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To whom it may concern

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Acquisition of a Norway-based Tractor Implement Manufacturer

KUBOTA Corporation (Headquarters: Osaka, Japan; Chairman and President: Yasuo Masumoto, hereinafter “KUBOTA”) and Kverneland ASA (Headquarters: Kverneland, Kingdom of Norway; President and CEO: Ingvald Løyning, hereinafter “Kverneland”), a manufacturer of tractor implement in Norway listed on Oslo Stock Exchange, today announced that they have reached an agreement under which KUBOTA’s wholly owned subsidiary in Norway will offer to acquire Kverneland through a public offer (the “Offer”).

1. Background and Purpose of the Acquisition

- With a rising global food demand driven by an increase in world population, which is projected to surpass 9 billion by 2050, the market for agricultural machinery which is essential to expand food production capacity is expected to continue growing.
- KUBOTA has accumulated technological advantages in mechanizing rice farming in Japan, and is focused on accelerating agricultural machinery business in Asian regions including Thailand and China. In order to realize medium- to long-term growth, it is crucial for KUBOTA to enter into the agricultural machinery market for dry field, which has much larger cultivated acreage than rice paddy. KUBOTA aims to broaden its product lineup into larger machinery and agricultural machinery for dry field.
- Kverneland has well-established brands in European regions, technological competence and wide range of implement products. KUBOTA expects to realize synergies including development of implements for KUBOTA’s tractors and utilization of sales channels of both companies. KUBOTA expects the acquisition to be an important milestone to establish KUBOTA’s significant presence in the agricultural machinery market for dry field.

2. Overview of Kverneland

- (1) Company Name: Kverneland ASA
- (2) Business Description: Manufacture and sale of implement products such as ploughs, harrows, spreaders, and seeders.
- (3) Established: 1879
- (4) Head Office: N-4355 Kverneland, Norway
- (5) Representative: Løyning, Ingvald (CEO and President)
- (6) Paid-in Capital: EUR 17.4 million (as of December 31, 2010)

(7) Major Shareholders and Their Ownership (as of December 31, 2010)

Umoe AS	31.80%
Odin Norge	8.66%
Orkla ASA	6.65%
Skagen Vekst	6.03%
MP Pensjon	5.84%

(8) Shares Outstanding: 154,309 (in thousands) (as of September 30, 2011)

(9) Existing Relationship with KUBOTA:

- a) Ownership: None.
- b) Human Resources: None.
- c) Commercial: None.

(10) Fiscal Year End: December 31

(11) Employees: 2,091 (as of September 30, 2011)

(12) Financial Performance in Recent Fiscal Years:

(EUR in millions)

	FY2011 (Third Quarter)	FY 2010	FY 2009	FY 2008
Operating revenues	340.4	380.3	417.6	594.0
Operating income	14.2	-4.9	-27.2	18.5
Net income	8.9	-4.9	40.2	-2.1
Net income per share	-	-0.03	-0.23	-0.06
Total assets	295.4	287.5	300.0	356.4
Net assets	98.8	90.0	92.9	46.5

Note 1. Financials for FY2011 (Third Quarter) are unaudited financials publicly disclosed by Kverneland. Income Statement items are cumulative figures from January 1 to September 30, and Balance Sheet items are as of September 30, 2011.

Note 2. Net income per share for FY2009 and FY2008 does not include net income attributable to discontinued operations.

3. Overview of the Offer

(1) Offeror

The Offeror will be a KUBOTA's wholly-owned subsidiary (an acquisition vehicle) in Norway for the purpose of acquiring Kverneland.

(2) Target Company:

Kverneland ASA

(3) Acceptance Period:

From and including January 6, 2012, to and including January 20, 2012. The acceptance period may be extended depending on factors such as outcome of the acceptance of shareholders.

(4) Offer Price:

NOK8.5 per share

(Approximately JPY111 per share, assuming NOK1 = JPY13.0)

(5) Total Consideration:

Approximately NOK1.31 billion (approximately JPY17.1 billion). The amount stated herein is the product of Kverneland's total shares outstanding (approximately 154.3 million) and the offer price indicated in (4) above. This amount will be funded by cash in hand, debt, etc.

(6) Minimum Acceptance Level:

Conditions for completion of the Offer includes minimum acceptance representing 66.7% or more of the total outstanding shares and voting power of Kverneland.

(7) Change in KUBOTA's Ownership in Kverneland before and after the Offer:

Ownership before the Offer: 0%

Ownership after the Offer: 100%

The ownership after the Offer above assumes that KUBOTA acquires all the shares outstanding in Kverneland through the Offer. If KUBOTA acquires 90% or more of Kverneland's total shares outstanding and voting power, KUBOTA aims to acquire the remaining shares to make Kverneland a wholly-owned subsidiary, in accordance with the Norwegian Public Limited Companies Act.

(8) Conditions for Completion of the Offer:

The completion of the Offer is subject to the satisfaction or waiver of the closing conditions including obtaining the approval of EU Commission on competition laws.

(9) Settlement Date:

Settlement will be made within 10 business days after the announcement by KUBOTA regarding the satisfaction or waiver of the closing conditions including obtaining the approval of EU Commission on competition laws by the end of April 2012.

4. Financial Impact of the Acquisition

Financial impact of the acquisition is currently under examination. An announcement will be made promptly if KUBOTA decides to revise earnings forecast or if material information which should be disclosed arises as a result of the examination.

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