

May 23, 2017

Listed company: LIFULL Co., Ltd.
 Representative: Takashi Inoue, President and CEO
 (Stock code: 2120 TSE First Section)
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Notice of Change of Trade Name and Partial Amendments to the Articles of Incorporation

LIFULL Co., Ltd. (the “Company”) hereby announces that at a meeting of its Board of Directors held on May 23, 2017, it was resolved that a proposal for the “Change of Trade Name and Partial Amendments to the Articles of Incorporation” be submitted to the 22nd Annual General Meeting of Shareholders to be held on June 28, 2017. The details are as follows.

1. Reasons for the change of trade name and amendments to the Articles of Incorporation

- (1) The Company shall make amendments to the current provisions of Article 1 (Trade Name) in connection with the change of the Company’s trade name from Lifull Co., Ltd. to LIFULL Co., Ltd. for the purpose of changing its brand strategy.
- (2) To date, the Company’s business year began on April 1 of each year and ended on March 31 of the following year. However, in order to promote increased efficiency in operating strategy, performance management, and business management and operation, the Company’s business year will begin on October 1 of each year and end on September 30 of the following year. Accordingly, the Company shall make amendments to the current provisions of Articles 12, 13, 39, 40 and 41 as necessary.
- (3) In order to promote increased management efficiency by separating management and business execution, special titles for Directors will be discontinued. Accordingly, the Company shall make amendments to the current provisions of Articles 14, 22 and 23 as necessary.

2. Details of the change of trade name and amendments to the Articles of Incorporation

The details of the change of trade name and amendments to the Articles of Incorporation are as shown below.

(Changes are underlined)

Current Articles of Incorporation	Proposed Amendments
(Trade name) Article 1 The name of the Company shall be “Kabushiki Kaisha <u>Lifull</u> ” or “ <u>Lifull</u> Co., Ltd.” in English.	(Trade name) Article 1 The name of the Company shall be “Kabushiki Kaisha <u>LIFULL</u> ” or “ <u>LIFULL</u> Co., Ltd.” in English.

Current Articles of Incorporation	Proposed Amendments
<p>(Convocation of General Meetings of Shareholders) Article 12 The Company shall convene an Annual General Meeting of Shareholders in <u>June</u> each year and convene an Extraordinary Meeting of Shareholders whenever necessary.</p> <p>(Record Date for Annual General Meetings of Shareholders) Article 13 The record date for the voting rights at an Annual General Meeting of Shareholders of the Company shall be <u>March 31</u> every year.</p> <p>(Convener and Chairperson of General Meetings of Shareholders) Article 14 General Meetings of Shareholders shall be convened by the <u>President and Chief Executive Officer</u> of the Company, who shall act as the chairperson.</p> <p>2. If an accident befalls the <u>President and Chief Executive Officer</u>, one of the other directors shall take his or her place in accordance with the order previously fixed by the Board of Directors.</p>	<p>(Convocation of General Meetings of Shareholders) Article 12 The Company shall convene an Annual General Meeting of Shareholders in <u>December</u> each year and convene an Extraordinary Meeting of Shareholders whenever necessary.</p> <p>(Record Date for Annual General Meetings of Shareholders) Article 13 The record date for the voting rights at an Annual General Meeting of Shareholders of the Company shall be <u>September 30</u> every year.</p> <p>(Convener and Chairperson of General Meetings of Shareholders) Article 14 General Meetings of Shareholders shall be convened by the <u>Representative Director</u> of the Company, who shall act as the chairperson.</p> <p>2. If an accident befalls the <u>Representative Director</u>, one of the other directors shall take his or her place in accordance with the order previously fixed by the Board of Directors.</p>

Current Articles of Incorporation	Proposed Amendments
<p>(President and Directors with Special Titles) Article 22 (Provisions omitted)</p> <p>2. <u>The Board of Directors may appoint one Chairperson, one President and Chief Executive Officer, and a few Executive Vice Presidents by passing a resolution.</u></p> <p>(Convener and Chairperson of Board of Directors) Article 23 Unless otherwise provided for in laws and regulations, a Board of Directors meeting shall be convened by the <u>President and Chief Executive Officer</u> of the Company, who shall act as the chairperson.</p> <p>2. If an accident befalls the <u>President and Chief Executive Officer</u>, one of the other directors shall take his or her place in accordance with the order previously fixed by the Board of Directors.</p> <p>(Business Year) Article 39 The business year of the Company shall be one year from <u>April 1</u> of each year to <u>March 31</u> of the following year.</p> <p>(Record Date for Dividends of Surplus) Article 40 The record date for the year-end dividends of the Company shall be <u>March 31</u> each year.</p> <p>(Interim Dividends) Article 41 The Company may pay interim dividends, with <u>September 30</u> of each year as the record date, by passing a resolution of a Board of Directors meeting.</p>	<p>(President and Directors with Special Titles) Article 22 (Unchanged)</p> <p>2. (Deleted)</p> <p>(Convener and Chairperson of Board of Directors) Article 23 Unless otherwise provided for in laws and regulations, a Board of Directors meeting shall be convened by the <u>Representative Director</u> of the Company, who shall act as the chairperson.</p> <p>2. If an accident befalls the <u>Representative Director</u>, one of the other directors shall take his or her place in accordance with the order previously fixed by the Board of Directors.</p> <p>(Business Year) Article 39 The business year of the Company shall be one year from <u>October 1</u> of each year to <u>September 30</u> of the following year.</p> <p>(Record Date for Dividends of Surplus) Article 40 The record date for the year-end dividends of the Company shall be <u>September 30</u> each year.</p> <p>(Interim Dividends) Article 41 The Company may pay interim dividends, with <u>March 31</u> of each year as the record date, by passing a resolution of a Board of Directors meeting.</p>

<p>(Newly established)</p>	<p>Supplementary Provisions (The 23rd business year) <u>Article 1</u> <u>Regardless of the provisions of Article 39, the 23rd business year will be for a period of six months, from April 1, 2017 through September 30, 2017.</u></p> <p>(Validity of Supplementary Provisions) <u>Article 2</u> <u>These Supplementary provisions shall be valid until September 30, 2017 and shall be deleted immediately following this date.</u></p>
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3. Schedule

- (1) Scheduled date of the Annual General Meeting of Shareholders to approve amendments to the Articles of Incorporation: June 28, 2017
- (2) Effective date of the amended Articles of Incorporation: June 29, 2017