



Reimei Global Advisors acted as the exclusive financial advisor to Ajinomoto Co., Inc. (“Ajinomoto”, 2802 JP) in its acquisition of 50% of the shares of Kükre Gıda ve İhtiyaç Maddeleri Nakliyat ve Özel Eğitim Hizmetleri Ticaret ve Sanayi A.Ş., (“Kükre A.Ş.”, non-listed), a premium brand food company in Turkey, for approximately TL 60 MM, or JPY 2.9 BN.

- Ajinomoto is a global manufacturer of high-quality seasonings, processed foods, beverages, amino acids, pharmaceuticals and specialty chemicals. For many decades Ajinomoto has contributed to food culture and human health through wide-ranging application of amino acid technologies. Today, Ajinomoto is becoming increasingly involved with solutions for improved food resources, human health, and global sustainability. Founded in 1909 and now operating in 26 countries, Ajinomoto had net sales of JPY 1,172.4 BN in fiscal 2012.
- With a history of nearly 100 years, Kükre A.Ş. is a food products company that produces and sells seasonings (vinegars, fruit sauces), pickles and other products, and its main *KEMAL KÜKRER* product line-up is recognized as a premium brand throughout Turkey. Moreover, Kükre A.Ş. has a distribution network covering more than 30,000 retailers in Turkey and powerful capabilities for direct marketing to the restaurant channel, nationwide mass merchandiser chains and influential retail stores.
- By adding its wide-ranging strengths in product development and production technology to the powerful brand distribution capabilities of Kükre A.Ş., Ajinomoto aims to enhance its existing business in Turkey and expand its business into new fields of food products to strengthen its future rollout into the markets of Middle East and Central Asia.
- Reimei Global Advisors sourced and executed the transaction as Ajinomoto's exclusive financial advisor.
- Reimei Global Advisors is a full-service M&A advisory firm focused on providing first-class services to assist our clients in realizing strategic growth and long-term value creation.

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Acquired 50% of



2013

Advisor to the Buyer

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REIMEI GLOBAL ADVISORS PTE. LTD.

10F Nishi-Azabu 28 Mori Building
4-16-13 Nishi-Azabu, Minato-ku, Tokyo
106-0031, Japan

Telephone: +81(3)-4520-5562

Facsimile: +81(3)-4520-5568

E-mail: contact@reimeiglobal.com

Website: <http://www.reimeiglobal.com>