

October 31, 2013

Opening of The Netherlands Branch Office, Okaya Europe GmbH

Okaya & Co., Ltd. is pleased to announce that Okaya Europe GmbH (based in Düsseldorf, Germany), our subsidiary company, will open The Netherlands Branch Office.

The branch office aims to expand future sales by promoting sales activity in the proximity of users as the base for business in Netherlands.

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| 1. Name | The Netherlands Branch Office of Okaya Europe GmbH |
| 2. Location | Amsterdam, Netherlands |
| 3. Branch Manager | Junji Kawaguchi
(concurrently serves as President of Okaya Europe GmbH) |
| 4. Opening | Early November, 2013 (scheduled) |
| 5. Number of employees | 1 employee (scheduled) |

<For reference>

Outline of Okaya Europe GmbH

Head office	:	Königsallee 66, 40212 Düsseldorf, Germany
Representative	:	Junji Kawaguchi
Capital	:	€ 613,550
Annual Sales	:	JPY 2.3 billion (fiscal year ending December 2012)
Business purpose	:	Trading
Establishment	:	September 20, 1973
Number of employees	:	11 employees (as of end of September 2013)