

Disclaimer

This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

News Release Dated: August 7, 2013

To whom it may concern:

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange First Section)
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President and Chief Executive Officer
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Matters concerning Controlling Shareholders, etc.

ASKUL Corporation (hereinafter referred to as the "Company") hereby announces that regarding SoftBank Corp., Yahoo Japan Corporation and PLUS Corporation, companies defined as "other affiliated companies" of ASKUL, information subject to disclosure as "matters concerning controlling shareholders, etc." is as follows:

1. Trade name and other details of the parent company, controlling shareholders (excluding the parent company), and other affiliated companies (hereinafter referred to as the "parent company, etc.")

(As of May 20, 2013)

Trade name	Attribution	Voting rights in ASKUL held by parent company, etc. (%)			Stock exchanges, etc. on which shares of parent company, etc. are listed
		Direct ownership	Indirect ownership	Total	
SoftBank Corp.	Other affiliated company	-	42.6	42.6	- Tokyo Stock Exchange First Section
Yahoo Japan Corporation	Other affiliated company	42.6	-	42.6	- Tokyo Stock Exchange First Section - Osaka Securities Exchange JASDAQ Standard
PLUS Corporation	Other affiliated company	16.4	2.0	18.4	None

2. The name of the company which is deemed to have the biggest impact on the listed company among the parent company, etc. and its reason

Name of the company	Reason
Yahoo Japan Corporation	Yahoo Japan Corporation owns 42.6% of total number of voting rights of the Company, and a total of two employees of Yahoo Japan Corporation have taken up the posts as officers in the Company.

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3. Listed company's position within the corporate group and other relationships with the parent company, etc.

As described above, other affiliated companies SoftBank Corp. and Yahoo Japan Corporation own 42.6% of the Company's voting rights. SoftBank and Yahoo Japan, however, respect the fact that the Company maintains operational independence in its business execution as an independent listed company. While Yahoo Japan's official holds the position of officer at and another official is being dispatched to the Company as an officer as described below, the number of these officials is small and SoftBank and Yahoo Japan do not impose any restrictions on the Company's business activities or management decisions.

Other affiliated company PLUS Corporation owns 18.4% of the Company's voting rights as described above, and it has been assuring the Company's independence in management and has not placed any restrictions such as requiring its approval for any matters related to the Company's business activities. While a PLUS Corporation executive is currently serving as an officer of the Company as described below, its number is limited and it does not place any restrictions on the Company's business activities or management decisions.

As described under 4. below, the Company and PLUS Corporation have business transactions such as purchase of products for sale such as stationery, office supplies and office furniture, while Biznet Corporation, a PLUS Corporation subsidiary, is engaged in mail-order service of stationery, office supplies and office furniture, and the Company believes that these factors would not hinder the Company's management and business activities.

In view of this, the Company's independence is being ensured as the relationship between the Company and the parent company, etc. does not place any restrictions on the Company's business activities and management decisions.

(Officers of the parent company, etc. concurrently serving as the Company's officers)

Title	Name	Position at the parent company, etc.	Reason for assumption of post
Outside director	Takao Ozawa	Operating Officer, Head of Shopping Company Head of CFO Office Yahoo Japan Corporation	For the official's deep insight and wide knowledge acquired through his experience in business management in Internet business and e-commerce
Outside director	Koji Imaizumi	Representative Director and President, PLUS Corporation	For the official's abundant experience, track record and strong understanding of business management developed during his long career of serving as representatives at manufacturers of stationery, office supplies, and office furniture

(Director of the Company being dispatched from the parent company, etc.)

Title	Name	The parent company, etc. which is dispatching the official	Reasons for accepting dispatched official
Director	Hiroyuki Toyoda	Yahoo Japan Corporation	For the official's deep insight and wide knowledge acquired through his experience in business management in Internet business and e-commerce

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4. Transactions with controlling shareholders, etc.

Status of transactions with Yahoo Japan Corporation and PLUS Corporation in the fiscal year ended May 2013 is as follows:

(From May 21, 2012 to May 20, 2013; unit: million yen)

Name	Address	Capital	Business profile, etc.	Relationship	Nature of transactions	Transaction amount	Account titles	Balance at end of term
				Business relationship				
Yahoo Japan Corporation	Minato-ku, Tokyo	238,772	Online advertising, e-commerce and membership services	Outsourcing and collection agent service of credit usage fees, etc.	Advertising expenses, etc. Receivable collection fees	225	Accounts payable	44
						36	Accounts receivable	570
PLUS Corporation	Minato-ku, Tokyo	100	Manufacture and sale of stationery, office supplies, office furniture, etc.	Supplier of products for sale	Purchase of products for sale	10,593	Notes and accounts payable—trade	905

The transaction amount above is net of consumption and other taxes, while the end-of-term balance includes those taxes.

The amount of each transaction was determined by negotiation with reference to market prices.

5. Implementation of measures to protect minority shareholders in transactions with controlling shareholders, etc.

Major transactions between ASKUL Group and Yahoo Japan Corporation include outsourcing of advertising requests and major transactions between ASKUL Group and PLUS Corporation include purchase of products such as stationery, office supplies, and office furniture.

Upon outsourcing, selection of products for purchase and deciding the price, ASKUL Group carries out the transactions based on just and fair criteria for best satisfying the customer requirements from a comprehensive perspective of quality, market price, delivery conditions, etc. in a similar manner it does business with other contractors or suppliers.