

Outline of Initial Listing Issue

Company Name	Bleach, Inc.
Scheduled Listing Date	Jul. 5, 2023
Market Section	Growth Market
Current Listed Market	N/A
Name and Title of Representative	ODAIRA Keisuke, CEO
Address of Main Office	2-1-1 Kamimeguro, Meguro-ku Tokyo, 153-0051 Tel. +81-3-6265-8346
(Closest Point of Contact)	(Same as above)
Home Page	<a href="https://bleach.co.jp/">https://bleach.co.jp/</a>
Date of Incorporation	Apr. 28, 2010
Description of Business	Revenue sharing-type Internet marketing business
Category of Industry / Code	Services / 9162 (ISIN JP3830770008)
Authorized Total No. of Shares to be Issued	80,200,000 shares
No. of Issued Shares	20,050,000 shares (As of Jun. 1, 2023)
No. of Issued Shares (incl. treasury shares) at the Time of Listing	25,050,000 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 share options, etc.
Capital	JPY 100,000 thousand (As of Jun. 1, 2023)
No. of Shares per Share Unit	100 shares
Business Year	From Jul. 1 to Jun. 30 of the following year
General Shareholders Meeting	In September
Record Date	Jun. 30
Record Date of Surplus Dividend	Dec. 31 and Jun. 30
Transfer Agent	Mizuho Trust & Banking Co., Ltd.
Auditor	A&A Partners
Managing Trading Participant	SMBC Nikko Securities Inc.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering /	Public Offering (Newly Issued Shares)	5,000,000 shares
Secondary Offering	Secondary Offering	1,200,000 shares
	(Placement Underwritten and Purchased by Principal Underwriting Participants)	
	Secondary Offering	930,000 shares
	(Placement by over-allotment scheme)	
Original Share Offerers	ODAIRA Keisuke	1,000,000 shares
	Odaira Office Inc.	100,000 shares
	Inglewood Co., Ltd.	100,000 shares
Offering Price	Book-building method	
Determination Method		
Provisional Conditions	Jun. 19, 2023	
Determination Date		
Book-building Period	Jun. 20, 2023 to Jun. 23, 2023	
Offering Price	Jun. 26, 2023	
Determination Date		
Subscription Period	Jun. 27, 2023 to Jun. 30, 2023	
Payment Date	Jul. 4, 2023	
Settlement Date	Jul. 5, 2023	
Principal Underwriting Participants	SMBC Nikko Securities Inc. Nomura Securities Co.,Ltd. SBI SECURITIES Co.,Ltd. Mizuho Securities Co., Ltd. Rakuten Securities, Inc. MATSUI SECURITIES CO.,LTD Monex, Inc. IwaiCosmo 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.

(Note 3) Buy and sell market orders for this issue are prohibited in transactions carried out up to and including the initial price determination date.