

July 1, 2013

NEWS RELEASE

Notice of Agreement to Establish of Joint Venture Companies in Indonesia

ITO EN, LTD. (headquartered in Shibuya-ku, Tokyo; hereinafter referred to as “our company”) announced that its subsidiary, ITO EN Asia Pacific Holdings Pte. Ltd. (hereinafter referred to as “IEAPH”) and PT ULTRAJAYA MILK INDUSTRY & TRADING COMPANY Tbk. (headquartered in Bandung, Indonesia. Indonesia Stock Exchange listing, President and Representative Director: Sabana Prawirawidjaja; hereinafter referred to as “UJ”) signed the agreements about the establishment and operation of Joint Venture Companies for beverage manufacturing and wholesales to focus on Indonesia have been agreed as follows:

Note

1. Reasons for Establishment

Our company and UJ agreed to establish joint venture companies in Indonesian beverage market, in order to expand our ITO EN brand awareness in Indonesia undergoing an upturn of consumer confidence and prospective of further growth in the market.

2. Companies Overview

Our company establishes two joint venture companies which operate manufacture and wholesales each.

(1) Manufacturing Company Overview

- Trade Name: PT ULTRAJAYA ITO EN
- Location: Jakarta, Republic of Indonesia
- Stated Capital: 30,000 million Indonesian Rupiahs
- Ratio of Capital Contribution: IEAPH : UJ = 45 : 55
- Establishment: September, 2013 (plan)
- Business Description: Manufacture of beverage for Indonesian market

(2) Wholesales Company Overview

- Trade Name: PT ITO EN ULTRAJAYA
- Location: Jakarta, Republic of Indonesia
- Stated Capital: 30,000 million Indonesian Rupiahs
- Ratio of Capital Contribution: IEAPH : UJ = 55 : 45
- Establishment: September, 2013 (plan)
- Business Description: Wholesales of beverage for Indonesian market

3. Partner Overview

- Trade Name: PT ULTRAJAYA MILK INDUSTRY & TRADING COMPANY Tbk.
- Location: Bandung, Republic of Indonesia
- Representative: Sabana Prawirawidjaja, UJ President and Representative Director
- Stated Capital: 577,676 million Indonesian Rupiahs
- Establishment: 1971
- Business Description: Manufacture and wholesales of beverage and processed dairy products
- Relation with our company: No capital relationships

4. Outlook for the Future

The impact of this establishment on the consolidated and non-consolidated business performances is minor.

