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News Release

Kureha Corporation

**Kureha Europe grants MULTIVAC exclusive global sales rights
for Krehalon Form Shrink films**

Tokyo, Japan, March 18, 2013 – Kureha Corporation today announced that Kureha Europe B.V., a wholly-owned subsidiary managing the food packaging materials business in Europe, and the MULTIVAC Group, a major German packaging machinery manufacturer, have concluded an agreement to grant MULTIVAC exclusive sales rights for multi-layer, heat-shrinkable Krehalon Form Shrink films. The agreement is for worldwide distribution, with the exception of countries in which the Kureha Group already has sales operations and the Oceania region.

In line with the Kureha Group's "Grow Globally II" mid-term business plan, which runs through fiscal 2015, Kureha Europe will aim to expand sales of these films and other ML-40 series products. The company is currently investing €6 million into its manufacturing subsidiary Krehalon Industrie B.V. (based in the Netherlands) to raise production capacity by 20% from current levels. The new production line is scheduled to begin operating this summer.

Krehalon Form Shrink films are part of the ML-40 series of high strength, high barrier, heat-shrink films, and are used in automated packaging machinery jointly developed by MULTIVAC and the Kureha Group. After the film has been thermoformed and the food vacuum-packed, it is thermally shrunk with steam heating, providing food packaging that is safe and visually attractive. The process is increasingly used for packaging of processed meat, fresh meat and cheese, particularly in Europe.

The Kureha Group first developed this technology in the 1950s, using polyvinylidene chloride as a casing film for fish sausage products. After accumulating technologies in film processing and food preservation, production in the Netherlands began in 1973, marking the start of fully-fledged business development by Kureha in Europe. Sales of Krehalon currently amount to around €70 million annually in Europe, with steady growth anticipated going forward.

The ML-40 series helps food companies, who are the main customers, to enhance productivity and product appeal. The series is also a key driver of the Kureha Group's strategy to expand its food packaging materials business globally.

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