

June 27th, 2017

6-1 Nakase 2-chome, Mihama-ku, Chiba

START TODAY CO.,LTD.

President and representative director

: YUSAKU MAEZAWA

Notice of the resolution for the 19th Ordinary General Meeting of Shareholders

Firstly, we would like to express our sincere gratitude for your continued support and patronage.

This is to notice that in today's 19th ordinary general meeting of shareholders, the following resolution has been approved.

Yours sincerely

Matters
to be Reported

1. Report of the Business Report, the Consolidated Financial Statements, and Auditors Reports of the Accounting Auditor and the Audit & Supervisory Board for the Consolidated Financial Statements, for the 19th Fiscal Year (from April 1, 2016 to March 31, 2017)
: The contents of the above were reported.
2. Report of the Non-consolidated Financial Statements for the 19th Fiscal Year (from April 1,2016 to March 31, 2017)
: The contents of the above were reported.

Matters
to be Resolved

Agenda Item(1)

Appropriation of surplus

This item was approved and resolved as originally proposed.

For the 19th fiscal period, the year-end dividend is (Y) 16 per share, making the total dividend amount (Y) 4,986,308,560, which shall take effect on the day of June 28th, 2017.

Agenda Item(2)

Partial amendment to the Articles of Incorporation

Matters for resolution were approved as proposed.

The details of the proposed amendment to the Articles of Incorporation are as follows.

Agenda Item(3)

Appointment of 9 Directors

Matters for resolution were approved as proposed.

YUSAKU MAEZAWA, KOJI YANAGISAWA, AKIKO OISHI, TAKANOBU MUTO, MINEKI OHKURA, KOTARO SAWADA, TOSHIAKI SHIMIZU, MASAHIRO ITO, KOJI ONO were elected and appointed as Directors. KOJI ONO is an External Director.

Agenda Item(4)

Changes in remuneration of Directors

Matters for resolution were approved as proposed to change the remuneration for Directors to 800 million yen or less for a year (of which, a portion of an Outside Director is 50 million yen or less for a year)

Dividend payouts

The year-end dividend for the 19th fiscal period shall be received during the payment period (from June 28, 2016 to July 31, 2017) with the enclosed dividend warrant.

Shareholders who have suggested payment by transfer to a designated bank account, shall look at guidelines in the "Dividend Calculation Notice" as well as the "Where to Transfer Dividends". Shareholders who have chosen the method of share number pro-rata distribution in plural securities company accounts, shall look at guidelines in the "Dividend Calculation Notice" as well as the "To receive your dividend" enclosed.

Dividend calculation notice

The Dividend Calculation Notice, sent to shareholders at the time of dividend payment, also functions as the Payment Notice according to regulations under the Act on Special Measures Concerning Taxation.

This document can be used as a reference attachment when preparing final tax returns.

※Please retain the dividend statement for your final tax return.

Changes in Articles of incorporation

(Changes are underlined)

Before change	After change
(Purpose) Article 2: The purpose of the Company shall be to engage in operating the following businesses. (To be newly established)	(Purposes) Article 2: (Unchanged)
<u>1. to 6.</u> (The text is omitted) (To be newly established)	<u>1. Planning, production, sales, manufacturing, fabrication, export and import, and licensing of the following products</u> <u>(1) Clothing items, sports goods, medical supplies, and sundry goods</u> <u>(2) Video and audio software such as CD, DVD and video</u> <u>(3) Character goods</u> <u>(4) Electronics devices and measurement instruments</u>
<u>7.</u> (The text is omitted) (To be newly established)	<u>2. to 7.</u> (Unchanged)
<u>8.</u> (The text is omitted)	<u>8. Collection, analysis, production and sales of a variety of information and data</u>
<u>9. Planning, production and sales of clothing items and sundry goods</u>	<u>9.</u> (Unchanged)
<u>10. Planning, production and sales of video and audio software such as CD, DVD and video</u>	<u>10. Operation and management of restaurants, stands, accommodations, parking lots, and sports, recreation, and cultural facilities</u>
<u>11. to 21.</u> (The text is omitted)	<u>11.</u> (Unchanged)
<u>22. Planning, production and sales of character goods</u> (To be newly established)	(To be placed in <u>1.</u>)
<u>23. and 24.</u> (The text is omitted)	(To be placed in <u>1.</u>)
Articles 3 to 17 (The text is omitted) (Number of Directors)	<u>12. to 22.</u> (Unchanged)
Article 18: The Board of Directors of the Company shall consist of <u>9</u> Directors or less.	(To be placed in <u>1.</u>)
Articles 19 to 47 (The text is omitted)	<u>23. Hosting sports and other cultural events</u>
	<u>24. and 25.</u> (Unchanged)
	Articles 3 to 17 (Unchanged) (Number of Directors)
	Article 18: The Board of Directors of the Company shall consist of <u>15</u> Directors or less.
	Articles 19 to 47 (Unchanged)

End.