



September 4, 2015

SBI Holdings, Inc.

SBI Pharmaceuticals Co., Ltd.

**Product Registration of Food Supplement in Jordan**

SBI Pharmaceuticals Co., Ltd. (Head office: Minato-ku, Tokyo; Representative Director and CEO: Yoshitaka Kitao; “SBI Pharmaceuticals”), a subsidiary of SBI Holdings, Inc., engages in research and development of pharmaceuticals, health foods and cosmetics using 5-aminolevulinic acid (“5-ALA”)\*. We are pleased to inform that SBI Pharmaceuticals has received from the Jordan Food and Drug Administration a notification of product registration of “NatuALA ONE,” SBI Pharmaceuticals’ health food product containing 5-ALA, in the Hashemite Kingdom of Jordan.

As for the business development in the MENA area, SBI Pharmaceuticals has already obtained approval from the Ministry of Health of Bahrain as well as the Dubai Municipality Consumer Product Safety Section for the sales of “NatuALA ONE” in both Bahrain and the United Arab Emirates.

Followed by the product registration received from the Jordanian authorities, SBI Pharmaceuticals will partner with local companies in preparation for the start of selling the food supplement in Jordan.

SBI Pharmaceuticals continue to endeavor to support healthy life of people from Japan to the World, by R&D of innovative products containing 5-ALA.

\*:5-aminolevulinic acid (5-ALA)

An amino acid created in mitochondria. It is an important substance that serves as a functional molecule related to energy production in the form of heme and cytochromes, and its productivity is known to decrease with age. 5-ALA is contained in food such as shochu distillation remnants and red wine. It is also known as a material forming chloroplasts in plants.

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