## **KUBOTA Corporation**

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## Notice of Demise of Representative Director, Chairman, President & CEO

Kubota Corporation (hereinafter "the Company") announces that Yasuo Masumoto, its Representative Director, Chairman, President & CEO of the Company, passed away today.

1. Name Yasuo Masumoto

Birthday April 21, 1947 (67 years old)
Land of origin Kitakyushu City, Fukuoka, Japan

4. Date of demise June 4, 2014

5. Profile

| Date           | Brief Occupational History   |
|----------------|--|
| April 1971:    | Joined Kubota Corporation  |
| February 1997: | General Manager of Construction Machinery Manufacturing Dept.            |
| April 1999:    | General Manager of Utsunomiya Plant                                      |
| October 2001:  | General Manager of Farm Machinery Division                               |
| June 2002:     | Director of Kubota Corporation   |
| April 2004:    | Managing Director of Kubota Corporation,                                 |
| April 2006:    | Executive Managing Director of Kubota Corporation                        |
| April 2008:    | Executive Vice President and Director of Kubota Corporation              |
| January 2009:  | Representative Director, President & CEO of Kubota Corporation           |
| January 2011:  | Representative Director, Chairman, President & CEO of Kubota Corporation |

<sup>\*</sup> Masatoshi Kimata, Representative Director and Executive Vice President of the Company, will stand in for roll of President & CEO until further notice.

## < Cautionary Statements with Respect to Forward-Looking Statements >

This document may contain forward-looking statements that are based on management's expectations, estimates, projections and assumptions. These statements are not guarantees of future performance and involve certain risks and uncertainties, which are difficult to predict. Therefore, actual future results may differ materially from what is forecast in forward-looking statements due to a variety of factors, including, without limitation: general economic conditions in the Company's markets, particularly government agricultural policies, levels of capital expenditures, both in public and private sectors, foreign currency exchange rates, the occurrence of natural disasters, continued competitive pricing pressures in the marketplace, as well as the Company's ability to continue to gain acceptance of its products.