Disclaimer
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News Release Dated: October 28, 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

October 2014 Operating Results

The Company released data today on results for October 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 October period this year (September 21, 2014–October 20, 2014) grew 13.9% on a year-on-year basis.

Of the total, non-consolidated net sales of mainstay B-to-B business grew 10.0% on a year-on-year basis and those of LOHACO, which is a growth field, increased 95.2%.

(The number of business days for the B-to-B business was one day more than October 2013 and the number of Saturdays was one day fewer. If these differences are adjusted, the business's non-consolidated sales for October 2014 would have grown 6.6%, 3.4 p.p. more than the figure before the adjustment.)

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

FY ending/ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2015	4	3	4	4	4	4	23
2014	2	4	4	4	4	5	23
Difference	2	-1	0	0	0	-1	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. 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	18,651	20,992	20,066		
	2014	19,278	17,713	16,490	19,341	17,616	20,585	111,026
	YoY change (%)	8.0	7.8	13.1	8.5	13.9		
B-to-B business	2015	19,549	17,738	17,201	19,453	18,472		
	2014	18,718	17,096	15,845	18,621	16,799	19,662	106,743
	YoY change (%)	4.4	3.8	8.6	4.5	10.0		
	YoY change adjusting for the number of business days (%)	—	—	—	7.2	6.6		
LOHACO business	2015	1,276	1,362	1,450	1,539	1,593		
	2014	559	617	645	719	816	923	4,283
	YoY change (%)	128.3	120.7	124.8	114.0	95.2		

	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	4.1	1.3	4.9		
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	4.3	3.1	4.8		
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