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Date: April 1, 2013

To whom it may concern:

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange First Section)
Representative: Shoichiro Iwata
President and Chief Executive Officer
Contact Person: Tsuguhiro Tamai
Executive Officer, Finance & Corporate Communication Unit
Phone: (03) 4330-5130

March 2013 Operating Results

ASKUL Corporation released data today on results for March 2013. For details on nominal net sales, year-on-year growth in sales per customer and the number of customers, and the Internet-based share of sales, see the Supplementary Information.

Net sales

Consolidated net sales for the March period this year (February 21, 2013–March 20, 2013) grew 2.3% on a year-on-year basis.
(After adjusting for one fewer regular business day compared to the same period a year earlier, sales in real terms were up 7.0%.)

Business Days in March (days)

FY ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2013	4	4	3	4	4	4	23
2012	4	4	4	4	4	4	24
Difference	0	0	-1	0	0	0	-1

LOHACO, our Internet mail-order site for general consumers, recorded net sales of 288 million yen for the March period.

Notes:

1. For monthly operating results for this fiscal year, accounts are settled as of the 20th of each month on a provisional basis.
2. The monthly operating results will be disclosed on or around the eighth business day after the 20th of each month.
3. The operating results disclosed herein have not been audited by certified public accountants or auditing firms. Therefore, figures may differ from those in our quarterly and full-year financial statements. .

(1) Consolidated net sales (million yen)

FY ending/ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2013	19,277	17,799	16,053	18,892	18,402	19,310	109,736
2012	16,971	16,814	15,987	17,173	17,690	17,712	102,349
YoY change (%)	13.6	5.9	0.4	10.0	4.0	9.0	7.2

FY ending/ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2013	20,134	15,337	20,406	19,245				
2012	18,945	15,844	18,235	18,805	22,434	16,316	110,582	212,932
YoY change (%)	6.3	-3.2	11.9	2.3				

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(2) Growth in sales per customer (non-consolidated; YoY change %)

FY ending/ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2013	5.3	-0.5	-3.4	3.1	-1.1	2.8	1.1
Of which ASKUL ARENA and SOLOEL ARENA	9.1	2.6	0.2	5.3	1.0	5.5	4.0
2012	-0.9	-0.3	-3.2	0.9	-2.0	-4.9	-1.8
Of which ASKUL ARENA and SOLOEL ARENA	0.8	1.9	-1.9	4.4	0.3	-2.5	0.4

FY ending/ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2013	-1.7	-8.8	-0.5	-6.3				
Of which ASKUL ARENA and SOLOEL ARENA	2.6	-5.7	6.3	-1.5				
2012	1.2	-1.9	-0.3	2.6	7.8	-0.9	1.8	0.0
Of which ASKUL ARENA and SOLOEL ARENA	4.7	1.2	2.2	4.6	13.5	2.8	5.2	2.9

Note: Rates of growth in sales per customer for ASKUL ARENA and SOLOEL ARENA are calculated based on the number of accounts, not the number of companies.

(3) Growth in the number of customers (non-consolidated; YoY change %)

FY ending/ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2013	7.0	5.8	3.7	6.9	5.0	7.6	6.0
Of which ASKUL ARENA and SOLOEL ARENA	16.2	14.7	13.8	15.7	14.2	15.9	15.1
2012	3.7	2.8	2.3	4.8	3.5	2.0	3.2
Of which ASKUL ARENA and SOLOEL ARENA	16.1	15.4	14.1	16.0	14.5	13.1	14.9

FY ending/ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2013	7.9	5.1	12.8	9.9				
Of which ASKUL ARENA and SOLOEL ARENA	13.9	10.8	15.6	12.3				
2012	5.5	3.5	4.9	7.6	8.8	4.0	5.8	4.5
Of which ASKUL ARENA and SOLOEL ARENA	15.8	14.2	14.7	16.8	17.6	14.1	15.5	15.2

Note: Rates of growth in the number of customers for ASKUL ARENA and SOLOEL ARENA are calculated based on the number of accounts, not the number of companies.

(4) The Internet-based share of sales (non-consolidated; %)

FY ending/ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2013	69.2	69.7	69.8	69.6	69.5	69.9	69.6
2012	66.5	67.8	67.6	67.2	67.2	67.6	67.3

FY ending/ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2013	70.7	70.7	71.2	71.4				
2012	68.2	68.3	68.6	68.6	68.5	68.5	68.5	67.9

Note: The figures above are based on orders placed.

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(5) Business days (days)

FY ending/ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2013	27	25	26	26	24	25	153
2012	26	25	27	25	24	25	152
Difference (%)	3.8	0.0	-3.7	4.0	0.0	0.0	0.7

FY ending/ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2013	25	21	26	23	27	21	143	296
2012	25	23	25	24	27	21	145	297
Difference (%)	0.0	-8.7	4.0	-4.2	0.0	0.0	-1.4	-0.3