

NEWSLETTER TO SHAREHOLDERS

for the Fiscal Year Ended September 30, 2013

(October 1, 2012 to September 30, 2013)

Aucfan Co., Ltd.

(Stock Code: 3674)

Accelerate



Performance & Highlights

(Aucfan Co., Ltd. for fiscal years ended September 30)

	Thousands of yen			YoY change
	FY2011	FY2012	FY2013	FY2013/FY2012
Statements of income:				
Net sales	¥491,681	¥619,817	¥751,841	21.3%
Gross profit	418,867	546,668	653,036	19.5%
Selling, general and administrative expenses	310,044	344,990	346,135	0.3%
Operating income	108,823	201,677	306,900	52.2%
Ordinary income	111,122	201,109	301,976	50.2%
Income before income taxes	100,414	191,448	347,952	81.7%
Net income	73,147	101,019	212,355	110.2%
Statements of cash flows:				
Operating activities	178,209	194,111	179,097	(7.7)%
Investing activities	(48,030)	(126,204)	(163,538)	(29.6)%
Financing activities	17,700	12,114	771,760	6,270.8%
Balance sheets:				
Total assets	471,450	640,637	1,615,430	152.2%
Interest-bearing debt	14,500	—	—	—
Net assets	324,800	470,761	1,461,914	210.5%
Amounts per share (yen):				
Net income	12.65	15.13	26.77	76.9%
Net income (diluted)	—	—	23.23	—
Dividend	—	—	—	—
Net assets	51.27	68.34	159.23	133.0%
Management indicators (% except as indicated):				
Equity ratio	68.6	73.0	90.4	
Return on assets	29.2	36.2	26.8	
Return on equity	27.2	25.5	22.0	
Number of employees (people)	30	31	39	25.8%

Notes

1. Diluted net income per share for the fiscal years ended September 30, 2011 and 2012 is not displayed although there was a balance of stock acquisition rights because the Company's shares had not been listed on the stock exchange at the time, and it was therefore not possible to ascertain the average share price during those periods.
2. Since the Company was listed in the Mothers section of the Tokyo Stock Exchange on April 25, 2013, the figure for diluted net income per share for the fiscal year ended September 30, 2013 was calculated taking the average share price for the period from the listing date until September 30, 2013 as the average share price during the entire period.
3. The Company split its common stock on January 15, 2013 at a ratio of 500 to 1. A further stock split was executed on October 1, 2013 at a ratio of 5 to 1. In the above figures, net income per share, diluted net income per share, and net assets per share are calculated on a pro forma basis assuming these stock splits to have been conducted at the beginning of the fiscal year ended September 30, 2011.

Key Figures

Number of data items held

Over

20,000,000,000

Over **20** billion data items on products and price information,
over **8.5** million visitors per month

Number of visitors per month

Over **8.5** million

Our web site is visited by a vast number of people including bargain hunters, people who want to check the price of their possessions, people who want to know the resale value of products they plan to buy, people who want to reference the wholesale price when procuring goods for sale, and people who seek to discern price trends for marketing products.

Number of paying members

Over **50,000**

Users can register for a free membership, which allows them a limited level of data access. For over 331,000 of our members this level of membership is sufficient. Those who want access to a wider range of data can register as paying members. Currently we have over 50,000 such members.

Number of media articles

Over **100**

Each year public interest in the reuse and recycle market is growing. Along with this trend, people are also increasingly interested in our service, which provides useful information in the form of an enormous volume of specialized data on merchandise transactions. Our proprietary service is one of the largest of its kind in Japan and is unparalleled around the world.

Amount of capital raised

¥**693** million

On April 25, 2013, Aucfan was listed on the Mothers section of the Tokyo Stock Exchange. The public subscription raised ¥578 million and the secondary offering ¥114 million. However, the Company's market capitalization rose from ¥18,481 million at initial trading to ¥26,521 million as of September 30, 2013. We are indeed grateful to everyone who has supported us in this achievement.

Aucfan Accelerates

Higher Profile...

Aucfan is a relatively young company, founded in June 2007, to operate aucfan.com (*aucfan*). With over 8.5 million unique users visiting each month and some 100 million page views, aucfan.com is one of Japan's largest shopping, auction, and price-search web sites. We hold over 20 billion items of product price data, including past data on sale prices and transaction numbers. Around half of our users are sellers.



The customary commemorative photograph at the Tokyo Stock Exchange to celebrate our listing.
As a listed company, Aucfan is committed not only to increasing its corporate value, but to contributing a useful service to society too.

Our Internet auction marketplace, statistics, and price comparison web site, *aucfan*.



