

[Provisional Translation Only]

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**Stock Split, Adoption of Minimum Trading Lot,
and Partial Amendment to Articles of Incorporation**

The Board of Directors of Ichigo Group Holdings (“Ichigo”) has decided to implement a stock split, adopt a minimum trading lot, and partially amend the Articles of Incorporation.

1. Purpose of the Stock Split and Share-Trading-Unit System

Reflecting Ichigo’s growth potential and to promote share liquidity and make it easier for investors to buy Ichigo shares and become Ichigo shareholders, Ichigo will reduce the minimum investment amount to become a shareholder by splitting each of its shares into 200 shares. In addition, in accordance with the “Action Plan for Consolidating Trading Units” announced by the Japanese stock exchanges on November 27, 2007, Ichigo adopt a share-trading-unit system with a minimum trading lot of 100 shares.

2. Overview of Stock Split

(1) Method

Ichigo will split each share of common stock held by the shareholder of registry as of Saturday, August 31, 2013 (last trading day is August 30, 2013) into 200 shares.

(2) Number of shares increasing upon the stock split

Total number of shares issued before the stock split:	2,260,049
Share increase due to the stock split:	449,749,751
Total number of issued shares after the stock split:	452,009,800
Number of authorized shares after the stock split:	550,000,000

Note: The projected total number of issued shares and the increase shares may rise due to stock options exercised before the split.

(3) Schedule

Date of Public Notice for the Record Date: August 15, 2013
Record Date: August 31, 2013
(Market close, August 30, 2013)
Effective Date: September 1, 2013

(4) Changes to Paid-in-Capital

There will be no changes to paid-in-capital.

(5) Stock Option Exercise Price Adjustment

Stock Option	Exercise Price before Adjustment	Exercise Price after Adjustment
9th Stock Acquisition Rights (Resolved at its Board of Directors Meeting on July 14, 2009)	13,381 yen	67 yen
10th Stock Acquisition Rights (Resolved at its Board of Directors Meeting on August 8, 2011)	11,000 yen	55 yen
11th Stock Acquisition Rights (Resolved at its Board of Directors Meeting on August 24, 2012)	12,000 yen	60 yen

3. Share-Trading-Unit System Adoption

(1) New Minimum Trading Lot

The minimum trading lot will be set at 100 shares effective September 1, 2013, the same day as the stock split.

(2) Schedule

Effective Date: September 1, 2013

Note: The trading unit at the Osaka Stock Exchange will also be amended to 100 shares effective August 28, 2013.

4. Partial Amendment to the Articles of Incorporation

(1) Reasons for the Amendment

In accordance with the stock split and trading unit change described above and pursuant to Article 184 Paragraph 2 and Article 191 of the Companies Act, part of the company's articles of incorporation will be amended as of September 1, 2013.

(2) Details of the Amendment

(Amendments are underlined)

Current Article	After Amendment
Article 6 (Total Number of Authorized Shares) The total number of authorized shares of the company is <u>2,750,000</u> . (Addition)	Article 6 (Total Number of Authorized Shares) The total number of authorized shares of the company is <u>550,000,000</u> . <u>Article 6.2 (Minimum Trading Lot)</u> <u>The minimum trading lot of the company is 100 shares.</u> <u>Article 44 (Effective Date)</u> <u>The amendment to Article 6 and the adoption of Article 6.2 will take effect on September 1, 2013. In addition, this Article will be deleted from the Articles of Incorporation on the effective date.</u>