

Announcement of Starting Business in Australia

Tokyo, January 24th, 2017 – Calbee, Inc. (hereafter “Calbee”) has established a subsidiary company focusing on sales and marketing in Australia, in order to enter the Oceanian market.

In line with our global strategy, we have established a subsidiary company in Australia. HARVEST SNAPS, which is one of our products and successfully sold in the US salty snack market, will be sold in Australian grocery chain stores such as Woolworths. Following to Harvest Snaps launch, the company plans to build Calbee brand in Australian market by expanding sales channel and increasing product lineup. We aim to achieve 2.5 billion yen of annual net sales within the next 5 years.

Outline of the Company

(1) Name	Calbee Australia Pty Ltd.
(2) Location	Melbourne, Victoria, Australia
(3) Representative Director	Timothy Maughan
(4) Main Business	Sale of Salty Snack Products
(5) Capital	AUD 2.8 million ≒ JPY 250 million
(6) Date Established	September, 2016
(7) Fiscal Year End	December
(8) Ownership Ratio	Calbee, Inc. 100%
(9) Business Commencement	January, 2017



(Reference: Harvest Snaps which will be introduced to Australia Market)