Web site



Overseas

We have traveled the world to hold meetings with prospective business partners in Hong Kong, Jakarta, Singapore, and Manila in Asia, and San Francisco and Los Angeles in the U.S.



Business

We have a young, energetic team with a strong spirit of challenge and an egalitarian corporate culture.



Investors

We welcome meetings with institutional investors because they often provide us with valuable feedback and points on management. We have had over 50 such meetings since our listing.

We have held two financial results briefings since our listing on the stock exchange (interim and full-year). These presentations were attended by 200 people in all.



Services

On October 1, 2013, we took over a flea market business. The flea market we organized for Koshigaya LakeTown had some 5,000 visitors.

Letter From the President
—*A Straight-talking Message*—



Japan's Largest Shopping, Auction, and Price-search Web Site

The Real Success of Our Public Listing is Yet to Come.

Our financial results for the fiscal year ended September 30, 2013 have exceeded our initial plans for net sales, operating income, ordinary income, and net income, all of which have reached the highest levels to date. However, we already had these results in sight at the preparation stage for our listing. Since the listing in April, we have turned our attention to various growth opportunities that had previously been unavailable to us. Finding out what it means to be a listed company has been an eye-opening experience for us, but we have been faithfully striving each day to uphold the trust of our shareholders by treading carefully with small things while boldly pursuing great things.

Our consistent increases in sales and profits over the five years since our establishment have been supported by the incorporation of the reuse and recycle culture into our social fabric as an established part of our lifestyle. However, there were many issues remaining with respect to pricing transparency of consumer goods, in particular the used goods for which we provide data. Since our establishment, we have focused on these issues in a consistent effort to collect, process, and analyze data. As result, we can now provide data as a reference material for buying and selling that is used by everyone.

Our customers are highly diverse. Naturally there are bargain hunters seeking better prices, but others include people who want to check the price of their possessions, people who want to know the resale value of products they plan to buy, people who want to reference the wholesale price when procuring goods for sale, and people who seek to discern price trends for marketing products. Our users include both individuals and corporations. We provide a vast pool of specialized data on product transactions as useful information, not only for buyers of products, but also for sellers and developers of products. Our proprietary service is considered one of the largest of its kind in Japan and unparalleled around the world, and stakeholders have great expectations for our future as a company.

Growth Strategy—Strengthening Four Elements

We believe our growth can be achieved by strengthening the following four elements. In the six months following our listing we have already concluded three capital alliances and three business alliances, and we have launched 12 original services. All of these moves are connected to strengthening the four elements.

The first element is our data capability. We hold over 20 billion items of price data; however, in order to analyze and process them as big data, we need to eliminate the “noise” that is included in price information using a process that is generally referred to as “data cleansing.” This is the reason why data capability is not the same thing as data collection ability. The ability to secure sustained data volume and quality for statistical analysis is what we mean by data capability.

The second element is information capability. This is required for compiling data in a way that suits the purposes of the user, in other words, the ability to analyze and process information. To achieve this requires the abilities of a data analyst for analyzing data assured by volume and quality to search out certain theories or suggestions. As Internet consumer behavior becomes an increasing presence in our society, it will itself become the subject of analysis as an indicator of consumer behavior. We believe this is a defining characteristic of the big data era.

The third element is presentation capability. Decision makers are not necessarily data analysis professionals, so data must be presented in a way that is easy to understand. We are entering the “era of retail popularization,” when everyone will be able to participate in retailing activities, with individuals selling to individual buyers. I therefore believe that rather than increasing in complexity, our PC-based interface will need to be simplified and evolve for use with smartphones and tablets.

The fourth and final element is solutions capability. This is the ability to provide Internet and real-world services to individuals and corporations who have realized a need through our services. Real-world services refers to physical support for corporations whose offerings incorporate our services. It can also mean providing our services as a plugin for another company's systems.

By taking a balanced approach to enhancing these four elements, we plan to continue our development as an industry leader and trendsetter.

In closing, I would like once again to thank all of you, our shareholders, for your support. I hope you will continue to support us going forward.

Shuichi Takenaga

President and Representative Director
Aucfan Co., Ltd.

Aucfan Growth Strategy

Key Indicators: Number of monthly visitors (8.5 million in September 2013)
+ transaction volume within the cyclical Aucfan growth model

Current Characteristics and Strengths

Aucfan operates an Internet media business with the web site *aucfan*. With the slogan “Whether you’re buying or selling,” the site aims to enable users to compare, search, and analyze merchandise and price information from a vast array of shopping and auction web sites.

Strength 1

aucfan allows users to search auction information, auctioned prices, and transaction numbers from major shopping and auction web sites all at once in a side-by-side format. Both new and second-hand products can be searched.

