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News Release Dated: July 28, 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
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# July 2016 Operating Results

The Company released data today on results for July 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 July period this year (June 21, 2016– July 20, 2016) grew 14.8% on a year-on-year basis.

Of the total, non-consolidated net sales of mainstay B-to-B business grew 12.5% on a year-on-year basis and those of LOHACO, which is a growth field, increased 33.0%.

(The number of business day for the B-to-B business was one day more than July 2015. If these differences are adjusted, the B-to-B business's non-consolidated sales for July 2016 would have grown 7.6%. )

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

| FY ending/ended May 20 | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Total |
|---|---|---|---|---|---|---|---|
| 2016 | 3 | 5 | 5 | 4 | 4 | 4 | 25 |
| 2015 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Difference | -1 | 1 | 1 | 0 | 0 | 0 | 1 |

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 | 2017 | 25,207 | 24,810 | | | | | |
| | 2016 | 23,533 | 21,615 | 22,456 | 23,277 | 22,636 | 25,604 | 139,124 |
| | YoY change (%) | 7.1 | 14.8 | | | | | |
| B-to-B business | 2017 | 21,877 | 21,649 | | | | | |
| | 2016 | 21,183 | 19,238 | 20,010 | 20,942 | 20,031 | 22,581 | 123,988 |
| | YoY change (%) | 3.3 | 12.5 | | | | | |
| | YoY change adjusting for the number of business days (%) | 7.8 | 7.6 | | | | | |
| LOHACO business | 2017 | 3,330 | 3,161 | | | | | |
| | 2016 | 2,349 | 2,376 | 2,446 | 2,334 | 2,605 | 3,023 | 15,135 |
| | YoY change (%) | 41.7 | 33.0 | | | | | |

| | FY ending/ ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|---|
| Total | 2017 | | | | | | | | |
| | 2016 | 24,232 | 21,371 | 25,200 | 25,955 | 29,222 | 23,258 | 149,240 | 288,365 |
| | YoY change (%) | | | | | | | | |
| B-to-B business | 2017 | | | | | | | | |
| | 2016 | 21,404 | 18,736 | 22,257 | 22,837 | 26,083 | 20,210 | 131,530 | 255,519 |
| | YoY change (%) | | | | | | | | |
| | YoY change adjusting for the number of business days (%) | | | | | | | | |
| LOHACO business | 2017 | | | | | | | | |
| | 2016 | 2,827 | 2,635 | 2,943 | 3,117 | 3,139 | 3,048 | 17,710 | 32,845 |
| | 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 |
|---|---|---|---|---|---|---|---|
| 2017 | 0.5 | 6.3 | | | | | |
| 2016 | 3.8 | 4.3 | 9.2 | 4.6 | 5.0 | 4.0 | 5.1 |

| FY ending/ ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2017 | | | | | | | | |
| 2016 | 0.8 | 8.5 | 2.7 | 3.4 | 6.8 | 2.6 | 4.0 | 4.5 |

(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 |
|---|---|---|---|---|---|---|---|
| 2017 | 2.8 | 5.9 | | | | | |
| 2016 | 4.3 | 4.0 | 6.5 | 3.0 | 3.3 | 3.8 | 4.1 |

| FY ending/ ended May 20 | Dec. | Jan. | Feb. | Mar. | Apr. | May | 2nd half | Full year |
|---|---|---|---|---|---|---|---|---|
| 2017 | | | | | | | | |
| 2016 | 2.6 | 6.4 | 2.7 | 3.4 | 5.1 | 3.6 | 3.9 | 4.0 |