Disclaimer
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Date: April 1, 2014

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 2014 Operating Results

ASKUL Corporation released data today on results for March 2014. 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 March period this year (February 21, 2014-March 20, 2014) grew 30.8% on a year-on-year basis.
(Note that, after adjusting for one extra regular business day compared to the same period a year earlier, consolidated net sales in real terms were up 25.3% [B to B Business].)

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

FY ending/ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2014	4	4	4	4	4	4	24
2013	4	4	3	4	4	4	23
Difference	0	0	1	0	0	0	1

LOHACO, our Internet mail-order site for general consumers, recorded net sales of 1,433 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. .

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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	20,726	18,950	21,978	119,215
2013	19,277	17,799	16,053	18,892	18,402	19,310	109,736
YoY change (%)	6.9	6.7	11.9	9.7	3.0	13.8	8.6

FY ending/ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2014	22,796	17,379	23,012	25,163				
2013	20,134	15,337	20,406	19,245	23,554	18,196	116,874	226,610
YoY change (%)	13.2	13.3	12.8	30.8				

(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	1.6	-3.3	3.8	0.7
Of which ASKUL ARENA and SOLOEL ARENA	1.0	-0.4	2.9	1.9	-4.3	4.3	0.9
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	2.8	1.8	2.9	16.7				
Of which ASKUL ARENA and SOLOEL ARENA	3.2	1.5	2.1	13.8				
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.

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(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	3.8	1.7	5.1	4.0
Of which ASKUL ARENA and SOLOEL ARENA	13.0	12.6	13.3	12.6	10.7	13.0	12.5
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	4.9	5.5	3.6	8.4				
Of which ASKUL ARENA and SOLOEL ARENA	13.3	13.4	11.6	15.6				
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.

(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	72.9	73.2	73.4	73.1
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	74.5	74.6	74.6	74.0				
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.