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News Release Dated: April 7, 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

Changes to Duties of Directors and Executive Officers Due to Organizational Changes and Appointment of Important Employees

ASKUL Corporation (hereinafter referred to as the "Company") hereby announces personnel affair changes due to organizational changes to be implemented on April 21, 2014. The details are as follows:

1. Changes to the duties of directors

Effective April 21, 2014

Name	New duties	Previous duties
Akira Yoshioka	Director; Chief Operating Officer (COO) In charge of Living Supplies/ LOHACO Businesses, B-to-C Company	Director; Chief Operating Officer (COO), B-to-C Company
Hiroyuki Toyoda	Director; In charge of LOHACO Sales, B-to-C Company	Director; Executive Officer of EC Store Sales Unit, B-to-C Company

2. New duties of executive officers

Effective April 21, 2014

Name	New duties	Previous duties
Keiichiro Hayashi	Executive Officer; Chief General Manager of Sales Marketing, B-to-B Company	Executive Officer; Executive Officer of Stationery Business Unit, B-to-B Company
Noritomo Miyazawa	Executive Officer; Executive Officer of B-to-B Business Promotion Unit, B-to-B Company	Executive Officer; Executive Officer of MRO Business Unit, B-to-B Company
Takeyuki Miyaki	Senior Executive Officer; Executive Officer of MRO Business Unit and Medical & Care Business Unit, B-to-B Company	Executive Officer; Executive Officer of OA & PC 1 Business Unit, B-to-B Company

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Toru Chishiro	Executive Officer; Manager of Medical & Care Division, Medical & Care Business Unit, B-to-B Company	Executive Officer; Executive Officer of Medical & Care Business Unit, B-to-C Company
Hideo Sakurai	Executive Officer; Executive Officer of Stationery Business Unit, B-to-B Company	Executive Officer; Executive Officer of Greater Tokyo Area Business Unit, B-to-B Company
Yasuhide Takase	Senior Executive Officer; Executive Officer of OA & PC 1 Business Unit and OA & PC 2 Business Unit, B-to-B Company	Executive Officer; Executive Officer of OA & PC 2 Business Unit, B-to-B Company
Miyoko Kimura	Senior Executive Officer; Executive Officer of Living Supplies Business Unit, Food/Beverage/FMCG Commodities Business Unit and Value Mall Business Unit, B-to-C Company	Executive Officer; Executive Officer of Living Supplies Business Unit, B-to-C Company
Ryoko Noda	Executive Officer; Executive Officer of Health & Beauty Business Unit, B-to-C Company	Executive Officer; Chief General Manager of LOHACO Shop, EC Store Sales Unit, B-to-C Company
Mitsuru Sato	Executive Officer; Executive Officer of EC Service Unit, B-to-C Company	Executive Officer; EC Store Sales Unit, B-to-C Company
Katsuhiro Kawamura	Senior Executive Officer; Executive Officer of Efficient Customer Response (ECR) Unit	Executive Officer; Executive Officer of Corporate Planning Unit
Tsuguhiro Tamai	Executive Officer; Executive Officer of Corporate Planning Unit and Finance & Corporate Communication Unit	Executive Officer; Executive Officer of Finance & Corporate Communication Unit
Teruki Tomomasa	Executive Officer; Chairman and Representative Director of Bizex Corporation (secondment)	Executive Officer; Executive Officer of Efficient Customer Response (ECR) Unit

3. Appointment of important employees

Effective April 21, 2014

Name	New duties
Daiichiro Katayama	Manager, MRO Division, MRO Business Unit, B-to-B Company
Emiko Yagira	Chief General Manager, EC Store Operation and Business Planning, B-to-C Company

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Toru Iwatsu	Chief General Manager, LOHACO Publicity and Sales Promotion, B-to-C Company
Hidenoshin Ishii	Manager, Value Mall, Value Mall Business Unit, B-to-C Company
Shigeru Ogawara	Executive Officer, LOHACO Sales Unit, B-to-C Company
Kazuyuki Ikeda	Chief General Manager, Efficient Customer Response (ECR) Strategy, Efficient Customer Response (ECR) Unit
Hiroyuki Ueno	Chief General Manager, Corporate Planning, Corporate Planning Unit
Yoshinobu Sekiuji	Chief General Manager, Finance/Public Relations, Finance & Corporate Communication Unit

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Organization Chart of ASKUL Corporation (as of April 21, 2014)

