

## Outline of Initial Listing Issue

Company Name	NISSEN INC.
Scheduled Listing Date	Feb. 16, 2017
Market Section	JASDAQ Standard
Current Listed Market	N/A
Name and Title of Representative	Yuji Otsu, President
Address of Main Office	Nissen-Kanda No.2 Bldg., 2-6-5 Kanda-Tsukasamachi, Chiyoda-ku Tokyo, 101-0048 Tel. +81-3-5209-7222
(Closest Point of Contact)	(Same as above)
Home Page	<a href="https://www.nissenad.co.jp/">https://www.nissenad.co.jp/</a>
Date of Incorporation	Mar. 11, 1953
Description of Business	An advertising agency, providing marketing communication strategy, advertising and sales promotions.
Category of Industry / Code	Services • 6543 (ISIN JP3679810006)
Authorized Total No. of Shares to be Issued	6,800,000 shares
Outstanding Shares	1,700,000 shares (As at Jan. 13, 2017)
No. of Outstanding Shares (incl. treasury shares) at the time of Listing	1,900,000 shares
Capital at the time of Listing	JPY 145,500 thousand (As at Jan. 13, 2017) JPY 292,700 thousand Note: The outstanding shares and the capital at the time of listing count in 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 Mar. 01 to the end of Feb. of the following year
General Shareholders Meeting	Within 3 months after the end of the business year
Record Date	Last day of the business year
Record Date of Surplus Dividend	Every year at the end of Feb. and on Aug. 31
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Auditor	Ernst & Young ShinNihon LLC
Managing Trading Participant	Daiwa Securities Co. Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering / Secondary Offering	Public Offering (Newly Issued Shares) Secondary Offering (Placement Underwritten and Purchased by Principal Underwriting Participants)	200,000 shares 50,000 shares
	Secondary Offering (Placement by over-allotment scheme)	37,500 shares
Original Share Offerers	Yuji Otsu Yutaka Otsu	30,000 shares 20,000 shares
Offering Price	JPY 1,600	
Principal Underwriting Participants	Daiwa Securities Co. Ltd. SMBC Nikko Securities Inc. Ichiyoshi Securities Co., Ltd. IwaiCosmo Securities Co.,Ltd. SBI SECURITIES Co.,Ltd. Monex, Inc.	

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