

**NOTICE TO THE HOLDERS OF THE OUTSTANDING
PARK 24 CO., LTD. (the "Company")
¥20,000,000,000 Zero Coupon Convertible Bonds due 2018 (the "Bonds")
(ISIN: XS0916265787 Common Code: 091626578)**

NOTICE IS HEREBY GIVEN by PARK 24 CO., LTD. (the "**Company**") to the holders ("**Bondholders**") of the outstanding ¥20,000,000,000 Zero Coupon Convertible Bonds due 2018 (ISIN: **XS0916265787** Common Code: **091626578**) (the "**Bonds**"), of an adjustment of the Conversion Price (as defined in the terms and conditions of the Bonds) of the Bonds as follows:

Reason for the adjustment: Adjustment of Conversion Price pursuant to Condition 5.2.4 of the terms and conditions of the Bonds, due to a dividend of ¥50 per Share, part of which amounts to an Extraordinary Dividend (as defined in the Trust Deed). The payment of such dividend was approved at a general meeting of shareholders on 28 January 2015.

Old Conversion Price: ¥2,644.0

New Conversion Price: ¥2,636.4

Record Date: 31 October 2014 (Japan time)

Effective Date for the new Conversion Price: Retroactively from the day after the Record Date set out above (Japan time)

This notice is given by
PARK 24 CO., LTD.

28 January 2015