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News Release Dated: April 28, 2015

To whom it may concern:

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(Code No.: 2678, Tokyo Stock Exchange First Section)
Representative: Shoichiro Iwata
President and Chief Executive Officer
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April 2015 Operating Results

The Company released data today on results for April 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 April period this year (March 21, 2015–April 20, 2015) grew 6.3% on a year-on-year basis.

Of the total, non-consolidated net sales of mainstay B-to-B business grew 4.7% on a year-on-year basis and those of LOHACO, which is a growth field, increased 30.2%.

(The number of business day for the B-to-B business was one day more than April 2014 and the number of Saturday was one day less. If these differences are adjusted, the B-to-B business's non-consolidated sales for April 2015 would have grown 1.8%.)

The April period each year is from March 21 to April 20. For the duration of March 21 to March 31, 2015, the B-to-B business's growth rate declined compared to the previous year as it was significantly affected by the last-minute surge in demand that had occurred before the consumption tax hike last year. For the duration of April 1 to April 20, 2015, however, the B-to-B business recorded a high growth rate of 19.6% (excluding commission income and the like). Note that the number of business days in the duration of April 1 to April 20 for the April 2015 period was the same as that for the previous year.

The LOHACO business achieved its highest-ever monthly and daily net sales in spite of being affected by the consumption tax hike. The business continued to grow briskly.

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

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

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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	25,222			
	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	6.3			
B-to-B business	2015	20,683	16,233	21,111	21,361	23,231			
	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	4.7			
	YoY change adjusting for the number of business days (%)	9.1	6.6	—	—	1.8			
LOHACO business	2015	1,860	1,615	1,737	1,646	1,990			
	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	30.2			

(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	1.1			
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	3.5			
2014	4.8	5.4	3.6	8.4	1.7	3.1	4.5	4.2