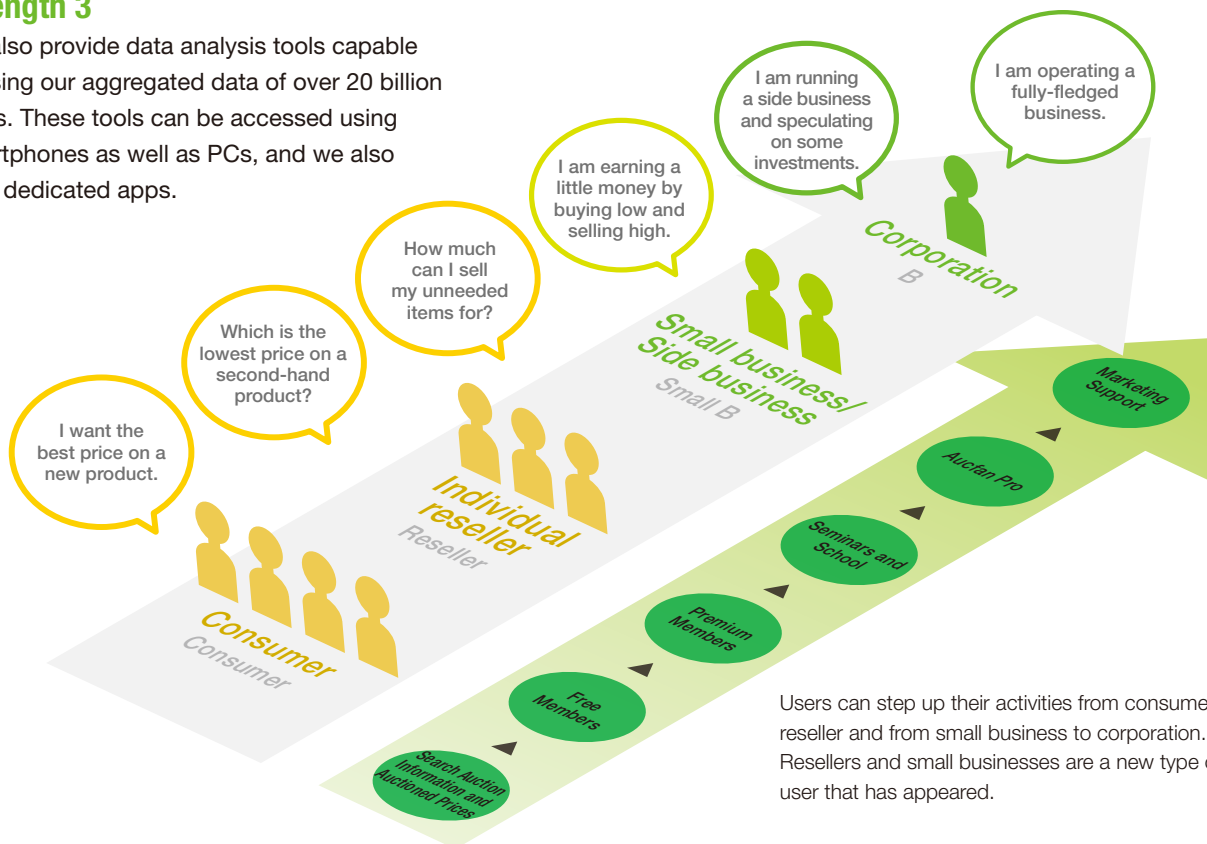
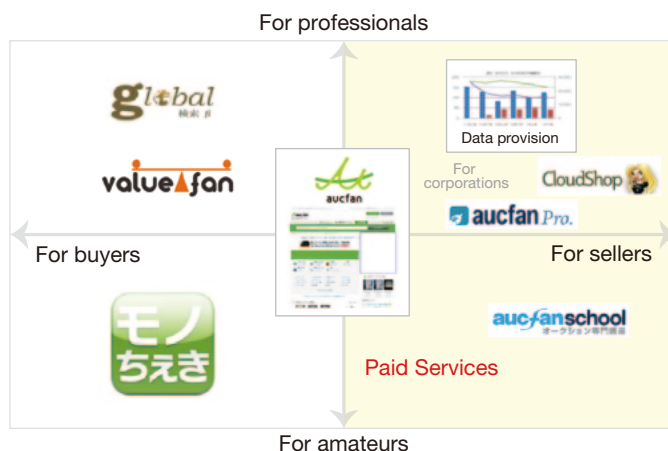
Strength 2

Many *aucfan* users are sellers. We are one of the largest sites in Japan used by resellers and online store operators for researching competitors’ prices and deciding on selling prices.

Strength 3

We also provide data analysis tools capable of using our aggregated data of over 20 billion items. These tools can be accessed using smartphones as well as PCs, and we also offer dedicated apps.

