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News Release Dated: July 29, 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
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Executive Officer, Finance & Corporate Communication Unit
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July 2014 Operating Results

The Company released data today on results for July 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 July period this year (June 21, 2014–July 20, 2014) grew 7.8% on a year-on-year basis.

Moreover, non-consolidated net sales of B-to-B business grew 3.8% 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 July (days)

FY ending/ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2015	4	4	4	4	4	5	25
2014	3	4	4	4	5	5	25
Difference	1	0	0	0	-1	0	0

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. "Changes in Monthly Disclosures in FY5/2015 and June 2014 Operating Results" published earlier this month erroneously reported some operating results, including net sales, for the June 2014 period and the last three fiscal years. The corrections 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.

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(1) Non-consolidated net sales (million yen)

	FY ending/ ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
Total	2015	20,825	19,101					
	2014	19,278	17,713	16,490	19,341	17,616	20,585	111,026
	YoY change (%)	8.0	7.8					
B-to-B business	2015	19,549	17,738					
	2014	18,718	17,096	15,845	18,621	16,799	19,662	106,743
	YoY change (%)	4.4	3.8					
	YoY change adjusting for the number of business days (%)	—	—					
LOHACO business	2015	1,276	1,362					
	2014	559	617	645	719	816	923	4,283
	YoY change (%)	128.3	120.7					

	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 (%)								

(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	0.9					
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	2.8					
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

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[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 (%)	—	6.1	4.9	—	6.1	7.2	
	2013	17,851	16,571	14,705	17,674	17,102	18,035	101,942
	YoY change (%)	12.7	5.3	0.2	10.2	3.8	10.5	7.2
	YoY change after adjusting for number of business days (%)	5.3	—	4.9	5.6	—	4.4	
	2012	15,840	15,741	14,672	16,031	16,480	16,324	95,090
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 (%)	7.7	7.3	6.6	26.6	2.4	7.1	9.4	7.1
	YoY change after adjusting for number of business days (%)	4.9	—	—	20.7	11.5	1.8		
	2013	18,557	13,627	18,749	17,724	21,670	16,022	106,353	208,295
	YoY change (%)	5.0	-5.8	10.6	1.3	2.7	7.5	3.7	5.4
	YoY change after adjusting for number of business days (%)	—	6.0	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