

April 15, 2015

Trade name: Noevir Holdings Co., Ltd.  
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 (Securities Code Number: 4928, TSE, First Section)  
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## Notice Concerning the Establishment of a New Drink Production Line

Noevir Holdings Co., Ltd. (hereafter, “Noevir Holdings” or “the Company”) hereby announces that the Company will make a capital investment of approximately 2.1 billion yen to establish a new drink production line at the Mie Factory of its consolidated subsidiary Tokiwa Pharmaceutical Co., Ltd. Details are as follows:

### Particulars

#### 1. Reasons for capital investment

Looking ahead, the drink market is anticipated to gain momentum, driven by growth in the markets for energy drinks, beauty care drinks, and other drink products. Against this backdrop, Noevir Holdings will establish a new drink production line as part of its efforts to increase production capacity and improve production efficiency, in order to spur further business expansion. By harnessing the new drink production line, the Company seeks to increase production capacity by 30% and boost drink sales.

Furthermore, Noevir Holdings will install a liquefied natural gas (LNG)-compatible system with a view to lessening the Company’s environmental footprint and business continuity risk.

#### 2. Outline of capital investment at the Mie Factory

(1) Targeted facilities	Establishment of a new drink production line and other production equipment at the Mie Factory
(2) Location	2636 Shirakashi Aza Nagatani, Iga-shi, Mie 518-1151, Japan
(3) Outline of the factory	Site area: 93,930 m <sup>2</sup> Floor space: 22,000 m <sup>2</sup>
(4) Completion schedule	Early November 2015 (planned)
(5) Investment amount	Approx. 2.1 billion yen (planned)

#### 3. Outline of relevant consolidated subsidiary

(1) Name	Tokiwa Pharmaceutical Co., Ltd.
(2) Location	3-5-12 Azuchi-machi, Chuo-ku, Osaka 541-0052, Japan
(3) Representative	Masataka Nakano, President and Representative Director
(4) Business activities	Production and sale of pharmaceuticals and quasi-drugs, cosmetics, food products, and others
(5) Capital	4,301,265 thousand yen
(6) Established	February 1954

#### 4. Future outlook

This capital investment will have a negligible impact on Noevir Holdings' consolidated business results for the fiscal year ending September 30, 2015.

### **Supplementary Explanation**

#### **Purpose of capital investment**

##### **1. To expand drink-related businesses by increasing production capacity and improving production efficiency**

This capital investment will increase production capacity and improve production efficiency, resulting in stable orders and boosted sales in the future.

##### **2. To provide safe, high-quality products by ensuring pharmaceuticals meet GMP<sup>\*1</sup> standards and strengthening the safety management system**

The Company endeavors to provide safe, high-quality products by ensuring pharmaceuticals meet GMP<sup>\*1</sup> standards and by further strengthening its food defense systems<sup>\*2</sup>. The latter includes keeping records of everyone entering and leaving the Mie Factory, installing surveillance cameras, and imposing restrictions on bringing in certain personal belongings.

##### **3. To lessen the Company's environmental footprint and business continuity risk by installing an LNG-compatible system**

The Company will work to reduce carbon dioxide emissions and save energy by installing a boiler system that uses LNG, a clean and highly efficient form of energy. Furthermore, this will lessen the Company's business continuity risk in the event of a natural disaster.

<sup>\*1</sup>: GMP is an abbreviation of Good Manufacturing Practice, a set of standards regarding the manufacturing and quality controls of pharmaceuticals and quasi-drugs.

<sup>\*2</sup>: Food defense systems refer to protocols put in place to prevent intentional contamination of food products.



Mie Factory



(Drinks manufactured by Tokiwa Pharmaceutical: *Min Min Da Ha*, *Bitter C*, *Grown Bitter*, and others.)