



NEWS RELEASE

March 15, 2017

Notice of Acquisition of Shares in MC Marketing & Sales (Hong Kong) Limited

NISSIN FOODS HOLDINGS CO., LTD. (President and Representative Director, CEO: Koki Ando; hereinafter the “Company”) announces that NISSIN FOODS CO., LTD. (President: Kiyotaka Ando; hereinafter “NISSIN HK”), a subsidiary of the Company, has acquired 51% of the total outstanding shares in MC Marketing & Sales (Hong Kong) Limited (hereinafter “MCMS”), a wholesaling subsidiary of Mitsubishi Corporation (hereinafter “Mitsubishi”), from Mitsubishi on March 15, 2017. Details are as follows.



The Company and its subsidiaries (hereinafter the “Group”) position the expansion of overseas operations as one of its important growth strategies. With business bases located in 19 countries around the world, the Group currently sells its products in more than 80 countries. In Hong Kong, the Group manufactures and sells food products, such as “Demae Ichio” and “CUP NOODLES” brands of instant noodles in which NISSIN HK boasts high market shares, and confectionery.

Under these conditions, NISSIN HK acquired shares in MCMS, a company undertaking a wide range of food wholesaling businesses in the markets of Hong Kong and Macao, to strengthen and expand its business foundations in Hong Kong.

From this point on, the Group will seek to expand markets and build up its sales organization, making the most of the relationships that MCMS had built with various distributors over the years. Moreover, the Group will accelerate the food businesses in Hong Kong and Macao to bolster overseas operations by realizing synergy effects, such as economies of scale and cost reductions, at an early stage through the alliance.



■ Overview of MCMS

Name	MC MARKETING & SALES (HONG KONG) LIMITED
Address	Cheung Sha Wan Plaza, 833 Cheung Sha Wan Road, Kowloon, Hong Kong
Name and title of the representative	Kano Tachibana, Managing Director
Business description	Purchase and sale of beverages, sauces, etc.
Capital stock	1,000 Hong Kong dollars
Investment ratios	NISSIN FOODS CO., LTD.: 51% Mitsubishi Corporation: 49%
Net sales	218,374,000 Hong Kong dollars (Result for the fiscal year ended March 31, 2016)