Creating peace of mind through honest and committed management.

*[Provisional Translation Only]*
*This English translation of the original Japanese document is provided solely for information purposes.*
*Should there be any discrepancies between this translation and the Japanese original, the latter shall prevail.*

February 28, 2013

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# Business Tie-Up with Color Kinetics Japan

Ichigo Group Holdings ("Ichigo") and Ichigo's 100% subsidiary Ichigo ECO Energy Co., Ltd. ("Ichigo ECO Energy") have entered a business tie-up agreement with Color Kinetics Japan Incorporated ("Color Kinetics"). In addition, Ichigo signed a share transfer agreement with Plenty Co., Ltd. and acquired 10% of total outstanding shares of Color Kinetics.

## 1. Overview of the Business Tie-Up

Ichigo has begun LED lighting upgrades to its buildings and other assets in order to increase both energy efficiency and asset values. This business tie-up with Color Kinetics is aimed at increasing the value of Ichigo's owned and managed assets by combining Color Kinetics' technology and R&D with Ichigo Group's architectural and real estate management know-how.

Color Kinetics was founded in April 2001 and is a distributor for Philips Color Kinetics (United States), a world leader in LED lighting. It has a strong track record both domestically and abroad, including New York's Rockefeller Center, Tokyo Tower, Yokohama Marine Tower, Roppongi Hills, Riverwalk Kitakyushu, and The London Eye.

In its first collaboration, Ichigo installed LED staging lights in Ichigo-owned Miyako City, the largest shopping mall in Miyazaki Prefecture.

## 2. Overview of Plenty

| | | |
|---|---|---|
| (1) | Name | Color Kinetics Japan Incorporated |
| (2) | Address | 1-2-4, Ginza, Chuo-ku, Tokyo |
| (3) | Representative | Takakazu Miyahara, President & Representative Director |
| (4) | Date of Incorporation | April 2, 2001 |
| (5) | Principal Business | Manufacturing and Sales of Lighting Equipment and Parts |
| (6) | Paid-in Capital | 45 million yen (as of February 28, 2013) |
| (7) | Shareholder | ELM Inc. 50%<br>Plenty Co., Ltd. 40%<br>Ichigo Group Holdings Co., Ltd. 10% |

(8) Relationship between Ichigo and Color Kinetics

| | |
|---|---|
| Capital Relationship | N/A |
| Personnel Relationship | N/A |
| Business Relationship | N/A |
| Related Party Status | N/A |

3. Contract Date

February 28, 2013

4. Earnings Outlook

This business-tie up will accelerate the growth of Ichigo's new ECO Energy business and further improve tenant satisfaction, but is expected to have with minimal impact on Ichigo's consolidated earnings in the fiscal year ending February 2014.

LED Lighting in Miyako City







(Note) Forward-looking statements contained in this material are based on judgments obtained from information that was available to Ichigo Group Holdings as of the announcement date. However, these statements involve risks and uncertainties. Therefore, please note that actual earnings may differ significantly from the described earnings projection as a result of various factors.