

Company name : Suntory Beverage & Food Limited  
 (Securities code: 2587, First Section, Tokyo Stock Exchange)  
 Representative : Nobuhiro Torii, President & CEO  
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## Notification Regarding Creation of Company to Manage European Business

This is to notify that, as explained below, the Board of Directors decided in a meeting today to create a new company that comprehensively manages our European business.

### 1. Purpose of Creating a New Company

In order to manage our soft drink business primarily in Europe and accelerate business growth through comprehensive strategy planning and management, we will create a new company (hereinafter "the new company") and are proceeding with preparations. Furthermore, in order to take over this business in a smooth manner, we will acquire an existing company\* and transfer it to the new company.

\*The identity of the company has been omitted from this release because it is at present a dormant company with no associated business activities and its identity is of little importance.

### 2. New Company Overview

The following is a current overview of the new company, but we will release it again as soon as the details are worked out.

(1) Company Name	Suntory Beverage & Food Europe Limited
(2) Location	London, United Kingdom (tentative)
(3) Representative	Stanislas De Gramont (scheduled for assignment on January 20, 2014)
(4) Main Business	Plan management strategy and administer soft drink business primarily in Europe
(5) Capital	TBD
(6) Main Shareholders & Shareholding Ratio	100% by Suntory Beverage & Food Limited
(7) Acquisition Date	December 12, 2013
(8) Company Establishment Date	January 20, 2014 (tentative)
(9) Scheduled Start of Business	TBD

### 3. Effect on Performance

The effect this matter will have on our consolidated operating results for the fiscal year ending December 31, 2014 is expected to be minor.