

## Outline of Initial Listing Issue

Company Name	SHANON Inc.
Scheduled Listing Date	Jan. 27, 2017
Market Section	Mothers
Current Listed Market	N/A
Name and Title of Representative	Kenichiro Nakamura, President
Address of Main Office	3-13-16 Mita, Minato-ku Tokyo, 108-0073 Tel. +81-3-6743-1551
(Closest Point of Contact)	(Same as above)
Home Page	<a href="http://www.shanon.co.jp/">http://www.shanon.co.jp/</a>
Date of Incorporation	Aug. 25, 2000
Description of Business	The planning, development, provisioning and operation of marketing cloud service The marketing consulting and outsourcing services
Category of Industry / Code	Information & Communication • 3976 (ISIN JP3359750001)
Authorized Total No. of Shares to be Issued	4,800,000 shares
Outstanding Shares	1,206,350 shares (As at Dec. 21, 2016)
Capital	JPY 264,710 thousand (As at Dec. 21, 2016)
No. of Outstanding Shares (incl. treasury shares) at the time of Listing	1,356,350 shares
Capital at the time of Listing	JPY368,210 thousand Note: The outstanding shares and the capital at the time of listing count in 150,000 newly issued shares issued through the public offering. Also, the both numbers could increase as a result of the exercise of the share options.
No. of Shares per Share Unit	100 shares
Business Year	Every year from Nov. 01 to Oct. 31 of the following year
General Shareholders Meeting	In January
Record Date	Every year on Oct. 31
Record Date of Surplus Dividend	Every year on Apr. 30 and Oct. 31
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Auditor	Deloitte Touche Tohmatsu LLC
Managing Trading Participant	TOYO SECURITIES CO.,LTD.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering /	Public Offering (Newly Issued Shares)	150,000 shares
Secondary Offering	Secondary Offering	22,500 shares
	(Placement by over-allotment scheme)	
Offering Price	JPY 1,500	
Principal Underwriting	TOYO SECURITIES CO.,LTD.	
Participants	SBI SECURITIES Co.,Ltd.	
	Monex, Inc.	
	Mizuho Securities Co., Ltd.	
	ACE SECURITIES CO., LTD.	
	Kyokuto Securities Co., Ltd.	

(Note) The “Initial Listing Application Securities Report (Part I)” of the company is available on the TSE homepage. Please refer to such release for details.