Our main offerings are paid services for sellers.



Future Development of Growth and Strengths

Aucfan will grow by investing to enhance the four elements of growth outlined in the Letter from the President (p. 7). We have leveraged our accumulated data to expand our lineup of paid services for sellers and acquire premium members. At present, approximately half of our operating revenue consists of service charge revenue. We estimate an overall potential market for paying members of around 2 million members. Since our current premium member base of 51,000 represents a mere 2.5% of this, we believe there is tremendous untapped potential in this area. Examining the

profiles of our users reveals that 1) around 30% are management-level or business owners, 2) around 70% have experience in starting a business, 3) around 70% have a desire to open an online store, and 4) around 50% are interested in having a side business. In other words, Aucfan can capture even more growth opportunities by moving beyond providing a simple information web site to develop its role as a platform provider to support the pioneers of the “era of retail popularization.” We refer to this strategy as the “cyclical Aucfan growth model.”

7. Private Data

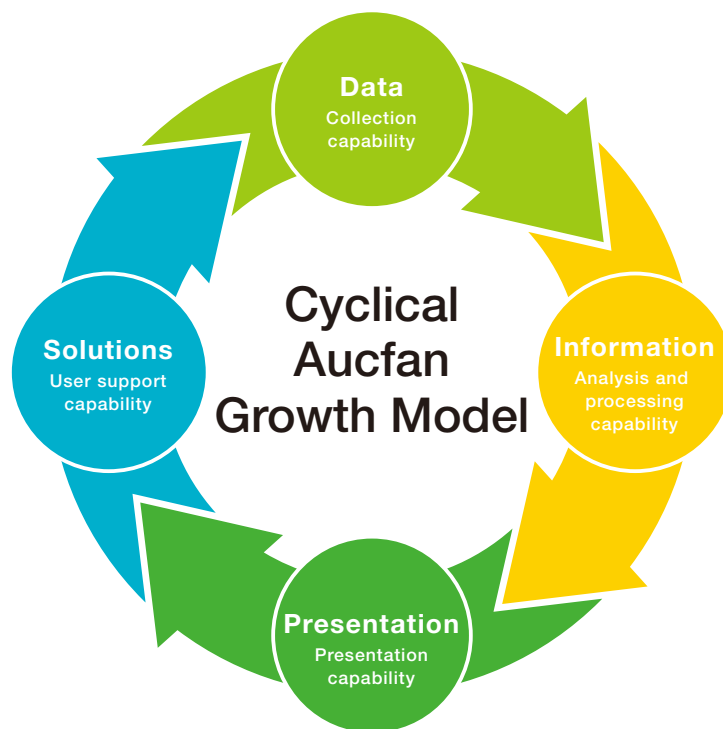
Through our solution offerings, we acquire private data that is exclusive to our platform. This data is a source of overall original value for Aucfan as it complements the quality and volume of our public data.

6. Investment in Web-based Solutions

This has been our business since our establishment. Under the motto “Whether you’re buying or selling,” we provide services through our shopping and auction market price-search web site. Our focus going forward is on increasing premium members and enhancing our consumer-oriented content.

5. Investment in Real-world Solutions

Here we will offer specific solutions to corporations and customers who carry out their own reuse and recycling programs. We will take the opportunity to offer them the solutions when they use our services. *Aucfan Wholesale Mall* is our first offering along these lines.



4. Interface (Smartphone and Tablet)

As the Internet becomes more oriented towards smartphone access, we will invest to respond to the trend. Looking even further ahead, we are examining a service predicated on using a tablet as a dedicated terminal.

1. Public Data Collection

Aucfan acquires almost all price information on the Internet on the premise of encouraging users to interact with one another. We provide information on sales prices and transaction numbers to the e-marketplace (shopping and auction web sites), and we provide price information on second-hand goods to price comparison web sites. Our data assets of over 20 billion items covering over 10 years are one of our key strengths.

2. Expansion of In-house Resources

We are working to secure systems and personnel as resources for cleansing public data to render it useful for analysis.

3. Analysis and Processing

To enable wide-ranging use of our big data, we provide it to data analysis companies. To support these companies, we will also make small investments in them as required. We have already made our first such investment in a big data analysis venture called XICA.

Review of Operations

Service Charge Revenue



(Japanese only)

Aucfan's Internet shopping and auction price-search web site, *aucfan.com* (*aucfan*), provides free services, including highly convenient functions such as a long-term view of product and pricing information and support tools relating to e-commerce web sites.

