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Date: August 30, 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

# August 2013 Operating Results

ASKUL Corporation released data today on results for August 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 August period this year (July 21, 2013-August 20, 2013) grew 11.9% on a year-on-year basis.

(After adjusting for one extra regular business day and one fewer Saturday compared to the same period a year earlier, consolidated net sales in real terms were up 9.2%.)

(Reference) B-to-B business: Business days in August (days)

| FY ending/ended May 20 | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Total |
|---|---|---|---|---|---|---|---|
| 2014 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 2013 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| Difference | 0 | 1 | 0 | 0 | 0 | -1 | 0 |

LOHACO, our Internet mail-order site for general consumers, recorded net sales of 645 million yen for the August 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. .

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(1) Consolidated net sales (million yen)

| FY ending/ended May 20 | June | July | Aug. | Sept. | Oct. | Nov. | 1st half |
|---|---|---|---|---|---|---|---|
| 2014 | 20,604 | 18,995 | 17,960 | | | | |
| 2013 | 19,277 | 17,799 | 16,053 | 18,892 | 18,402 | 19,310 | 109,736 |
| YoY change (%) | 6.9 | 6.7 | 11.9 | | | | |

| FY ending/ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2014 | | | | | | | | |
| 2013 | 20,134 | 15,337 | 20,406 | 19,245 | 23,554 | 18,196 | 116,874 | 226,610 |
| YoY change (%) | | | | | | | | |

(2) Growth in sales per customer (non-consolidated B-to-B business basis; YoY change %)

| FY ending/ended May 20 | June | July | Aug. | Sept. | Oct. | Nov. | 1st half |
|---|---|---|---|---|---|---|---|
| 2014 | 0.4 | -0.5 | 2.4 | | | | |
| Of which ASKUL ARENA and SOLOEL ARENA | 1.0 | -0.4 | 2.9 | | | | |
| 2013 | 6.3 | 0.4 | -2.4 | 3.3 | -0.5 | 3.6 | 1.9 |
| Of which ASKUL ARENA and SOLOEL ARENA | 9.1 | 2.6 | 0.2 | 5.3 | 1.0 | 5.5 | 4.0 |

| FY ending/ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2014 | | | | | | | | |
| Of which ASKUL ARENA and SOLOEL ARENA | | | | | | | | |
| 2013 | 0.8 | -5.8 | 4.2 | -1.9 | -0.6 | 1.7 | -0.1 | 0.8 |
| Of which ASKUL ARENA and SOLOEL ARENA | 2.6 | -5.7 | 6.3 | -1.5 | -0.1 | 4.1 | 1.0 | 2.4 |

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 B-to-B business basis; YoY change %)

| FY ending/ended May 20 | June | July | Aug. | Sept. | Oct. | Nov. | 1st half |
|---|---|---|---|---|---|---|---|
| 2014 | 4.5 | 3.8 | 5.3 | | | | |
| Of which ASKUL ARENA and SOLOEL ARENA | 13.0 | 12.6 | 13.3 | | | | |
| 2013 | 7.0 | 5.7 | 3.6 | 6.8 | 4.3 | 6.6 | 5.7 |
| Of which ASKUL ARENA and SOLOEL ARENA | 16.2 | 14.7 | 13.8 | 15.7 | 14.2 | 15.9 | 15.1 |

| FY ending/ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2014 | | | | | | | | |
| Of which ASKUL ARENA and SOLOEL ARENA | | | | | | | | |
| 2013 | 4.2 | 0.0 | 6.2 | 3.2 | 3.4 | 5.8 | 3.8 | 4.7 |
| Of which ASKUL ARENA and SOLOEL ARENA | 13.9 | 10.8 | 15.6 | 12.3 | 11.8 | 13.7 | 13.0 | 14.0 |

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.

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

| FY ending/ended May 20 | June | July | Aug. | Sept. | Oct. | Nov. | 1st half |
|---|---|---|---|---|---|---|---|
| 2014 | 72.6 | 73.0 | 73.4 | | | | |
| 2013 | 69.2 | 69.7 | 69.8 | 69.6 | 69.5 | 69.9 | 69.6 |

| FY ending/ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2014 | | | | | | | | |
| 2013 | 70.7 | 70.7 | 71.2 | 71.4 | 71.1 | 72.2 | 71.2 | 70.4 |

Note: The figures above are based on orders placed.