Disclaimer
This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

News Release Dated: July 4, 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 in Monthly Disclosures in FY5/2015 and June 2014 Operating Results

ASKUL Corporation (hereinafter referred to as the "Company") hereby announces that effective the current fiscal year (ending May 20, 2015) the Company decided to announce the non-consolidated monthly operating results reports, rather than on a consolidated basis, in order to announce them earlier than at present, enabling disclosure of the Group's monthly business performance to investors in a timely manner. Previously, the Company announced the consolidated results after eight business days from the temporary closing on the 20th of the month. At the same time, the Company will make other required changes so as to bring forward the timing of the announcement of monthly operating results.

While the monthly operating results will be disclosed on a non-consolidated basis instead of consolidated basis, the Company believes that the announcement of monthly non-consolidated business performance would provide sufficient information to investors for them to grasp the Company's business trends, as the Company's non-consolidated net sales account for about 93% of its consolidated net sales. At the same time, the changes have the benefit of speeding up the announcement.

The Company will continue with its efforts to facilitate timely information disclosure to investors.

Disclaimer
This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

1. Overview of changes in the items to be disclosed in the monthly results reports

Item	Before	After
Disclosure items	Consolidated net sales (consolidated)	Non-consolidated net sales of which non-consolidated net sales of the B-to-B business of which non-consolidated net sales of the LOHACO business
	Growth in sales per customer (non-consolidated B-to-B business basis; YoY change %) of which ASKUL ARENA and SOLOEL ARENA	Growth in sales per customer (non-consolidated B-to-B business basis; YoY change %)
	Growth in the number of customers (non-consolidated B-to-B business basis; YoY change %) of which ASKUL ARENA and SOLOEL ARENA	Growth in the number of customers (non-consolidated B-to-B business basis; YoY change %)
	Internet-based share of net sales (non-consolidated basis; %)	—
Announced	On or around the 8th business day after the temporary closing on the 20th of each month	On or around the 6th business day after the temporary closing on the 20th of each month

2. June 2014 Operating Results

The Company released data today on results for June 2014. For details on nominal net sales, year-on-year growth in sales per customer and the number of customers, see the Supplementary Information.

Net sales

Non-consolidated net sales for June period this year (May 21, 2014–June 20, 2014) grew 8.0% on a year-on-year basis.

Moreover, non-consolidated net sales of B-to-B business grew 4.4% on a year-on-year basis.

(The note on the growth rate after being adjusted for the number of business days has been omitted, as there was no difference in the number of business days between June 2014 and the same month a year earlier.)

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

FY ending/ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2015	4	4	5	5	5	4	27
2014	4	5	5	5	4	4	27
Difference	0	-1	0	0	1	0	0

Disclaimer
This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

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 sixth business day after the 20th of each month.
3. Effective the current fiscal year (ending May 20, 2015), net sales of the B-to-B business and the number of customers used to calculate growth in sales per customer and growth in the number of customers are the figures excluding those of LOHACO from the total of non-consolidated net sales. For this reason, each growth rate of non-consolidated B-to-B business for the previous fiscal year announced in the current fiscal year may differ from those announced in the previous fiscal year. The parts corrected due to this change are underlined.
4. 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) Non-consolidated net sales (million yen)

	FY ending/ ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
Total	2015	20,825						
	2014	19,278	17,713	16,490	19,341	17,616	20,585	111,026
	YoY change (%)	8.0						
B-to-B business	2015	19,547						
	2014	18,718	17,095	15,845	18,621	16,799	19,662	106,743
	YoY change (%)	4.4						
	YoY change adjusting for the number of business days (%)	4.4						
LOHACO business	2015	1,278						
	2014	559	617	645	719	816	923	4,283
	YoY change (%)	128.6						

	FY ending/ ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
Total	2015								
	2014	21,166	15,778	21,262	23,868	23,724	18,430	124,230	235,257
	YoY change (%)								
B-to-B business	2015								
	2014	19,995	14,626	19,989	22,434	22,196	17,159	116,402	223,145
	YoY change (%)								
	YoY change adjusting for the number of business days (%)								
LOHACO business	2015								
	2014	1,171	1,151	1,272	1,433	1,528	1,270	7,828	12,111
	YoY change (%)								

Disclaimer
This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.
---

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

FY ending/ ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2015	1.8						
2014	0.3	-0.6	2.3	1.6	-3.3	3.9	0.7

FY ending/ ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2015								
2014	2.8	1.8	2.9	16.7	0.7	3.9	4.8	2.8

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

FY ending/ ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2015	2.6						
2014	4.6	3.8	5.3	3.7	1.6	5.0	4.0

FY ending/ ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2015								
2014	4.8	5.4	3.6	8.4	1.7	3.1	4.5	4.2

Disclaimer
This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

[Reference] Monthly business performance data for the fiscal years ended May 20, 2014, 2013 and 2012 (non-consolidated net sales)

(million yen)

	FY ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
Total	2014	19,278	17,713	16,490	19,341	17,616	20,585	111,026
	YoY change (%)	8.0	6.9	12.1	9.4	3.0	14.1	8.9
	2013	17,851	16,571	14,705	17,674	17,109	18,049	101,963
	YoY change (%)	12.7	5.3	0.2	10.2	3.8	10.6	7.2
	2012	15,840	15,741	14,672	16,031	16,480	16,324	95,090
B-to-B business	2014	18,718	17,096	15,845	18,621	16,799	19,662	106,743
	YoY change (%)	4.9	3.2	7.8	5.4	-1.8	9.0	4.7
	YoY change after adjusting for number of business days (%)	4.9	6.1	4.9	5.4	6.1	7.2	-
	2013	17,851	16,571	14,705	17,674	17,102	18,035	101,942
	YoY change (%)	12.9	5.5	0.6	10.3	4.0	10.7	7.4
	YoY change after adjusting for number of business days (%)	5.3	5.3	4.4	5.6	3.8	4.4	-
	2012	15,816	15,710	14,618	16,025	16,449	16,287	94,908
LOHACO business	2014	559	617	645	719	816	923	4,283
	YoY change (%)	-	-	-	-	13500.0	6492.9	21315.0
	2013	-	-	-	-	6	14	20

		Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
Total	2014	21,166	15,778	21,262	23,868	23,724	18,430	124,230	235,257
	YoY change (%)	12.8	13.8	11.7	32.5	7.5	10.4	14.6	11.8
	2013	18,759	13,862	19,035	18,013	22,067	16,696	108,436	210,399
	YoY change (%)	6.1	-4.1	12.3	2.9	4.6	12.0	5.7	6.4
	2012	17,674	14,462	16,950	17,502	21,092	14,903	102,586	197,677
B-to-B business	2014	19,995	14,626	19,989	22,434	22,196	17,159	116,402	223,145
	YoY change (%)	7.8	7.8	6.5	26.9	2.5	7.1	9.6	8.0
	YoY change after adjusting for number of business days (%)	4.9	7.3	6.6	20.7	11.5	1.8	-	-
	2013	18,550	13,565	18,770	17,681	21,652	16,024	106,244	208,229
	YoY change (%)	5.0	-6.2	10.7	1.0	2.7	7.5	3.6	4.6
	YoY change after adjusting for number of business days (%)	5.0	-0.1	5.9	6.2	5.4	4.0	-	-
	2012	17,674	14,462	16,950	17,502	21,092	14,903	102,586	197,677
LOHACO business	2014	1,171	1,151	1,272	1,433	1,528	1,270	7,828	12,111
	YoY change (%)	479.7	391.9	346.3	397.6	284.9	88.4	275.8	475.6
	2013	202	234	285	288	397	674	2,083	2,104