



September 16, 2013

Aiful Corporation – Ratio Change

DR CUSIP: 00873N103

DR ISIN: US00873N1037

DR Ticker Symbol: AIFLY

Please be advised that Aiful Corporation has announced a 2 for 1 stock split on its ordinary shares in the local market effective October 1, 2013. As a result, BNY Mellon will change the ratio on the Aiful Corporation ADR program as follows:

Old Ratio: 4 ADSs : 1 Ordinary Share

New Ratio: 2 ADSs : 1 Ordinary Share

Effective Date: October 1, 2013

No exchange of ADR certificates is required. Any outstanding ADR certificates will automatically be deemed to conform to the new parameters of the ADR facility. The CUSIP will remain the same. ADR holders need not take any action in regards to this ratio change.

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