

UNOFFICIAL TRANSLATION  
The official press release is in Japanese.

Company Name:	FinTech Global Incorporated
Address:	Toranomon Towers Office, 1-28, Toranomon 4-chome, Minato-ku, Tokyo
Representative:	Nobumitsu Tamai, President and CEO
Stock Listing:	Tokyo Stock Exchange, Mothers
Stock Code:	8789
Inquiries:	Seigo Washimoto, Managing Director and Executive Officer, Head of Business Management Department
Tel:	+81-3-5733-2121

**Notice concerning Toranomon Ham K.K. having been granted the exclusive sales license in Japan using the HoneyBaked Ham Brand**

Tokyo, June 25, 2013—Toranomon Ham K.K. (Minato-ku, Tokyo, President and Representative Director Paul Kraft), which is a partnership of FinTech Global Incorporated (hereafter, “the Company”) and Paul Kraft (former Director at CPG International G.K. - Starbucks Coffee Company), having been granted the exclusive sales license in Japan in various business areas using the HoneyBaked brand by The Original HoneyBaked Ham Company, which owns one of America’s favorite ham brands, will be commencing its operation.

**Particulars**

**1. Background and future policies**

Toranomon Ham K.K. is a partnership of the Company and Paul Kraft. Originally from Minnesota, US, Paul Kraft is an expert in marketing and branding with 8 years experience in the food industry in Japan, and prior to this, involvement in the supply chain development of US frozen foods and the M&A of food businesses at the Schwan Food Company in the US. Recently, he produced significant results in the development of consumer packaged products for US coffee shop brand Starbucks, and making progress in the development of convenience, supermarket, and department stores in Japan and South Korea.

Paul and the Company focused on the HoneyBaked brand, which had been appealing to him from before. He had always strongly wished that to introduce it to Japan, and after a preparation period of around a year, was finally able to start HoneyBaked's business in Japan. He will expand the HoneyBaked Ham business based on his experience and track record in the food brand promotion business in Japan and Asia. Furthermore, he would like to do his best to promote the delicious taste of HoneyBaked on-the-bone ham, which has not been available in Japan before, with a particular focus on Japanese consumers who consider a high quality diet and lifestyle to be a priority.

## 2. Outline of the partnership

- |                                     |   |
|-------------------------------------|---|
| (1) Company name                    | Toranomon Ham K.K.  |
| (2) Business description            | Planning and sales of the food using the HoneyBaked brand,<br>Managing café restaurants |
| (3) Date of establishment           | January 2012  |
| (4) Address                         | Toranomon Towers Office,<br>1-28, 4-chome Toranomon, Minato-ku, Tokyo                   |
| (5) Representative's name and title | Paul Kraft, President and Representative Director                                       |

## 3. Outline of the licensor

- |                           |   |
|---------------------------|---|
| (1) Company name          | HoneyBaked Ham Company  |
| (2) Business description  | Planning and sales of the food using the HoneyBaked brand,<br>Managing café restaurants |
| (3) Year of establishment | 1957  |
| (4) Address               | Atlanta, Georgia, United States   |
| (5) Representative's name | Charles Bengochea   |

## 4. About HoneyBaked

HoneyBaked is one of the largest, long-standing ham brands in the US, which started in Michigan, US in 1957, and operates over 400 stores of café style retail outlets throughout the US under The HoneyBaked Ham Company & Café brand. In the cafés, HoneyBaked products for gifts and home parties, as well as a variety of HoneyBaked sandwiches, are supplied. The level of familiarity of the brand in the US is very high, and it has been popular with many people for a long time, often with long lines at holiday time. Japan is the first international market for the brand.

The pork ham, which is the most standard and popular product, has a characteristic deep, honey flavor from the leg meat that is smoked and matured using a unique, traditional method then is applied with the HoneyBaked glazing process (sweet coating) on the surface. In Japan, boneless ham is most common, but in the US, ham on the bone is the mainstream.

## 5. Schedule

- |                                   |                            |
|-----------------------------------|----------------------------|
| (1) Date of the license agreement | June 15, 2013              |
| (2) Establishment date of website | June 2013                  |
| (3) Launch date of net shopping   | Mid-August 2013 (expected) |

## 6. Outlook

The Company's consolidated financial results of current fiscal year 2013 will not be affected. The Company's group will drive continued improvements in operating performance over the medium to long term through raising-up the investment value by business supports to the partnership.

## Reference

Press Release of Toranomon Ham K.K.

[http://www.fgi.co.jp/20130625\\_honeybaked.pdf](http://www.fgi.co.jp/20130625_honeybaked.pdf) (Japanese only)

END