

[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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Exercise Price and Number of Individuals Receiving Stock Options

Ichigo Group Holdings (“Ichigo”) has determined the exercise price of its thirteenth 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 13, 2015. 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”)

382 yen per stock option

- (2) Exercise Price Calculation

The exercise price will be set at the higher of either 1) 110% of the closing price of Ichigo’s shares on the day before the issue date of the stock options which is January 31, 2015; if there is no closing price on such day, 110% of the closing price on the immediately preceding day which is January 30, 2015 (i.e., 245 yen) or 2) 382 yen, the price of new shares issued via public offering in December 2013.

2. Change to the Number of Individuals Receiving Stock Options

Before Change

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

Six directors, nine statutory executive officers, and 195 employees of Ichigo.

Note: Directors Scott Callon and Kenichiro Yoshida 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

Six directors, nine statutory executive officers, and 196 employees of Ichigo.

Note: Directors Scott Callon and Kenichiro Yoshida receive no compensation from Ichigo and thus do not receive any stock options.