



Reimei Global Advisors acted as the exclusive financial advisor to Ajinomoto Co., Inc. (“Ajinomoto”, 2802 JP) in its acquisition of the remaining 50% shares of Kükre Gıda ve İhtiyaç Maddeleri Nakliyat ve Özel Eğitim Hizmetleri Ticaret ve Sanayi A.Ş., (“Kükre A.Ş.”, non-listed), a premium branded food company in Turkey, for approximately TL 181 MM, or JPY 5.7 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 operating in 30 countries and regions, Ajinomoto had net sales of JPY 1,091.1 BN in FY 2016.
- With a history of over 100 years, Kükre A.Ş. is a food products company that produces and sells seasonings (vinegars, fruit sauces), pickles and other products through its main *KEMAL KÜKRER* product line-up, which is recognized as a premium brand throughout Turkey. 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.
- In 2013, Ajinomoto acquired a 50% stake in Kükre A.Ş. and has since been strengthening its business in Turkey. As a result of steady growth in sales of vinegars and fruit sauces and enhanced initiatives for growing small-outlet retail chains, net sales of Kükre A.Ş. reached ca. TRY 70 million (ca. JPY 2.2 billion) in 2016, nearly doubling from 2014. Making Kükre A.Ş. a wholly-owned subsidiary will enable the Ajinomoto Group to act as a comprehensive food manufacturer in Turkey.
- Reimei Global Advisors acted as Ajinomoto's exclusive financial advisor in its initial 50% investment as well as this transaction.
- 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.

Acquired 50% of

2017
Advisor to the Buyer

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