



July 28, 2010



Notice Regarding Signing of Agreement for Exclusive Representation for the DKSH Group (Thailand, Malaysia, Hong Kong)

We hereby give notice that on July 28, 2010, we have signed the agreement for exclusive representation for the sole distribution of Nichi-Iko products in the Thai, Malaysian and Hong Kong markets with Diethelm Keller Logistics Limited (Thailand), DKSH Malaysia Sdn Bhd (Malaysia) and DKSH Hong Kong Limited (Hong Kong).

The Nichi-Iko Group, under its midterm management vision of "Taking On The World," has engaged up until now in market surveys to channel the distribution of its products to global markets. As a result, it has selected the markets of Thailand, Malaysia in Southeast Asia, and Hong Kong as its first targets for entry as the optimum markets for building our corporate brand, thanks to their strong economic growth, and the existence of populations with a preference for purchasing Japanese quality pharmaceuticals. While considering strategic expansion with distribution, sale and marketing of Nichi-Iko's products in Southeast Asia, a basic agreement was signed for a business alliance with DKSH International Ltd. on July 6, 2010 for joint development of the distribution, sale and marketing of generic pharmaceuticals with the DKSH Group, which comprehensively operates such services mainly in Asia and has a track record of corporate support.

The DKSH Group's market expansion services have experiences in Asia and are developing markets in the three Southeast and East Asian nations of Thailand, Malaysia and Hong Kong through their integrated health care-related services. Approval applications for Nichi-Iko's products are expected to go ahead in Hong Kong and Malaysia in 2010, and in Thailand in 2011. Sales teams exclusively for Nichi-Iko have been set up in each country to handle distribution, sales and marketing, working to provide information to private medical institutions.

Our long-term alliance with the DKSH Group will build the Nichi-Iko corporate brand in Southeast Asia and Hong Kong expand the first penetration of Japanese generic pharmaceuticals in the Southeast Asian and East market for our Group.