

Corporate Profile

Ajisen (China) Holdings Limited (stock code: 538) (“Ajisen (China)” or the “Company”, together with its subsidiaries, the “Group”) is one of the leading fast casual restaurant (“FCR”) chain operators in the People’s Republic of China (“PRC”) and Hong Kong. Since its establishment in December 1995, the Group has been a fast-growing FCR chain operator selling Japanese ramen and Japanese-style dishes under the Ajisen brand. Today, the Group’s nationwide network comprises a total of over 144 Ajisen chain restaurants. This restaurant network strategically covers the prime locations in the major PRC cities and Hong Kong, comprising 39 in Shanghai, 16 in Shenzhen, 10 in Beijing, 59 in other regions of the PRC and 20 in Hong Kong. Moreover, it is supported by its own food manufacturing and processing centers located in Shanghai, Shenzhen, Beijing, Shandong and Hong Kong.

In 2005, the Group was ranked fifth among China’s Top 100 F&B Fast Food Enterprises in terms of revenue. In terms of number of chain restaurants, the Group was accredited by the China Cuisine Association as one of the largest Japanese-style FCR chain operators in the PRC.

The Group’s mission is to become the No. 1 FCR operator in the PRC.

