

[Provisional Translation Only]

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Should there be any discrepancies between this translation and the Japanese original, the latter shall prevail.

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Implementation of Cool Biz

Ichigo Group Holdings (“Ichigo”) is moving forward on environmental protection efforts such as its participation in Challenge 25 Campaign, which is a national movement to prevent global warming, and is intensifying its energy saving efforts given the recent power shortages.

Ichigo is implementing Cool Biz again this year, in which its employees are allowed to wear more casual attire while Ichigo restricts usage of air conditioning and cooling and lighting in order to reduce electricity consumption. In addition, Ichigo also would like to encourage its clients to wear casual clothes when they visit Ichigo’s offices.

The details of Ichigo’s Cool Biz implementation are as follows:

1. Implementation Period

Tuesday, May 1, 2012 to Wednesday, October 31, 2012

2. Participating Companies

The whole Ichigo Group (Ichigo and all Ichigo subsidiaries)

3. Implementation Elements

Casual dress code

Restricted use of air conditioning and cooling

Restricted use of lighting

