



June 26, 2012

Name of Company: ISEKI & CO., LTD.
Company representative: President Noriyuki Kimura
Company Code: 6310
Listing: TSE 1st Section
Enquiries: General Manager Shunichi Suzuki
Corporate Planning Department
(Telephone: +81 3 5604 7709)

Establishing New Company in Indonesia

ISEKI & CO., LTD. has made an official announcement to organize the preparatory section for establishing a new company, PT ISEKI INDONESIA (tentative name), in Indonesia, on 1st July 2012.

1. Organization of preparatory section

- (1) Principal Officer: Mr. Seiji Semba, Corporate Officer, (Deputy Division Manager, Development & Production Division)
- (2) Deputy Officer : Mr. Shigeru Toda, Senior Corporate Officer, (President, ISEKI Matsuyama Mfg. Co. Ltd.)
- (3) Member: Mr. Yoshihiko Kido, General Manager and other 7 members

2. Company Profile

- (1) Name : PT ISEKI Indonesia (tentative name)
- (2) Address : Jalan Kraton Industri Raya No.11, Curahdukuh Pasuruan
- (3) Main business : Manufacturing and Sales of agricultural Machinery
- (4) Main Products : Tractors
- (5) Production capacity : 10,000 units per year
- (6) Company Form : Joint Venture (Indonesian Sales Company of Agricultural Machinery)
- (7) Start of Mass Production : January 2014

3. Background and aim of new company

In recent years, Indonesian economic is growing remarkably and maintenance of infrastructure is expanding. And the labor force is still abundant and there are suitable suppliers in the neighbor. In addition, ISEKI, has a distributor based in East Java, Indonesia and established long term relationship. The distributor has a manufacturing company of agricultural machinery as their affiliations. ISEKI is having a business relationship with their manufacturing companies for machining and purchasing the parts as well.

ISEKI decided to establish a new company in Indonesia, in where the agricultural machinery market is expected to expand in the future (currently 3rd biggest rice producer in the world), and produce tractors for export and domestic. By providing new products manufactured in Indonesian, ISEKI group is aiming to strengthen the overseas business force and improve the profitability.