We also provide paid services (monthly subscriptions) such as *Aucfan Premium*, *Aucfan Pro*, and *Aucfan Seminar* to users who want useful information, including special expertise. The basic service, *Aucfan Premium*, offers a host of different optional functions. Members who use this service include businesses that sell products through e-commerce web sites, private traders conducting side businesses, and individuals aiming to make a little extra spending money.

Internet Advertising Revenue



When *aucfan* users click on a product and purchase it, Aucfan receives advertising revenue from an advertising agency or media representative in charge of the e-marketplace or e-commerce web site that sells the product. This revenue is mainly derived from performance-based advertising, search advertising, and network advertising.

The effects of these kinds of advertising are measurable, and based on the measured results we can enhance the effectiveness of the advertising through improvements and refinements. Advertisers use these methods for sales promotion because their effects are directly measurable in this way.

Marketing Support Revenue



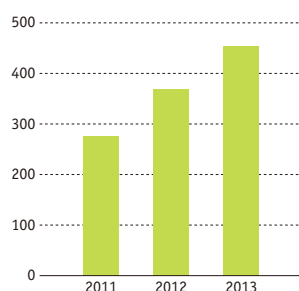
Aucfan markets to its customers both directly and through advertising agencies and media representatives to sell services such as advertising and data solutions. These activities can be divided mainly into pure advertising sales and data solution sales.

In pure advertising sales, we propose plans to advertisers who want to increase recognition of their products and services or attract visitors to their web sites from among users who regularly buy and sell products from Internet shopping and auction web sites. The *aucfan* site is ideally positioned for this since it is associated with products and price information. In data solution sales, we organize and compile product and price information obtained from e-marketplaces, process it and statistically adjust it, and then sell it to customers in the form of analysis reports and so forth.

Highlights for the Fiscal Year Ended September 30, 2013

- Launched new service *Auction Item Monitor*
- Launched new service *eBay Auctioned Price*
- Launched smartphone version *Global Aucfan*
- Enhanced advertising and promotions

Net sales (Millions of yen)



Composition ratio



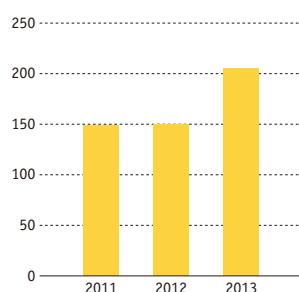
Service Charge Revenue

61%

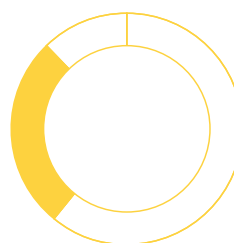
Highlights for the Fiscal Year Ended September 30, 2013

- Enhanced usability (enhanced product search function and web site renewal)
- Conducted search engine optimization (SEO) to increase new users
- Strengthened alliances with e-marketplace providers (Yahoo!, Rakuten, etc.)
- Formed an alliance with price comparison web site Kakaku.com

Net sales (Millions of yen)



Composition ratio



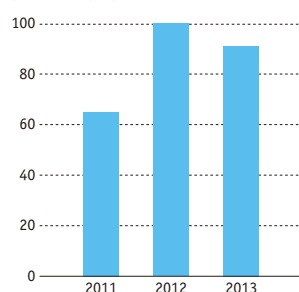
Internet Advertising Revenue

27%

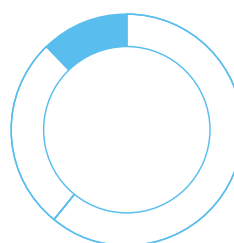
Highlights for the Fiscal Year Ended September 30, 2013

- Launched new service *Aucfan Wholesale Mall*
- Started a real-world market, *Resale Market*, to provide *aucfan* users with a place for wholesale purchasing

Net sales (Millions of yen)



Composition ratio



Marketing Support Revenue

12%

Financial Statements

Balance sheets

(Thousand yen)

