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News Release Dated: July 6, 2017

To whom it may concern:

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange First Section)
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Notice Regarding Memorandum of Understanding on Business Alliance with Seven & i Holdings Co., Ltd.

ASKUL Corporation (hereinafter referred to as the "Company") hereby announces that it has entered into a Memorandum of Understanding on a business alliance dated July 6, 2017 with Seven & i Holdings Co., Ltd (hereinafter referred to as "Seven & i").

1. Purpose and Grounds of the Alliance

The ASKUL Group, true to its corporate philosophy of "evolving for our customers," has pioneered in developing the total office support service that delivers products and services needed in offices in a swift and reliable manner. Since the inception of the business in 1993, the Group has been continually advancing its products, services, and systems, listening to the voices of customers. By catering to the diverse needs of customers, primarily small and medium-sized entities, the Group has established itself as the leader in the field of office supplies mail order. In addition, the Group has started online mail order business for general customers called "LOHACO" since 2012.

The Seven & i Group operates more than 60,000 stores in and outside Japan and encompasses an assortment of businesses to respond to the needs of a wide range of customers, in the field of convenience stores, general merchandise stores, department stores, food supermarkets, specialty stores, financial services and IT services, and is actively engaged in enhancing customer service, expanding store networks, and strengthening product development capabilities, procuring power and brand power on a daily basis.

The ASKUL Group has a different mainstay business format and also targets different customer segments and product fields in its e-commerce business. Seven & i and the Company therefore expect to leverage each other's management resources to create synergies. By starting to deal with fresh food and providing a distribution platform, its major strength, the ASKUL Group will strive

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to meet the needs of LOHACO customers.

In its Medium-Term Management Plan starting in the fiscal year ending February 28, 2018, the Seven & i Group is set to revise its Omni-Channel strategy, which has been centered on the e-commerce business. Specifically, the Group has redefined its Omni-Channel strategy as the Group customer strategy and is proceeding to strengthen its customer relationship management strategy for ascertaining all purchase data by merging real stores and IT. Meanwhile, with regard to the e-commerce business, the Group has revised its products and services in pursuit of better customer convenience. The two companies have judged that they can maximize their corporate value by helping each other to increase convenience and satisfaction for their customers. Accordingly, Seven & i and the Company have concluded the MOU on a business alliance today.

2. Details of the Business Alliance

Both companies will confer with each other to execute definitive agreements on the following matters:

(1) Mutual customer referral

The two companies will mutually refer customers between the Company's e-commerce website "LOHACO" and Seven & i's e-commerce website *"omni7*" around the end of November 2017.

(2) New e-commerce business in fresh food

The two companies will start a new e-commerce business in fresh food utilizing the infrastructure of "LOHACO" around the end of November 2017.

(3) Start of discussions for increasing efficiency of *"omni7*"

The two companies will start discussions towards sharing e-commerce distribution and e-commerce website development and operation.

The implementation of other services that would be beneficial for the customers of both companies.

3. Schedule

Execution of the MOU on Business Alliance: July 6, 2017

4. Future Outlook

If matters to be disclosed arise in the process of the negotiations on the business alliance between both companies, relevant disclosures will appropriately be made in a timely manner.