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News Release Dated: March 30, 2015

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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March 2015 Operating Results

The Company released data today on results for March 2015. 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 March period this year (February 21, 2015–March 20, 2015) declined by 3.6% on a year-on-year basis.

Of the total, non-consolidated net sales of mainstay B-to-B business declined by 4.8% on a year-on-year basis and those of LOHACO, which is a growth field, increased 14.9%.

(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 March 2015 and the same month a year earlier.)

The B-to-B business's year-on-year growth rate for the March 2015 period was greatly affected by the consumption tax hike introduced in April 2014. Therefore, in order to enable the assessment of the business's growth excluding the impact of the consumption tax hike, we have computed the growth rate for each month relative to the same month two years ago (fiscal year ended May 20, 2013), and presented the data in the Appendix for your reference. As shown therein, the B-to-B business's monthly net sales (adjusted for the number of business days) in the current fiscal year (fiscal year ending May 20, 2015) have continued to exceed 10% of the same month two years ago (fiscal year ended May 20, 2013). In particular, net sales for the March 2015 period amounted to 14.9% of the same month two years ago, recording the highest growth rate for the current fiscal year. The business is growing at a robust pace.

LOHACO's net sales for the March 2015 period, albeit affected by the consumption tax hike, still registered double-digit growth. Although net sales for the March 2015 period declined on a month-on-month basis due to the period having three calendar days less than the February 2015 period, average daily net sales (monthly net sales divided by the number of calendar days) are steadily increasing.

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

FY ending/ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2015	4	4	4	4	4	4	24
2014	4	4	5	4	4	4	24
Difference	0	0	0	0	0	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. For the schedule of the release of our monthly operating results, please see the following page of our Investor Relations website:http://www.askul.co.jp/kaisya/english/ir/calendar.html
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	18,653	20,992	20,066	22,592	122,232
	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	9.7	10.1
B-to-B business	2015	19,549	17,738	17,203	19,453	18,472	20,903	113,320
	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	6.3	6.2
	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	1,689	8,911
	2014	559	617	645	719	816	923	4,283
	YoY change (%)	128.1	120.6	124.5	113.9	95.1	82.9	108.1

	FY ending/ ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
Total	2015	22,544	17,848	22,849	23,008				
	2014	21,166	15,778	21,262	23,868	23,724	18,430	124,230	235,257
	YoY change (%)	6.5	13.1	7.5	-3.6				
B-to-B business	2015	20,683	16,233	21,111	21,361				
	2014	19,995	14,626	19,989	22,434	22,196	17,159	116,402	223,145
	YoY change (%)	3.4	11.0	5.6	-4.8				
	YoY change adjusting for the number of business days (%)	9.1	6.6	—	—				
LOHACO business	2015	1,860	1,615	1,737	1,646				
	2014	1,171	1,151	1,272	1,433	1,528	1,270	7,828	12,111
	YoY change (%)	58.9	40.3	36.5	14.9				

(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	3.1	2.6
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	1.3	5.3	1.9	-5.6				
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	3.1	3.4
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	2.1	5.4	3.7	0.9				
2014	4.8	5.4	3.6	8.4	1.7	3.1	4.5	4.2

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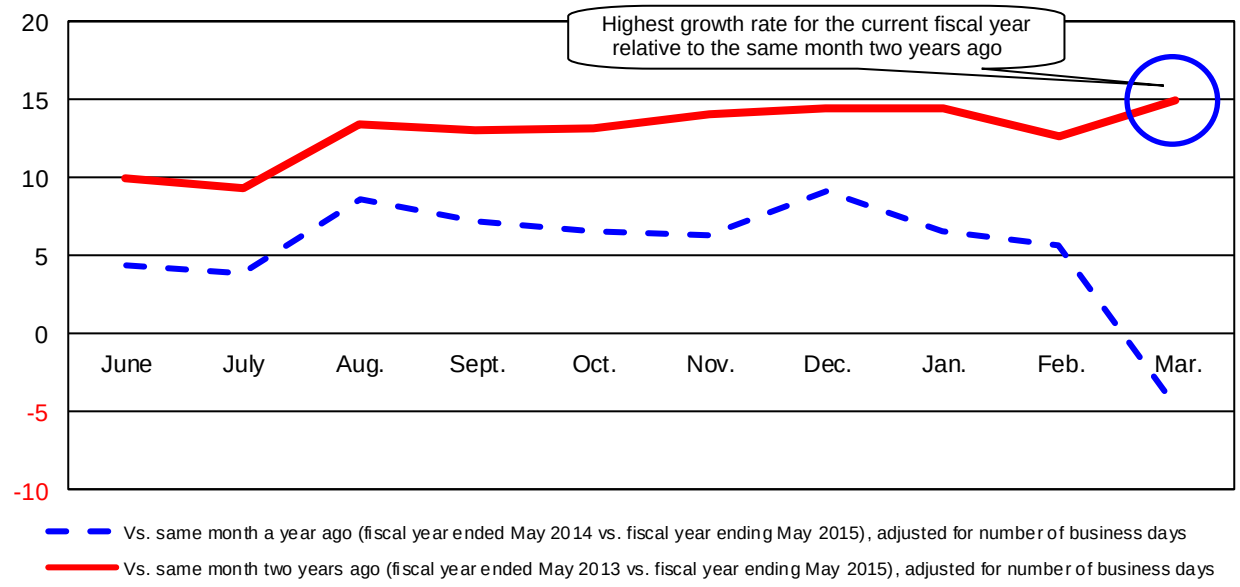
Appendix

B-to-B business non-consolidated net sales relative to same month one year and two years ago (adjusted for number of business days)

(Unit: %)



(Unit: %)

	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Vs. same month a year ago (adjusted for number of business days)	4.4	3.8	8.6	7.2	6.6	6.3	9.1	6.6	5.6	-4.8
Vs. same month two years ago (adjusted for number of business days)	9.9	9.3	13.4	13.0	13.1	14.0	14.4	14.4	12.6	14.9