

Outline of Initial Listing Issue

Company Name	Hobonichi Co.,Ltd.
Scheduled Listing Date	Mar. 16, 2017
Market Section	JASDAQ Standard
Current Listed Market	N/A
Name and Title of Representative	Shigesato Itoi, President
Address of Main Office	2-9-5 Kita-aoyama, Minato-ku Tokyo, 107-0061 Tel. +81-3-5770-1101
(Closest Point of Contact)	(Same as above)
Home Page	http://www.hobonichi.co.jp/
Date of Incorporation	Dec. 24, 1979
Description of Business	Internet-based content development and delivery, combined with product development and sales
Category of Industry / Code	Retail Trade • 3560 (ISIN JP3852650005)
Authorized Total No. of Shares to be Issued	8,000,000 shares
Outstanding Shares	2,000,000 shares (As at Feb. 13, 2017)
No. of Outstanding Shares (incl. treasury shares) at the time of Listing	2,250,000 shares
Capital	JPY 10,000 thousand (As at Feb. 13, 2017)
Capital at the time of Listing	JPY 280,250 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 Sep. 01 to Aug. 31 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	Last day of the business year and every year at the end of Feb.
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Auditor	BDO Toyo & Co.
Managing Trading Participant	Mizuho 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)	250,000 shares 150,000 shares
	Secondary Offering (Placement by over-allotment scheme)	60,000 shares
Original Share Offerers	Shigesato Itoi Hidetoshi Yamamoto	75,000 shares 75,000 shares
Offering Price	JPY 2,350	
Principal Underwriting Participants	Mizuho Securities Co., Ltd. Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. SMBC Nikko Securities Inc. Okasan Securities Co., Ltd. SMBC Friend Securities Co., Ltd. Marusan Securities Co.,Ltd. Monex, Inc. SBI SECURITIES Co.,Ltd.	

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