

May 26, 2015

Company name: Aucfan Co., Ltd.

Representative: Shuichi Takenaga, President and Representative
Director

(Stock code: 3674, TSE Mothers)

Contact: Junji Hamada, Director and Manager of the Business
Administration Department

(Tel: +81-3-6809-0951)

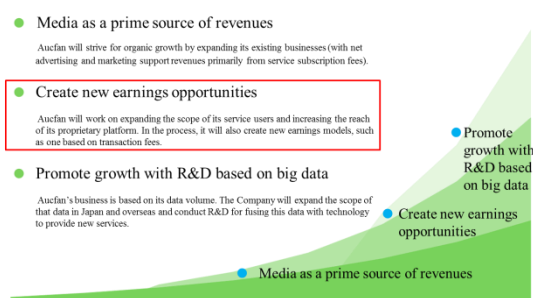
Notice Regarding Acquisition of NETSEA Co., Ltd. Shares for Conversion into a Subsidiary (Summary)

Aucfan Co., Ltd. (hereinafter, “the Company”) hereby announces that a Board of Directors meeting held on May 26, 2015 resolved to purchase all shares of NETSEA Co., Ltd. (hereinafter, “NETSEA”) on July 1, 2015 and convert it into a subsidiary. NETSEA is a newly established company that will succeed to a BtoB market business (hereinafter, “BBM business”) that is to be split off from DeNA Co., Ltd. (hereinafter, “DeNA”) in an incorporation-type company split. The BBM business is an intermediation business operated by DeNA for linking wholesale suppliers with wholesale buyers in Japan. Details are as follows.

I. Reasons for the Share Acquisition

After six consecutive years of sales and profit growth, the Company posted record earnings in the fiscal year ended September 30, 2014 (hereinafter, “fiscal 2014”). To further this growth going forward, the Company formulated a new medium-term management plan named New Paradigm 2017 in 2014, under which it is now working toward doubling its fiscal 2014 ordinary income to ¥800 million within three years. The period through to fiscal 2016 was designated as a strategic investment phase in the new plan. In addition to its existing business as a price information provider in the BtoC and CtoC markets, the Company has announced that it will invest aggressively to become a wide-ranging big data company, incorporating the much bigger BtoB e-commerce market as well as developing a wide range of peripheral businesses, including providing market participants with various solution services.

The conversion of NETSEA into a subsidiary is an important investment that is central to this strategy. The BBM business, which will be split off from DeNA and to which NETSEA will succeed, is one of the foremost BtoB wholesale Internet malls in Japan in terms of the number of suppliers, buyers, and products. For suppliers, the BBM business provides support as an e-commerce platform through sales support, website construction services, and payment collection functions. For buyers, on the other hand, the BBM business provides peripheral business support including information on best-selling items and suppliers and settlement services. The BBM business serves more than 250,000 member buyers and has a total annual trading volume in excess of ¥6 billion on a wholesale basis.



The Company decided to acquire NETSEA as a subsidiary because it judged that NETSEA's character as a market for transactions between professionals will enable the Company to advance from its current position as a BtoC and CtoC information provider and achieve full-scale entry into the BtoB market—a new domain with a market scale of ¥300 trillion.

II. Overview of NETSEA Co., Ltd., the New Subsidiary

Fiscal year ended	March 2013*	March 2014*	March 2015*
Net sales	¥570,182 thousand	¥533,084 thousand	¥521,220 thousand
Operating income	¥270,802 thousand	¥231,574 thousand	¥251,738 thousand

*Unaudited

III. Acquisition Price

NETSEA Co., Ltd. common shares: ¥1,250 million

Advisory and other fees (estimate): ¥5 million

Total acquisition price (estimate): ¥1,255 million

The acquisition price is based on a share value assessment report obtained from an independent third party.