



March 27, 2018

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Start of Outsourced Management of the Kitakyushu Municipal Agriculture Center

World Mikuni Joint Venture, which includes a consolidated subsidiary of World Holdings Co., Ltd., was designated as the operator of the Kitakyushu Municipal Agriculture Center and started operating this center on April 1, 2018.

1. Purpose of Operating the Kitakyushu Municipal Agriculture Center

The Kitakyushu Municipal Agriculture Center, which is operated and managed by the city of Kitakyushu, is operated jointly by the city's agriculture promotion section and park section. The center has three primary goals: the promotion of agriculture, creation of a place where residents of the city can learn about agriculture, and provision of an environment where people can relax. The city asked for applications to become a designated operator of this center for the purpose of responding effectively and efficiently to the visitors' various needs and providing better services to the citizens of Kitakyushu. The World Mikuni Joint Venture, which includes a consolidated subsidiary of World Holdings, was selected as the new operator and this joint venture started operating the center on April 1, 2018.

Creating platforms for people to lead fulfilling lives is the social mission of World Holdings. Most significantly, businesses activities are guided by one of the company's management philosophies: The dedication to protecting the environment, respecting the world's resources and always being a company that can contribute to society. Incorporating the know-how of World Holdings in the operation of the Kitakyushu Municipal Agriculture Center is expected to result in even higher quality services that can meet the expectations of the citizens of Kitakyushu. Other reasons for operating this center are to help invigorate Kitakyushu, promote cultural activities and healthy life styles, and contribute to disaster preparedness, safety and security for the city's residents.

2. Summary of Operations

The goal is to make the Kitakyushu Municipal Agriculture Center a park that elders can visit with their grandchildren and families and people of all ages can enjoy. The philosophy for operations is to create a place where people can learn about agriculture, enjoy contact with nature and spend a pleasant day. The center should be a place that people visit in all seasons. To accomplish this, there will be a variety of attractions and opportunities to learn about and directly experience agriculture and livestock. This is the basic thinking behind the operations and management of this center.

Major activities as the designated operator of the Kitakyushu Municipal Agriculture Center

“Operation and management of the Kitakyushu Municipal Agriculture Center”

- Operation of facilities (provision of an environment where people can relax, such as rose and plum tree gardens, the grass field, Kiso horses, etc.)
- Provision of services to visitors
- Operation of the agriculture shop and other attractions and marketing and PR activities
- Inspections, maintenance and management of the main building, facilities and equipment
- Activities for the proper care of vegetation and animals and other activities

Outline of facility

Name: Kitakyushu Municipal Agriculture Center
for the City of Kitakyushu

Location: 1-6-1, Yokoshirohigashimachi,
Kokuraminami-ku, Kitakyushu-shi, Fukuoka

Telephone: +81-93-961-6045

Facility: Site area: 90,355 m²
(designated management area is 82,680 m²)

Main building (2,820 m²), rose and plum tree gardens/grass field/others (42,753 m²),
agriculture shop (1,440 m²), parking area (8,430 m²)



3. Organization for Center Operations

The Kitakyushu Municipal Agriculture Center will be operated by World Mikuni Joint Venture, a consortium led by consolidated subsidiary World Intec, which is based in Kitakyushu. The joint venture includes Mikuni Co., Ltd., also based in Kitakyushu, and Farm Co., Ltd., which is based in the city of Saijo in Ehime prefecture.

World Intec has expertise involving the management of people and ways to improve their productivity. Mikuni has the know-how to manage real estate in a manner that closely reflects each location. Farm has experience in the management and operation of agricultural parks. Bringing together the knowledge of these companies is expected to result in outstanding operations regarding the center’s three goals: promoting agriculture, creating a place where residents of the city can learn about agriculture, and providing an environment where people can relax. Furthermore, visitors will receive high-quality services that fully meet their expectations.

4. New activities

The following activities will start on April 1, 2018 as a part of new attractions in the park.

- Flowers at the entrance with more than 10,000 plants that are changed from season to season
- The Himawari Market selling products purchased directly from growers
- The Vegetable Café that sells take-out items
- The BBQ Garden where visitors can prepare their own meals
- A dog run
- Animals for children (ponies, capybaras, goats, rabbits, hedgehogs, guinea pigs)
- Amusement area for children (water tubes, pedal boats, pre-school toys, water activity pool (only summer))



Bringing people closer to agriculture

The center's farmers market will be reopened to sell fresh vegetables grown mainly in the city of Kitakyushu. The market will also have processed food products, Kokura beef, an item rarely sold in the city, and many other products.



A place for children to spend time with animals

The center will have a new dog run and an area where visitors can enjoy some time with animals. The center plans to breed ponies, capybaras, guinea pigs and other animals.