September 30, 2019

Company	Anicom Holdings, Inc.
Representative	Nobuaki Komori,
	Representative Director
	(Securities Code: 8715,
	Tokyo Stock Exchange, First Section)
Contact	Tatsuhiko Kamei,
	Managing Executive Officer

Notice Concerning Business Partnership With Forest Hills, Inc.

Anicom Holdings, Inc. (the "Company") hereby gives notice that it has concluded a business partnership agreement with Forest Hills, Inc. with the aim of mutually cooperating in the realm of companion animals and reinforcing various businesses.

1. Reason for Business Partnership

   Forest Hills, Inc. is the company that operates "Hotel Forest Hills Nasu," which is known as a resort hotel where one can stay while being accompanied by their dogs. In addition, Forest Hills, Inc. develops businesses with the aim of providing people with an enjoyable lifestyle with animals through operation of "Nasu Dog Club" in Nasu, Japan's prominent dog friendly town, planning of various events, and acting as a consultant for hotels where one can stay with their pets.

   On the other hand, the Company develops businesses that support the life of pets from all fields, such as the medical and research business for pets, sale of a medical records management system for animal hospitals, and personnel recruitment for animal-related businesses through subsidiaries, including Anicom Insurance, Inc. (hereinafter, "Anicom Insurance"), which has the largest domestic market share(*) of the pet insurance market.

   With this business partnership, the Company will utilize the resources and strengths of both companies, provide even more services for the customers of both companies, further contribute to the growth of the animal industry overall, and create a society where one can happily live a long healthy life with their pets who are part of the family.

   (*) Market share is calculated from the number of contracts of each company in 2018.
   Survey data from "Overview of Pet-related Sector Marketing in 2019" released by Fuji Keizai Co., Ltd.

2. Details of Business Partnership

   Through this business partnership, the Company and Forest Hills, Inc. will utilize the human capital and physical assets as well as the sales and planning capabilities held by both companies, including those of our group companies, and carry out the following initiatives and investigations.

   (i) Provide complimentary services for Anicom Insurance members
   (ii) Plan outdoor events, overnight tours, etc.
   (iii) Establish Anicom Room with health and wellness as the theme
   (iv) Various initiatives to reduce number of pets euthanized to zero

3. Overview of Forest Hills, Inc.

(1) Company name	Forest Hills, Inc.	
(2) Address	Kioicho Hills, 2nd Floor, 3-32 Kioicho, Chiyoda-ku, Tokyo, Japan	
(3) Job title and name of representative	Representative Director and President Koichi Morimura	
(4) Business description	・Operation of Hotel Forest Hills Nasu, and sale and management of Nasu Uenohara Kogen vacation home area ・Operation, management consulting and contract operation of hotels, Japanese inns, golf courses and resort facilities ・Planning and sale of products for vacation houses ・Planning, development and sale of original products	
(5) Capital	¥3 million	
(6) Date established	April 1, 2014	
(7) Relationship between the related parties	Capital relationship	Not applicable
	Personnel relationship	Not applicable
	Business relationship	Not applicable
	Relationship with related parties	Not applicable

(Note) The major shareholders and shareholding ratio, and the consolidated operating results and consolidated financial position of said company for the past three years, are not disclosed as it is an unlisted company.

4. Schedule

(1) Date of Board of Directors resolution	September 17, 2019
(2) Agreement date	September 30, 2019

5. Future Outlook

The effect of this business partnership on the Company's consolidated performance for the fiscal year ending March 31, 2020 is immaterial. Going forward, in the case that an event arises that requires the business forecast to be revised, the relevant information will be announced as soon as possible.