	2013 Sept. 30, 2013	2012 Sept. 30, 2012	Change
Assets			
① Current assets	1,290,090	435,137	854,952
Cash and deposits	1,126,650	338,683	787,967
Accounts receivable—trade	111,621	82,015	29,606
Supplies	1,180	1,092	87
Advance payments—trade	1,108	1,423	(314)
Prepaid expenses	5,952	7,221	(1,269)
Deferred tax assets	10,539	5,078	5,461
Accounts receivable—other	30,940	106	30,833
Other	3,193	731	2,461
Allowance for doubtful accounts	(1,097)	(1,216)	119
② Noncurrent assets	325,340	205,500	119,839
Property, plant and equipment	44,933	22,575	22,358
Buildings, net	12,847	2,418	10,428
Tools, furniture and fixtures, net	32,086	20,156	11,929
Intangible assets	203,788	135,937	67,851
Goodwill	311	531	(220)
Right of trademark	84	68	16
Software	191,559	112,393	79,165
Software in progress	11,833	22,944	(11,110)
Investments and other assets	76,617	46,987	29,630
Investment securities	34,880	23,218	11,661
Lease deposits	31,265	14,141	17,124
Long-term prepaid expenses	37	—	37
Deferred tax assets	8,225	7,983	242
Other	2,209	1,644	564
Total assets	1,615,430	640,637	974,792
Liabilities			
Current liabilities	153,515	169,876	(16,360)
Accounts payable—trade	6,230	5,835	394
Accounts payable—other	26,296	63,798	(37,501)
Accrued expenses	737	442	294
Income taxes payable	96,622	69,331	27,290
Accrued consumption taxes	8,948	7,170	1,777
Advances received	6,586	7,010	(423)
Deposits received	2,094	3,287	(1,193)
Provision for directors' bonuses	—	13,000	(13,000)
Provision for bonuses	6,000	—	6,000
③ Total liabilities	153,515	169,876	(16,360)
Net assets			
Shareholders' equity	1,459,738	467,803	991,934
Capital stock	565,974	176,119	389,854
Capital surplus	569,737	180,012	389,724
Retained earnings	324,027	111,671	212,355
Subscription rights to shares	2,175	2,957	(781)
④ Total net assets	1,461,914	470,761	991,152
Total liabilities and net assets	1,615,430	640,637	974,792

KEY POINTS

① Current assets

Current assets as of September 30, 2013 stood at ¥1,290,090 thousand, an increase of ¥854,952 thousand from the end of the previous fiscal year. The increase was mainly due to an increase in cash and deposits of ¥787,967 thousand.

② Noncurrent assets

Noncurrent assets were ¥325,340 thousand, up ¥119,839 thousand from the end of the previous fiscal year. The increase was primarily from increases in property, plant and equipment of ¥22,358 thousand, in software of ¥79,165 thousand, and in investments and other assets of ¥29,630 thousand.

③ Liabilities

Liabilities stood at ¥153,515 thousand, down ¥16,360 thousand from the end of the previous fiscal year. The main factor in the decline was a decrease in accounts payable-other of ¥37,501 thousand, although this was partially offset by an increase in income taxes payable of ¥27,290 thousand.

④ Net assets

Net assets were ¥1,461,914 thousand, up ¥991,152 thousand from the end of the previous fiscal year. The main contributors to the increase were an increase in capital stock of ¥389,854 thousand due to a capital increase through a public offering in conjunction with the Company's listing on the stock exchange, the issuance of new shares by private placement, and by the exercise of subscription rights; an increase in capital surplus of ¥389,724 thousand; and an increase in retained earnings of ¥212,355 thousand since the Company recorded net income for the fiscal year under review.

Statements of income

(Thousand yen)

	2013 Fiscal year ended Sept. 30, 2013	2012 Fiscal year ended Sept. 30, 2012	Change
⑤ Net sales	751,841	619,817	132,024
⑥ Cost of sales	98,805	73,148	25,656
Gross profit	653,036	546,668	106,367
⑦ Selling, general and administrative expenses	346,135	344,990	1,145
⑧ Operating income	306,900	201,677	105,222
Non-operating income	10,470	71	10,398
Non-operating expenses	15,393	639	14,754
⑨ Ordinary income	301,976	201,109	100,866
Extraordinary income	54,872	—	54,872
Extraordinary loss	8,896	9,661	(764)
Income before income taxes	347,952	191,448	156,503
Income taxes—current	141,300	88,799	52,500
Income taxes—deferred	(5,703)	1,629	(7,333)
Total income taxes	135,596	90,429	45,167
⑩ Net income	212,355	101,019	111,336

KEY POINTS

⑤ Net sales

Net sales for the fiscal year ended September 30, 2013 were ¥751,841 thousand. Mainstay service charge revenues performed strongly, mainly due to increases in the number of paying members for *Aucfan Premium* and various optional services, as well as *Aucfan School* and the new *Aucfan Pro* service that was launched in the previous fiscal year.

⑥ Cost of sales

Cost of sales was ¥98,805 thousand. The cost of sales ratio has increased due to bolstering media web site operation management and other items within software development expenses, in line with the Company's listing on the stock exchange.

⑦ Selling, general and administrative expenses

Selling, general and administrative expenses were ¥346,135 thousand. The main factors were rent paid in conjunction with relocation of the Head Office and an increase in recovery commissions attendant on the increase in sales.

⑧ Operating income

Operating income was ¥306,900 thousand and the operating margin was 40.8%.

⑨ Ordinary income

Ordinary income was ¥301,976 thousand and the ordinary margin was 40.2%.

