

April 10, 2015

Notice Concerning Establishment of Shareholder Benefit Program

Suzuki Co., Ltd. at the Board of Directors meeting held on April 10, 2015 approved a resolution regarding introduction of shareholder benefit program. Details are as follows.

1. Purpose of establishing shareholder benefit program
Suzuki will establish shareholder benefit program to express appreciation of support, to increase investment's allure towards Company's stock and to increase shareholders who will hold Company's stock in the long and medium terms.

2. Description of shareholder benefit program

- (1) Eligible shareholders

- Shareholders whose names are recorded in the Registry of Shareholders as of every June 30, who hold 100 (1 unit) or more shares.

- (2) Contents of benefits

Number of shares held	Contents of benefits
100 to 500 shares	Local assorted confectionary worth 1,500 yen
500 or more	Local assorted confectionary worth 2,500 yen

- (3) Delivery period

- Shareholder benefit products are scheduled to be delivered every late July through early August.

3. Starting period of shareholder benefit program

Shareholder benefit program will be applied to shareholders whose names are recorded in the Registry of Shareholders as of June 30, 2015, who hold 100 (1 unit) or more shares