

December 15, 2014

Nippon Steel & Sumikin Bussan Corporation

Establishment of Joint Venture Company for
Manufacture and Sale of Cold Forging Products in Thailand

Nippon Steel & Sumikin Bussan Corporation (hereinafter referred to as "NSSB"; Head Office: Minato-Ku, Tokyo, President and Representative Director: Ichiro Miyasaka) established a joint venture company with Nichiwa Co., Ltd. (hereinafter referred to as "Nichiwa"; Head Office: Nichinan-City, Miyazaki Prefecture, President and Representative Director: Yoshitaka Hashimoto) for the manufacture and sale of cold forging products such as weld nuts in Thailand.

Nichiwa is a manufacturer of weld nuts for the automobile industry and precision cold forging products, with advanced product development capabilities including in-house designing and manufacturing of molds and dies. In recent years, Nichiwa has introduced a large-scale parts forming machine to manufacture high value added products for engines, transmission parts, etc. In 2006, Nichiwa started manufacturing weld nuts in China for Japanese-affiliated automobile manufacturers.

Given that the production volume of automobiles in Thailand is likely to continue growing in the years ahead, we will establish a local manufacturing system with inventory functions, and sell weld nuts and cold forging products to auto parts manufacturers, focusing on Japanese-affiliated ones.

The new company, which will be launched first as a sales company with inventory functions, is scheduled to introduce a nut forming machine and other manufacturing facilities in 2016.

< Profile of New Company >

Company Name	Nichiwa (Thailand) Co., Ltd.	
Location	54 BB Building, 20 Floor, Room No.2009, Sukhumvit 21 (Asoke) Road, Klongtoey Nua Sub-District, Wattana District, Bangkok, Thailand	
Establishment	November 2014	
Capital	THB20,000,000 (Approx. JPY64 million)	
Shareholders	Nichiwa	49%

	Siam Lotus Co., Ltd. *	49%
President and		
Representative Director	Yoshitaka Hashimoto	
Business	Manufacture and sale of weld nuts and cold forging products	

* Siam Lotus Co., Ltd. is NSSB's locally-incorporated affiliate in Thailand.

< Profile of Nichiwa >

Company Name	Nichiwa Co., Ltd.
Location	1765, Kamikata, Nichinan City, Miyazaki Prefecture, Japan
Establishment	December 1973
Capital	JPY30 million
Major Shareholder	Nichiwa Holdings Co., Ltd.
President and	
Representative Director	Yoshitaka Hashimoto
Business	Manufacture and sale of cold forging products such as weld nuts for the automobile industry
Sales	JPY3.3 billion (for the period ended September 2013)
Number of Employees	134

For inquiries about this press release, please contact :

Corporate Communications Section

General Affairs & Corporate Communications Department

TEL: +81-3-5412-5003 FAX: +81-3-5412-5102