The following is an English version of the official Japanese announcement, which has been given to the JASDAQ and the media in Tokyo, Japan.

November 5, 2014

Company: SPARX Group Co., Ltd.
(JASDAQ Standard Code: 8739)

Announcement of the Company's First Corporate Commercial

We have the pleasure of informing you that SPARX Group Co., Ltd., (hereinafter referred to as the "Company"; president and CEO, Shuhei Abe) has produced a corporate commercial and is going to start broadcasting it on TV tomorrow on Thursday, the 6th.

The Company Group, having adopted "SPARX Vision 2020" as our slogan for the fiscal year ending March 2021, thereby aims to make "Innovations in Terms of the Access to Individual Financial Assets (Japan)." This means, under the assumption that a major shift of individual financial assets of individuals and the new communication technology will enable the establishment of a new selling strategy, to make a revolutionary innovation in the method of sale of investment products, not relying on the method of sale for traditional investment trusts and pensions, by establishing a strong global brand based on "the trust and respect" for SPARX.

To achieve this goal, more specifically, to contribute to the enhancement of individual investors' recognition of the Company, with a view to improving our corporate image and fostering in-house awareness, we have produced the Company's first corporate image commercial.

We have produced a commercial film by taking the actual business scenes at the Company's office of the officers and employees of the Company Group who, based on the investment philosophy: "Macro is the Aggregate of Micro", which has been the Company's philosophy consistent since its foundation, are *truthfully and diligently* implementing the investment through the intensive bottom-up approach, mainly focusing their efforts on discussions with the management executives of the companies they invest in.

Please do look forward to the further activities of the Company Group!
"Truthful and Diligent SPARX": http://www.sparx.co.jp/

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