

January 5, 2018

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Notice of Management Indicator (December 2017)

We disclose index about our “Demae-can” business, in order to inform you monthly progress information timely.

	Dec. 2017	Y-O-Y
Number of orders (orders)	1,997,200	131.3%
Number of affiliated stores (stores)	15,867	110.4%
Number of active users (10k users)	248	122.3%

*Active users: the number of members ordered at least one time (from January 1, 2017 to December 31, 2017)

In December 2017, we have begun the broadcast of new TV commercial “*Demae-can*” at Kanto area and Kansai area from December 9, 2017. This new TV commercial was produced based on the episode of “Mainichi Kaasan”, a popular comic in Japan. We give a message for moms who work busily every day to secure more time to spend with children by utilizing the food delivery service easily in this TV commercial.

As if in synchronization with the broadcast of new TV commercial, we started the promotion “Mainichi Kaasan, Tokidoki *Demae-can*” (which means “Everyday Mom, Sometimes *Demae-can*”). We are appealing “*Demae-can*” as the useful tool to support moms who work busily every day, and lead the promotion to expanding new users.

As for the expanding of affiliated stores, we opened a new office for “Sharing Delivery™” service in Hirakata area (Osaka pref.) which was the first office in Kansai area at December 4, 2017.