April 25, 2016

[Delayed]Notice concerning the Launch of a New Service for Listed Companies and to be Applied by PRONEXUS called "Smart Convocation Notice Service" for Providing Convocation Notices for Shareholders Meetings Easier to Understand and Accessible from Anywhere

TOKYO, JAPAN, April 25, 2016 – PRONEXUS Inc. (below "PRONEXUS") announced today that the launch of a new service called "Smart Convocation Notice" (below "Service") through which online convocation notices for shareholder meetings will be uploaded to a secure server and made easily accessible online by a smartphone, tablet device or personal computer, in addition to the traditional printed materials. This Service is smartphone compatible, meaning the contents will be optimized for viewing on the screen size of each individual device.

This Service was developed and initially examined based on a request from AEON Co., Ltd. and represents the first service of its kind in Japan to offer convocation notices optimized for viewing on smartphones. PRONEXUS will launch this Service for listed companies and also use this service to offer a smartphone compatible version of its own convocation notice for the 72nd Ordinary General Meeting of Shareholders to be held in June 2016.

1. Background of the Service

The number of Internet users continues to increase around the world and in Japan, too, the penetration rate is rising, even among seniors, and the Internet is quickly becoming a piece of social infrastructure by itself. There has also been a sharp increase in the number of users of smartphones and other mobile devices in recent years. As a result, the main method used by individuals to access information is becoming more varied due to user attributes and environment.

At the same time, the establishment of the Corporate Governance Code in Japan now requires greater information provision and engagement between companies and shareholders and investors. Given this environment, it will be essential for companies to offer not only paper based documents, but also online digital formats compatible with various devices in order to effectively convey information to a broad range of shareholders and investors. Many companies are already optimizing information for customers by enabling access by smartphone and so there is latent demand to provide various methods of accessing information for shareholders and investors.

Based on these advances in digitization and the Internet, PRONEXUS developed this Service by combining its long-standing expertise in disclosure support services with IT.

2. Features of the Service

1) Visual aids and compact summaries based on the original convocation notice

This Service provides a simple menu composition of compact summaries and visual aids from the original convocation notice to enable shareholders and investors to read and understand convocation notices even using a smartphone. The entire convocation notice is also available in PDF format from the main menu, which meets the various information needs of shareholders and investors.

2) Provided over a secure server

Risk response is an important element of providing access to online convocation notices in order to avoid addressing illegal modifications or server interruptions. This cloud-based Service provides access that is secure, certain and rapid by utilizing redundant server networks with advanced security features.

3) Effective notifications to shareholders/investors

In providing access to online convocation notices, notifications will need to be made to encourage shareholders and investors to use the Service. This Service offers effective advertising solutions to meet the needs of listed companies, including sending out notifications to shareholders by postal mail or placing banner ads on websites or utilizing other media. This will increase opportunities for shareholders to view proposals and encourage the greater exercise of voting rights.

4) Efficient production through linkages with original data

This Service will utilize the contents of original convocation notices that PRONEXUS accepted an order to create by listed companies. As a result, this will reduce the workload placed on persons in charge at listed companies.

5) Map directions to the shareholders meeting venue

This Service will embed the NAVITIME Map ASP Service offered by NAVITIME Japan Ltd. so that shareholders will be able to obtain precise map directions to the shareholders meeting venue. As the location of the shareholders meeting is registered in advance, users will not have to enter information about the destination, which further improves convenience.

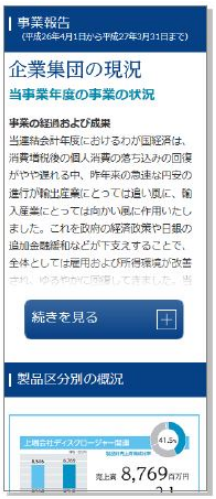
3. Timing for launch of the Service

This Service will officially launch with the convocation notice for the 91st Ordinary General Meeting of Shareholders of AEON Co., Ltd. (uploaded today). The full service will be provided for shareholders meetings for the fiscal year ended March 2016 and onward.

As noted above, PRONEXUS will use this Service for its own convocation notice for the 72nd Ordinary General Meeting of Shareholders to be held in June 2016.

■Overview of the Smart Convocation Notice Service

(1) Simple composition

Top screen	Notice of shareholder meeting	Agenda	Business conditions and results
			

- Simple and concise online format featuring items of interest to individual shareholders.

(2) Links to information of interest	(3) Easy to scroll drop-down menu
	
● The menu with links to all contents always appears at the top of the screen while at the bottom is a link to a website for exercising voting rights.	● To continue reading the text, users simply touch the scroll down button for opening the contents which is folded.

(4) Map directions to the shareholders meeting venue	(5) Videos
	
● Navigation function gives directions to the shareholders meeting venue from the current location of the smartphone or designated address.	● Streams videos of messages from senior management or candidates for executive officer positions.

■ Direct inquiries regarding this matter to:

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