



July 15th, 2014

To All Concerned Parties

Company Name: Seiren Co., Ltd.
Representative: Tatsuo Kawada
Chairman and C.E.O
(Stock code 3569 Tokyo Stock Exchange First Section)

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Notice Concerning Conclusion of Fundamental Alliance Agreement with SCHMITZ

We would like to hereby inform you that Seiren Co., Ltd. (headquartered in Fukui-shi, Fukui, JAPAN; hereinafter "SEIREN") has concluded a business alliance agreement concerning the automotive interior material business with Tuchfabrik Willy Schmitz GmbH & Co. KG (headquartered in Mönchengladbach, Germany; hereinafter "SCHMITZ"), a manufacturer and distributor of automotive interior products in Europe.

1. Purpose of Business Alliance

SEIREN has been promoting establishment of globally optimal supply system with its oversea sites in USA, Brazil, Thailand, China, India, and Indonesia for production and sales, or planning and development of automotive interior products, and today, it has concluded fundamental business alliance agreement concerning marketing, technical assistance, production and sales with SCHMITZ, a company engaged in manufacturing and sales of automotive interior products in Europe, for the purpose of expanding global business of both companies, SEIREN and SCHMITZ.

SEIREN will continue to meet the customer's demands and increase automotive interior material business with this agreement which enables further strengthening of global structure of SEIREN and SCHMITZ for the same business.

2. Outline of Business Alliance

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| (1) Scope | Automotive interior material business for all OEMs |
| (2) Contents | Cooperation of the companies for expanding automotive interior material business |
| (3) Execution Date | 15 th July 2014 |
| (4) Contract Term | 5 years |

3. Overview of SCHMITZ

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| (1) Company Name | Tuchfabrik Willy Schmitz GmbH & Co. KG |
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(2) Business	Planning, development, manufacture, and distribution of textile products for automotive interior and apparel
(3) Foundation	1928
(4) Capital	EUR 1.5 million (JPY 210 million) *1 EUR = 140 JPY
(5) Location	Mönchengladbach, Germany
(6) Owner	Markus Schmitz, Andreas Schmitz
(7) Sales	EUR 29 million (JPY 4,060 million) *1 EUR = 140 JPY
(8) Employee	145

4. Impact

The impact of this business alliance on operating results of fiscal year ending March 2015 is insignificant.