December 16, 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 Acquisition of Shares of SIMNET Co., Ltd. (Conversion Into a Subsidiary)

Anicom Holdings, Inc. (the "Company") hereby gives notice that it has resolved, at a Board of Directors meeting held on December 16, 2019, to acquire all shares of SIMNET Co., Ltd., making it a wholly-owned subsidiary of the Company, as described below.

1. Reason for the Acquisition of Shares

SIMNET Co., Ltd. was established in March 2001, and plans, develops, operates, etc. pet-related internet services. In addition, its wholly-owned subsidiary, Minna no Pet Online Co., Ltd. operates the breeder matching websites, "Minna no Breeder" and "Minna no Koneko Breeder." Minna no Pet Online Co., Ltd. holds the top market share in the breeder matching industry, and performs pet insurance agency services for the Company's subsidiary, Anicom Insurance, Inc.

The Company and group subsidiaries (hereinafter, the "Group") have aimed to be a "prevention-oriented insurance company" since their foundation, have set being a "company that reduces tears and creates smiles" as the corporate vision, and engage in initiatives to solve issues throughout the pet industry as a whole, while developing business with the pet insurance business as a pillar. Under these circumstances, the Group is starting a business that supports breeders by using scientific methods such as genetic testing, etc., and, through this genetic testing, encourages the adoption of pets without hereditary disorders and provides an environment where people can raise pets with peace of mind.

As a result of this share acquisition, the Group believes that it has received an opportunity to directly convey each type of support service to breeders through utilization of SIMNET's breeder matching website platform, and that the utilization of this platform will lead to further business expansion of various services. In addition, the Group believes that the Company's pet insurance agency services performed by SIMNET will lead to effective and efficient measures to increase the number of pet insurance contracts through both companies more closely working together.

This acquisition applies a portion of "investment to build an infrastructure business for the pet industry, and expand the company's revenue and earnings," which was set for a specific use in the financing that occurred recently (completed on January 9, 2019), and investigations into M&A of pet-related companies and capital and business alliances will continue to proceed.

2. Overview of Subsidiary (SIMNET Co., Ltd.) to Be Transferred (as of December 16, 2019)

(1) Company name	SIMNET Co., Ltd.	
(2) Address	AZALEA HILLS, 7th Floor, 3-4-1 Tsutsujigaoka, Miyagino-ku, Sendai, Miyagi, Japan	
(3) Job title and name of representative	Representative Director Taira Ichinotsubo	
(4) Business description	Planning, development and operation of pet-related internet services	
(5) Date established	March 2, 2001	
(6) Relationship between the listed company and the said company	Capital relationship	Not applicable
	Personnel relationship	Not applicable
	Business relationship	The said company handles the Company's pet insurance.

(Note) SIMNET Co., Ltd. holds Minna no Pet Online Co., Ltd. as a subsidiary. Minna no Pet Online Co., Ltd. is planned to be absorbed by SIMNET Co., Ltd. as of January 17, 2020.

3. Schedule

(1) Date of Board of Directors resolution	December 16, 2019
(2) Agreement date	December 16, 2019
(3) Execution date of share transfer	To be determined (planned to be executed upon receiving approval from related authorities)

4. Future Outlook

The effect of this acquisition on the Group's consolidated performance for the fiscal year ending March 31, 2020 is immaterial. In addition, the effect on performance from the next fiscal year is currently being examined, and will be disclosed promptly once it becomes clear.

5. Other

Parts of this disclosure have been omitted as it is a voluntary disclosure.