⑩ Net income

Net income was ¥212,355 thousand and the net margin was 28.2%.

Statements of cash flows

(Thousand yen)

	2013 Fiscal year ended Sept. 30, 2013	2012 Fiscal year ended Sept. 30, 2012	Change
⑪ Net cash provided by operating activities	179,097	194,111	(15,014)
⑫ Net cash used in investing activities	(163,538)	(126,204)	(37,334)
⑬ Net cash provided by financing activities	771,760	12,114	759,646
Effect of exchange rate changes on cash and cash equivalents	647	7	640
Net increase in cash and cash equivalents	787,967	80,029	707,938
Cash and cash equivalents at beginning of period	338,683	258,654	80,029
Cash and cash equivalents at end of period	1,126,650	338,683	787,967

KEY POINTS

⑪ Net cash provided by operating activities

Operating activities provided net cash of ¥179,097 thousand. This was mainly the result of recording income before income taxes of ¥347,952 thousand and income tax payments of ¥116,263 thousand.

⑫ Net cash used in investing activities

Investing activities used net cash of ¥163,538 thousand. The main contributing factors were purchase of property, plant and equipment of ¥39,853 thousand and purchase of intangible assets of ¥116,267 thousand.

⑬ Net cash provided by financing activities

Financing activities provided net cash of ¥771,760 thousand, the entire amount being proceeds from issuance of common stock.

Statements of changes in net assets

(Thousand yen)

	Shareholders' equity				Subscription rights to shares	Total net assets
	Capital stock	Capital surplus	Retained earnings	Total shareholders' equity		
Balance as of Oct. 1, 2012	176,119	180,012	111,671	467,803	2,957	470,761
Changes of items during the period						
Issuance of new shares	389,854	389,724		779,579		779,579
Net income			212,355	212,355		212,355
Net changes of items other than shareholders' equity					(781)	(781)
Total changes of items during the period	389,854	389,724	212,355	991,934	(781)	991,152
Balance as of Sept. 30, 2013	565,974	569,737	324,027	1,459,738	2,175	1,461,914

Corporate Data

(As of September 30, 2013)

Company Name	Aucfan Co., Ltd.
Head Office	Sumitomo Fudosan Shibuya HUMAX Building 6F 1-14-6 Dogenzaka, Shibuya-ku, Tokyo 150-0043, Japan
Date Established	June 2007
Board of Directors and Audit & Supervisory Board Members	
President and Representative Director	Shuichi Takenaga
Director	Junji Hamada
Outside Director	Kenichiro Waide
Outside Director	Kosuke Ueyama
Standing Audit & Supervisory Board Member	Naoto Kaji
Audit & Supervisory Board Member	Kunihiro Onai
Audit & Supervisory Board Member	Tsuyoshi Ikeda
Capital	¥565,970,000
Number of Employees	39
Independent Auditor	KPMG AZSA LLC

History

Sept. 2000	Started business as a private trader buying and selling through auctions
Apr. 2001	Started operation of an auction statistics web site
Feb. 2006	Acquired the auction statistics web site through a transfer of management
June 2007	Established Aucfan Co., Ltd. was in Minato-ku, Tokyo as a new media operation split off from Defactostandard, Ltd., for the purpose of operating the <i>aucfan</i> web site Started pure advertising service and Internet advertising service
July	Relocated Head Office to Ebisu, Shibuya-ku, Tokyo
Aug.	Launched free membership service
Apr. 2008	Relocated Head Office to Hiroo, Shibuya-ku, Tokyo
May	Launched paying member service <i>Aucfan Premium</i> as a service charge business
Dec.	Launched specialist <i>auction</i> course <i>Aucfan School</i>
May 2009	Launched consumption trend analysis tool <i>Aucdata</i>
Jan. 2010	Launched auction correspondence course <i>Aucfan Seminar</i>
July	Relocated Head Office to Dogenzaka, Shibuya-ku, Tokyo
Aug.	Launched <i>aucfan</i> touch web site for smartphones
Sept. 2011	Obtained PrivacyMark from Japan Institute for Promotion of Digital Economy and Community (JIPDEC)
Oct.	Launched smartphone app <i>Monocheckki</i>
Nov.	Launched comprehensive analysis tool <i>Aucfan Pro</i>
May 2012	Acquired <i>CloudShop</i> system, a SaaS-type multi-store Internet sales comprehensive management service, by purchase from Cloudoq Inc.
July	Launched new service, <i>aucchecker</i> , for detecting unauthorized items for sale in auctions
Aug.	Launched <i>Aucfan Town</i> service for searching stores that buy second-hand goods or auction them on behalf of the owners
Sept.	Launched Internet mobile line <i>auc4G</i>
Dec.	Launched <i>Global Aucfan</i> for universal search of global e-commerce web sites
Apr. 2013	Listed on the Mothers section of the Tokyo Stock Exchange

