

August 29, 2017

(Translation)

Dear Sir/Madam,

Company: JP-HOLDINGS, INC.
Representative: Kazuhiro Ogita,
President and Representative Director
(Stock Code: 2749, First Section of TSE)
Contact: Mika Matsumiya,
General Manager, Administration Division
(Tel: +81 52 933 5419)

Notice Concerning Resumption of Shareholder Benefit Program

JP-HOLDINGS, INC. announces that at the board of directors meeting held on August 29, 2017, we have resolved to resume our shareholder benefit program as follows.

1. Reasons for resuming shareholder benefit program

In the fiscal year 2016, we abolished our previous shareholder benefit program in consideration of the aim of delivering a fair and equitable return of profits to our shareholders. However, we have now decided to resume the shareholder benefit program to express our appreciation to our shareholders for their constant support and also because we believe that this measure will serve both to enhance the attractiveness of our shares and to increase the number of shareholders who retain their holdings over the medium-to-long-term and so in turn lead to an increase in our company's corporate value. Therefore, having reviewed our former benefits program and decided upon the basis for delivering benefits according to the number of shares held and the holding period, we have now decided to resume the shareholder benefit program.

2. Content of shareholder benefit program

(1) Timing of the resumption of shareholder benefits and shareholder eligibility

We shall resume the program for shareholders as of the last day of September, 2017, for those shareholders holding 5 units (500 shares) or more that are recorded in the register of shareholders as of the end of September each year.

(2) Content of shareholder benefit program

We shall award shareholder benefit points in accordance with the number of shares held by the shareholder and the holding period.

Depending on the number of points held, shareholders can choose their favorite products from a selection of over 1,000 items listed on a special site including popular, high-quality gourmet foodstuffs such as rice

and branded beef, sweets and beverages, famous makes of sake, tableware, and experience gifts, etc. Moreover, shareholders also have the option to make donations to programs and activities that contribute to society instead.

Points are granted according to the number of shares and can only be carried over for one year, and so shareholders can choose big-ticket items. However, in the event that points are carried forward, this is limited to shareholdings under the same shareholder number as of the end of September of the next fiscal year. In addition, points held for periods in excess of two years will be revoked.

In addition, in circumstances in which shareholders continue to hold shares in the Company, a multiple of 1.1 times the number of points offered for the first year will be granted from the following fiscal year onwards.

Number of shares held	Giving points	
	First year of holding	Holding for at least one year
500 or more and less than 1,000	2,500	2,750
1,000 or more and less than 2,000	5,000	5,500
2,000 or more and less than 3,000	7,000	7,700
3,000 or more and less than 4,000	10,000	11,000
4,000 or more and less than 5,000	13,000	14,300
5,000 or more and less than 10,000	16,000	17,600
10,000 or more	31,000	34,100

(3) Method and procedure for applying for the shareholder benefit program

In late October 2017 (scheduled), a “Guide to the JP Holdings Premium Benefit Club” listing items that can be exchanged for points and featuring details of the registration procedure for the special website for shareholders only, etc., will be sent to shareholders eligible for the shareholder benefit program. By registering on the website, shareholders will be able to choose from more than 1,000 items according to the number of points they hold. Shareholders who are unable to register via the internet will be applied by telephone, but please understand that the number of items available for selection will be limited.