room 1002, New World International Trade Centre,
Tower 1 No.568, Jianshe Avenue, Wuhan, Hubei, China |
| 3. Branch Manager | Tetsuo Kanie (expected to concurrently serve as General
Manager of Okaya (Guangzhou) Co., Ltd.) |
| 4. Opening | January 2015 (scheduled) |
| 5. Number of
employees | 3 employees (scheduled) |

<For reference>

Outline of Okaya (Guangzhou) Co., Ltd.

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| Head office | : | Room 306, Tianan Hi-tech Venture Center
No.555, North of Panyu Avenue, Panyu District, Guanzhou |
| Branch /office | : | Shenzhen Office |
| Establishment | : | May 25, 2005 |
| Representative | : | Tetsuo Kanie |
| Capital | : | US\$600,000 |
| Annual sales | : | JPY5.1 billion (fiscal year ending December 2013) |
| Business
purpose | : | Trading |
| Number of
employees | : | 34 employees (as of end of September 2014) |