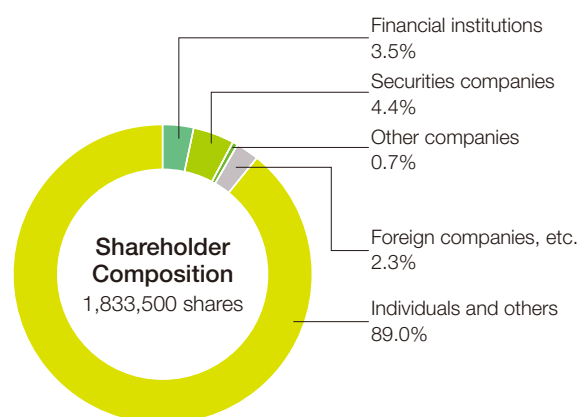
Share Data

(As of September 30, 2013)

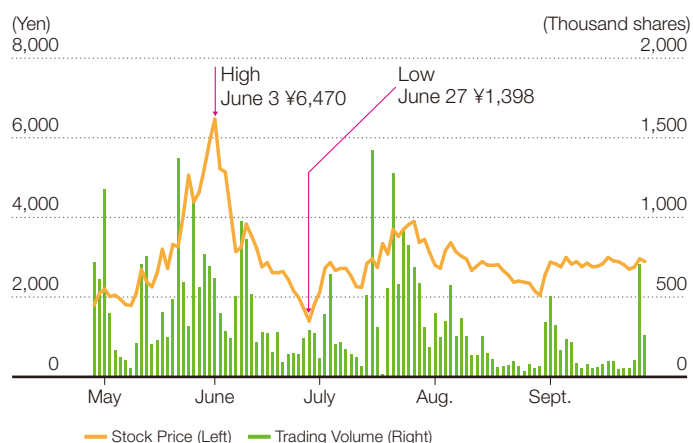
Number of shares authorized for issuance	5,000,000
Number of shares issued	1,833,500
Number of shareholders	3,618

Principal Shareholders (Ten highest ranking by share)

Names of shareholders	No. of shares	Shareholding ratio (%)
Shuichi Takenaga	915,000	49.90
Japan Securities Finance Co., Ltd.	61,800	3.37
Kotaro Ishibashi	25,500	1.39
Matsui Securities Co., Ltd.	19,300	1.05
Kenichiro Waide	16,000	0.87
Nomura Securities Co., Ltd.	15,800	0.86
Arinobu Iikawa	13,500	0.73
J.P. Morgan Clearing Corp.—CLEARING	10,230	0.55
Kosuke Ueyama	10,000	0.54
Daiwa Securities Co. Ltd.	9,200	0.50



Stock Price and Trading Volume During the Fiscal Year Ended September 30, 2013



Investor Information

Fiscal Year	From October 1 to September 30
Ordinary General Meeting of Shareholders	December
Public Notices	Posted on the Company web site in electronic format. http://aucfan.co.jp/
Unit Share	100 shares
Stock Code	3674
Transfer Agent for Shares and Special Account Management Institution	Sumitomo Mitsui Trust Bank, Limited 1-4-1, Marunouchi, Chiyoda-ku, Tokyo 100-8233, Japan Contact for Inquiries Stock Transfer Agency Department Sumitomo Mitsui Trust Bank, Limited 8-4, Izumi 2-chome, Suginami-ku, Tokyo 168-0063, Japan ☎ 0120-782-031 (Toll free within Japan) * Operating hours: 09:00–17:00 except weekends and holidays Agencies Sumitomo Mitsui Trust Bank, Limited branches throughout Japan

Note on Handling of Share Administration

1. In principle, shareholders' changes of address, requests to purchase shares and other procedures are handled through their account managing institution (securities company, etc.). Please direct such inquiries to the securities company or other entity where you hold an account. Please note that the transfer agent, Sumitomo Mitsui Trust Bank, Limited, cannot process these requests.
2. For procedures related to shares registered with special accounts, please direct inquiries to Sumitomo Mitsui Trust Bank, Limited, which is the special account management institution for the special accounts listed to the left. Moreover, agency services can be accessed at Sumitomo Mitsui Trust Bank, Limited branches throughout Japan.

Note about web site

The Company web site publishes the latest investor relations information and information about Aucfan.

Aucfan Co., Ltd. web site



<http://aucfan.co.jp/> (Japanese only)

IR information



<http://aucfan.co.jp/ir/> (Japanese only)

Aucfan Co., Ltd.

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