

Outline of Initial Listing Issue

Company Name	baby calendar Inc.
Scheduled Listing Date	Mar. 25, 2021
Market Section	Mothers
Current Listed Market	N/A
Name and Title of Representative	YASUDA Keiji, CEO
Address of Main Office	1-38-2 Yoyogi, Shibuya-ku, Tokyo, 151-0053 Tel. +81-3-6631-3600
(Closest Point of Contact)	(Same as above)
Home Page	https://corp.baby-calendar.jp/
Date of Incorporation	Apr. 5, 1991
Description of Business	Media business for pregnancy, childbirth and childcare Developing management support solution business for obstetrics and gynecology
Category of Industry / Code	Services / 7363(ISIN JP3835690003)
Authorized Total No. of Shares to be Issued	2,972,000 shares
No. of Issued Shares	743,000 shares (As of Feb. 19, 2021)
No. of Issued Shares (incl. treasury shares) at the Time of Listing	828,000 shares (Note 1) The number includes newly issued shares issued through the public offering. (Note 2) The number could increase as a result of the exercise of the share options.
Capital	JPY 56,790 thousand (As of Feb. 19, 2021)
No. of Shares per Share Unit	100 shares
Business Year	From Jan. 1 to Dec. 31
General Shareholders Meeting	Within 3 months after the end of the business year
Record Date	Dec. 31
Record Date of Surplus Dividend	Jun. 30 and Dec. 31
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Auditor	Crowe Toyo & Co.
Managing Trading Participant	SBI SECURITIES Co.,Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering /	Public Offering (Newly Issued Shares)	85,000 shares
Secondary Offering	Secondary Offering	80,000 shares
	(Placement Underwritten and Purchased by Principal Underwriting Participants)	
	Secondary Offering	24,700 shares
	(Placement by over-allotment scheme)	
Original Share Offerers	YASUDA Keiji	40,000 shares
	YAMADA Ikuyo	40,000 shares
Offering Price	Book-building method	
Determination Method		
Provisional Conditions	Mar. 8, 2021	
Determination Date		
Book-building Period	Mar. 10, 2021 to Mar. 16, 2021	
Offering Price	Mar. 17, 2021	
Determination Date		
Subscription Period	Mar. 18, 2021 to Mar. 23, 2021	
Payment Date	Mar. 24, 2021	
Settlement Date	Mar. 25, 2021	
Principal Underwriting Participants	SBI SECURITIES Co.,Ltd. SMBC Nikko Securities Inc. IwaiCosmo Securities Co.,Ltd. MATSUI SECURITIES CO.,LTD. Monex, Inc. Rakuten Securities, Inc. AIZAWA SECURITIES CO., LTD. Kyokuto Securities Co., Ltd. Musashi Securities Co.,Ltd.	

(Note 1) Tokyo Stock Exchange, Inc. approves new listings based on the results of the examination by Japan Exchange Regulation.

(Note 2) The “Initial Listing Application Securities Report (Part I)” (only in Japanese) of the company is available on the JPX official website. Please refer to such release for details.