

NOEVIR HOLDINGS

Noevir Holdings Co., Ltd. Public & Investor Relations
7-6-15 Ginza Chuo-ku, Tokyo 104-8208, Japan

March 22, 2011

Trade name: Noevir Holdings Co., Ltd.
Representative: Takashi Okura, President and Representative Director
(Securities Code Number: 4928; TSE, Second Section)
Contact: Ikko Yoshida, Director and Senior Executive Officer,
General Manager of Management Strategy
Tel: +81-3-5568-0305

Notice Regarding Establishment of Noevir Holdings Co., Ltd.

Noevir Co., Ltd. announces that it has become a wholly-owned subsidiary of Noevir Holdings Co., Ltd. through a share transfer, with the common shares of Noevir Holdings Co., Ltd. now listed on the second section of the Tokyo Stock Exchange. Details of the new holding company are given below.

1. Outline of Noevir Holdings Co., Ltd.

- (1) Trade name: Noevir Holdings Co., Ltd.
- (2) Nature of business: Management and supervision of Group companies engaged in cosmetics, pharmaceuticals, and nutritional supplements businesses as well as other related operations
- (3) Address: 6-13-1 Minatojima-nakamichi, Chuo-ku, Kobe
- (4) Board members

Hiroshi Okura	Chairman and Representative Director
Takashi Okura	President and Representative Director
Masashi Akagawa	Vice President and Director
Ikko Yoshida	Director
Yasuo Kaiden	Director
Masataka Nakano	Director
Sanae Tanaka	Director (Outside)
Yoshiharu Hayashi	Corporate Auditor
Masakazu Ueda	Corporate Auditor (Outside)
Kazuhiro Kida	Corporate Auditor (Outside)
- (5) Paid-in capital ¥7,319 million
- (6) Net assets Not yet calculated
- (7) Total assets Not yet calculated
- (8) End of business year September 30
- (9) Number of issued shares 41,322,860
- (10) Share trading unit 100
- (11) Auditor Deloitte Touche Tohmatsu LLC
- (12) Shareholder registry administrator The Chuo Mitsui Trust and Banking Company, Limited

2. Earnings forecasts for the fiscal ending September 20, 2011

As the change over to a pure holding company structure will have only a minimal impact on consolidated earnings, the first-half and full-year earnings forecasts announced by Noevir on October 29, 2010 will remain unchanged.

(Reference) Consolidated earnings forecast for the fiscal year ending September 20, 2011
(September 21, 2010 — September 20, 2011)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income
Six months	25,600	2,000	2,100	900
Full year	51,000	2,700	3,000	1,500