

**Establishment of Kubota Holdings Europe B.V.**

**Kubota Corporation is pleased to announce the establishment of a Holding Company in Europe as the Regional Headquarters of our industrial machinery business. Kubota Holdings Europe B.V. will drive further business expansion in the European markets by aiming a Pan-European business management optimization.**

**Purpose and back ground**

It has been 43 years since we established a first subsidiary in Europe. After that we have been increasing our sales and manufacturing bases in the European region. We have succeeded expanding our business by developing markets in each country.

In order to grow further, we think it is necessary to shift our business management from a country basis to a Pan-European business basis and to optimize our business management in Europe. Therefore, we have decided to establish our European Regional Headquarters in Nieuw-Vennep, the Netherlands.

We will drive our 'Customer first' and 'Dealer first' principles further through the activities of Kubota Holdings Europe B.V. and will continue to make Kubota Group a 'Global Major Brand'.

**Overview**

Company Name	Kubota Holdings Europe B.V.
Established	July 20th, 2017
Office	Nieuw-Vennep, the Netherlands
Major Share Holder	Kubota Corporation (100%)

\*Kubota Holdings Europe B.V. is planning to start its operations in Oct 2017.

**Our Major Kubota European subsidiaries**

Company Name	Office	Business overview
Kubota Europe S.A.S.	France	Sales of tractors, construction machinery, engines, turf equipment and UVs
Kubota Farm Machinery Europe S.A.S	France	Manufacturing of tractors
Kubota (Deutschland) GmbH	Germany	Sales of tractors, engines, turf equipment and UVs
Kubota Baumaschinen GmbH	Germany	Manufacturing and sales of construction machinery

Kubota (U.K.) Ltd.	U.K.	Sales of tractors, construction machinery, engines, turf equipment and UVs
Kubota España S.A.	Spain	Sales of tractors, turf equipment and UVs

### **About Kubota Corporation**

Kubota Corporation, founded in 1890 by Gonshiro Kubota, is a manufacturer of farm equipment, engines, construction machinery and also producer of various pipe-related products, principally ductile iron pipes and environment-related products such as environmental control plants. In addition, the Company manufactures and sells industrial castings, spiral welded steel pipes, vending machines, electronic-equipped machinery and air-conditioning equipment. Headquartered in The Osaka, Japan, the company reported consolidated revenues of ¥ 1,596.1 billion (€ 12.8 billion) in 2016. For more information on Kubota, please visit [www.kubota-global.net](http://www.kubota-global.net)

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