

NEWS RELEASE



January, 2014

Agreement Reached for Taking Control of Malaysia Sanitation Company

SARAYA Co., Ltd. (HQ: Osaka / President Yusuke Saraya) has reached an agreement to acquire a 100% stake in the Goodmaid group, a Malaysian sales and manufacturing company of sanitation and hygiene products. In this acquisition of Goodmaid Chemicals Corporation Sdn. Bhd. and related companies, SARAYA is strengthening its presence in the ASEAN region.

The Goodmaid Group manufactures and markets a variety of sanitation products out of Malaysia meeting international standards for production and research. It serves the ASEAN market with household detergents and cleaning goods and a full line of professional grade products for large scale sanitation. Local manufacturing allows Goodmaid to provide products at a reasonable price to Malaysia consumers.

SARAYA Co., Ltd. began expanding abroad in 1995 and has since established itself in the center of the ASEAN region with offices in Malaysia, Thailand and Vietnam selling high quality Japanese hygiene products with customer-centered service. SARAYA also manufactures in Thailand for the Japanese market and other sales offices in Asia. However, with the rapidly developing ASEAN market leading to an increased awareness in health and hygiene, SARAYA expects increasing growth in manufacturing and sales for the area. Malaysia, strategically centered in the area, is an ideal area to lead development for ASEAN business, and a vital reason for considering the purchase of the Goodmaid Group, which has established manufacturing, sales and logistic networks.

In the future, the Goodmaid Group will be run by SARAYA Hygiene Malaysia Sdn. Bhd. and focus on strengthening growth locally and for other SARAYA group companies around the world by contributing SARAYA's technological expertise to Goodmaid, creating a network of business solutions for strengthening sales and competitiveness.

Post-Takeover Goodmaid Group Outline:

HQ : Malaysia

Stockholder: Saraya Hygiene Malaysia Sdn. Bhd. (100%)

Operations: Sales and manufacturing of household and industrial detergents and cleaning goods. OEM manufacturing.

Revenue : 1.3 Billion yen (Dec. 2013 Forecast)

