

[Provisional Translation Only]

This English translation of the original Japanese document is provided solely for information purposes.

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

January 10, 2014

Ichigo Group Holdings Co., Ltd. (JASDAQ, 2337)

Representative: Scott Callon, Chairman and Representative Statutory Executive Officer

Inquiries: Minoru Ishihara, Executive Vice President & Statutory Executive Officer

Telephone: +81-3-3502-4818 www.ichigo-holdings.co.jp/english

Shift Up 2016 Mid-Term Business Plan

The Board of Directors of Ichigo Group Holdings (“Ichigo”) today approved Ichigo’s Shift Up 2016 mid-term business plan to drive continued significant earnings growth and value creation for Ichigo’s shareholders.

1. Background

Ichigo is continuing to build upon its Shift Up strategy to dramatically accelerate earnings growth, taking advantage of Ichigo’s strong balance sheet (strengthened with a 16.5 billion yen public offering last November) and long track record as a value-add Japanese real estate owner/operator.

The Shift Up 2016 plan aims to achieve a 5X increase in EPS by February 2016 versus Ichigo’s February 2013 results.

2. Shift Up 2016 Key Initiatives

(1) Accelerate growth investments

- Expand Tokyo area real estate investments and earnings into the 2020 Olympics
- Increase prime location investments to drive higher earnings stability
- Accelerate the growth of Ichigo REIT (8975) to increase stable asset management fees
- Expand Ichigo’s megasolar business into a major earnings driver

(2) Profitably dispose existing assets and reinvest at ROI >15%

(3) Lower cost of debt to drive higher earnings

- Deploy strengthened equity base to push down cost of debt
- Seek credit rating, expand uncollateralized debt, lengthen debt maturities, and pursue bond issuance to diversify funding base

3. Key Performance Indicators (KPI)

(Million Yen)

	February 2013 (Actual)	February 2014 (Forecast)	February 2015 (Plan)	February 2016 (Plan)
Gross Profit	4,974	7,400	11,500	15,500
Operating Profit	1,844	3,900	7,700	11,400
Net Profit	1,637	4,000	6,040	9,050
EPS (yen)	3.66	8.69	12.17	18.25
EPS Growth Rate ¹	-5%	+137%	+40% (+51%)	+50%
Expense Coverage Ratio (Structural Profitability) ²	129%	139%	150%	165%

¹ EPS growth rate is calculated based on the average number of shares outstanding during the fiscal period. The EPS growth rate in parentheses for February 2015 is based upon the number of shares outstanding as of January 10, 2014 (after the November 2013 new share issuance).

² Ratio of stable revenues (such as annual AM fees and excluding one-off revenues such as capital gains) over fixed expenses (fixed SG&A + interest expenses)

4. Move to TSE 1st Section

Ichigo will seek to list on the Tokyo Stock Exchange's First Section within the February 2016 timeframe of this mid-term plan.

(Note) Forward-looking statements contained in this material are based on judgments obtained from information that was available to Ichigo Group Holdings as of the announcement date. However, these statements involve risks and uncertainties. Therefore, please note that actual earnings may differ significantly from the described earnings projection as a result of various factors.