

*[Provisional Translation Only]*

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**Ichigo Inc.** (Tokyo Stock Exchange First Section, 2337)  
Representative: Scott Callon, Chairman  
Inquiries: Takeyuki Yoshimatsu, Executive Managing Director  
Telephone: +81-3-3502-4818 [en.ichigo.gr.jp/english](http://en.ichigo.gr.jp/english)

## Exercise Price and Number of Individuals Receiving Stock Options

Ichigo has determined the exercise price of its fifteenth stock acquisition rights plan (the “stock options”) to be issued tomorrow as announced in the release “Issuance of Stock Options to Directors and Employees” on January 13, 2017. In addition, Ichigo is announcing a change to the number of statutory executive officers receiving stock options.

### A. Exercise Price of the Stock Options

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

423 yen per stock option

- (2) Exercise Price Calculation

The Exercise Price is 115% of today’s closing price of Ichigo’s shares.

### B. Change to the Number of Individuals Receiving Stock Options

#### Before Change

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

Eight directors, twelve statutory executive officers, 179 employees, and two directors of its subsidiaries.

Note: Director Scott Callon receives no compensation from Ichigo and thus does not receive any stock options.

#### After Change

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

Eight directors, eleven statutory executive officers, 179 employees, and two directors of its subsidiaries.

Note: Director Scott Callon receives no compensation from Ichigo and thus does not receive any stock options.