



October 11, 2012

SBI Holdings, Inc.

SBI Pharmaceuticals Co., Ltd.

**SBI Pharmaceuticals Obtains the Product License of Healthy Supplement
from the Dubai Authority**

SBI Pharmaceuticals Co., Ltd., (Head office: Minato-ku, Tokyo; Representative Director and CEO: Yoshitaka Kitao), a subsidiary of SBI Holdings, Inc. that conducts research and development of pharmaceuticals, health foods and cosmetics using 5-aminolevulinic acid (5-ALA) (*1) announced that SBI Pharmaceuticals obtained the Product License of healthy supplement on “NatuALA ONE” from the Dubai Municipality Consumer Product Safety Section to market in the United Arab Emirates (UAE).

As announced in the press release on April 13, 2012, titled “Notice on the Agreement with Bahrain Government for the Promotion of the 5-ALA Business”, SBI Pharmaceuticals reached a basic agreement and concluded a memorandum with the Bahrain Government on the close cooperation for promoting the research and development of 5-ALA and its diffusion in Bahrain and GCC (*2) as a business deployment in the Middle East and North Africa region (MENA). SBI Pharmaceuticals also obtained from the Bahraini Ministry of Health the Certification of Product Sales for its health foods product, “NatuALA ONE” to market in Bahrain.

Upon obtaining the Product License of healthy supplement from the Dubai authority, SBI Pharmaceuticals is preparing for launch in the sale of the product in the UAE in cooperation with local companies.

SBI Pharmaceuticals will continue the product development and the supply of health foods containing 5-ALA in order to contribute to the health of as many people as possible in the world.

*1 5-aminolevulinic acid (ALA):

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

*2 GCC (Gulf Cooperation Council) :

An abbreviation for the Cooperation Council for the Arab states of the Gulf, the Middle East and Arabian Gulf regional cooperation organization, which includes Bahrain.

For further information, please contact:

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