



Creating peace of mind through honest and committed management.



[Provisional Translation Only]

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

April 20, 2015

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Simplification of English Corporate Name to Ichigo Inc.

The Board of Directors of Ichigo Group Holdings (“Ichigo”) decided today to change its English corporate name from “Ichigo Group Holdings Co., Ltd.” to “Ichigo Inc.”, subject to approval at the annual shareholder meeting to be held on May 24, 2015.

1. Simplification of English Corporate Name

A. Reason

Established in March 2000, Ichigo marked its 15th anniversary this year. Ichigo is highlighting this milestone by putting fuller focus on its core identity as “Ichigo” to further enhance its brand recognition. Although the Japanese registered company name will not change, Ichigo will also use the simplified “Ichigo” as its corporate identity in Japanese.

The word “Ichigo” comes from the ancient Japanese proverb, *Ichigo Ichie*, literally meaning “One lifetime, one encounter.” The phrase was first used by a 16th century master of the tea ceremony, Yamanoue no Souji. Souji called upon his disciples to give total focus and sincerity to each act of the tea ceremony for every guest, because that particular moment will only exist once and must be fully lived and realized. Ichigo embraces the *Ichigo Ichie* philosophy of sincerity and service, and works to build strong long-term relationships to support the success of our clients, shareholders, and all stakeholders.

B. New English Company Name

Ichigo Inc.

C. Effective Date

August 1, 2015 (Expected)

2. Amendment to the Articles of Incorporation

Please refer to today’s release “Proposed Amendments to Articles of Incorporation.”