

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

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Exercise Price and Number of Individuals Receiving Stock Options

Ichigo Group Holdings (“Ichigo”) has determined the exercise price of its twelfth stock acquisition rights plan (the “stock options”) as announced in the release “Issuance of Stock Options to Directors, Statutory Executive Officers, and Employees” on January 10, 2014. In addition, Ichigo is announcing a change to the number of individuals receiving stock options.

1. Exercise Price of the Stock Options

- (1) The amount to be paid upon the exercise of the newly granted stock options (“Exercise Price”)

337 yen per stock option

- (2) Exercise Price Calculation

The exercise price will be 110% of the closing price of Ichigo’s shares on January 31, 2014 (the day before the issue date of the stock options) and rounded up to the nearest one yen.

2. Change to the Number of Individuals Receiving Stock Options

Before Change

- (13) Number of Individuals to whom the Stock Options are Offered

Seven directors, six statutory executive officers, and 189 employees of Ichigo.

Note: Directors Scott Callon, Lee Fitzgerald, and Haruhiko Sakaguchi receive no compensation from Ichigo and thus do not receive any stock options.

After Change

- (13) Number of Individuals to whom the Stock Options are Offered

Seven directors, six statutory executive officers, and 187 employees of Ichigo.

Note: Directors Scott Callon, Lee Fitzgerald, and Haruhiko Sakaguchi receive no compensation from Ichigo and thus do not receive any stock options.