Disclaimer
This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

---

News Release Dated: March 29, 2016

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 and Chief Financial Officer
Phone: (03) 4330-5130

# March 2016 Operating Results

The Company released data today on results for March 2016. 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, 2016– March 20, 2016) grew 12.8% on a year-on-year basis.

Of the total, non-consolidated net sales of mainstay B-to-B business grew 6.9% on a year-on-year basis and those of LOHACO, which is a growth field, increased 89.3%.

(The note on the B-to-B business's 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 2016 and the same month a year earlier.)

The LOHACO business recorded a new high in monthly net sales. The business maintained strong growth.

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

| FY ending/ended May 20 | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Total |
|---|---|---|---|---|---|---|---|
| 2016 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2015 | 4 | 4 | 4 | 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.

Disclaimer
This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.
---

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

| | FY ending/ ended May 20 | June | July | Aug. | Sept. | Oct. | Nov. | 1st half |
|---|---|---|---|---|---|---|---|---|
| Total | 2016 | 23,533 | 21,615 | 22,456 | 23,277 | 22,636 | 25,603 | 139,123 |
| | 2015 | 20,825 | 19,101 | 18,653 | 20,992 | 20,066 | 22,592 | 122,232 |
| | YoY change (%) | 13.0 | 13.2 | 20.4 | 10.9 | 12.8 | 13.3 | 13.8 |
| B-to-B business | 2016 | 21,183 | 19,238 | 20,010 | 20,943 | 20,031 | 22,581 | 123,988 |
| | 2015 | 19,549 | 17,738 | 17,203 | 19,453 | 18,472 | 20,903 | 113,320 |
| | YoY change (%) | 8.4 | 8.5 | 16.3 | 7.7 | 8.4 | 8.0 | 9.4 |
| | YoY change adjusting for the number of business days (%) | 11.2 | 10.4 | 11.2 | — | 14.0 | — | — |
| LOHACO business | 2016 | 2,349 | 2,376 | 2,446 | 2,334 | 2,605 | 3,022 | 15,134 |
| | 2015 | 1,276 | 1,362 | 1,450 | 1,539 | 1,593 | 1,689 | 8,911 |
| | YoY change (%) | 84.1 | 74.4 | 68.7 | 51.6 | 63.4 | 78.9 | 69.8 |

| | FY ending/ ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|---|
| Total | 2016 | 24,232 | 21,371 | 25,200 | 25,955 | | | | |
| | 2015 | 22,544 | 17,848 | 22,849 | 23,008 | 25,222 | 21,200 | 132,673 | 254,905 |
| | YoY change (%) | 7.5 | 19.7 | 10.3 | 12.8 | | | | |
| B-to-B business | 2016 | 21,404 | 18,736 | 22,257 | 22,837 | | | | |
| | 2015 | 20,683 | 16,233 | 21,111 | 21,361 | 23,231 | 19,018 | 121,640 | 234,961 |
| | YoY change (%) | 3.5 | 15.4 | 5.4 | 6.9 | | | | |
| | YoY change adjusting for the number of business days (%) | 8.4 | 6.0 | 8.2 | — | | | | |
| LOHACO business | 2016 | 2,827 | 2,635 | 2,943 | 3,117 | | | | |
| | 2015 | 1,860 | 1,615 | 1,737 | 1,646 | 1,990 | 2,181 | 11,032 | 19,944 |
| | YoY change (%) | 52.0 | 63.1 | 69.4 | 89.3 | | | | |

(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 |
|---|---|---|---|---|---|---|---|
| 2016 | 3.8 | 4.3 | 9.2 | 4.6 | 5.0 | 4.0 | 5.1 |
| 2015 | 1.8 | 0.9 | 4.1 | 1.3 | 4.9 | 3.1 | 2.6 |

| FY ending/ ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2016 | 0.8 | 8.5 | 2.7 | 3.4 | | | | |
| 2015 | 1.3 | 5.3 | 1.9 | -5.6 | 1.1 | 5.1 | 1.0 | 1.8 |

(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 |
|---|---|---|---|---|---|---|---|
| 2016 | 4.3 | 4.0 | 6.5 | 3.0 | 3.3 | 3.8 | 4.1 |
| 2015 | 2.6 | 2.8 | 4.3 | 3.1 | 4.8 | 3.1 | 3.4 |

| FY ending/ ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2016 | 2.6 | 6.4 | 2.7 | 3.4 | | | | |
| 2015 | 2.1 | 5.4 | 3.7 | 0.9 | 3.5 | 5.5 | 3.5 | 3.4 |