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News Release Dated: October 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
Phone: (03) 4330-5130

October 2016 Operating Results

The Company released data today on results for October 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 October period this year (September 21, 2016–October 20, 2016) grew 13.9% on a year-on-year basis.

Of the total, non-consolidated net sales of mainstay B-to-B business grew 10.7 on a year-on-year basis and those of LOHACO, which is a growth field, increased 38.6%. The growth rate in B-to-B business for the month of October 2016 would be 0.5% after adjusting for the two extra business days compared with the same month a year ago. However, the growth rate is still affected by the long Silver Week holidays of October 2015, which cannot be offset by the adjustment in the number of business days. (See the reference material.)

The LOHACO business recorded a new high in monthly net sales for the second month in a row. The business maintained strong growth.

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

FY ending/ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2017	3	4	5	4	4	4	24
2016	3	4	3	4	4	4	22
Difference	0	0	2	0	0	0	2

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

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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	23,199	25,374	25,786		
	2016	23,533	21,615	22,456	23,277	22,636	25,604	139,124
	YoY change (%)	7.1	14.8	3.3	9.0	13.9		
B-to-B business	2017	21,877	21,649	19,902	21,921	22,175		
	2016	21,183	19,238	20,010	20,942	20,031	22,581	123,988
	YoY change (%)	3.3	12.5	-0.5	4.7	10.7		
	YoY change adjusting for the number of business days (%)	7.8	7.6	6.4	6.5	0.5		
LOHACO business	2017	3,330	3,161	3,296	3,453	3,610		
	2016	2,349	2,376	2,446	2,334	2,605	3,023	15,135
	YoY change (%)	41.7	33.0	34.8	47.9	38.6		

	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	-1.6	1.4	5.5		
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	1.0	3.2	4.9		
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

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<Appendix>

Trend in year-on-year change in non-consolidated monthly net sales of B-to-B business (after the number of business days is adjusted)

