



Dear All,

Notice Concerning the Change of the Company's Trade Name and Partial Amendments to the Articles of Incorporation

START TODAY CO., LTD. (hereinafter, the "Company") hereby announces that the Board of Directors resolved a change in the Company' trade name, which is subject to approval of partial amendments to the Company's Articles of Incorporations at the 20th Ordinary General Meeting of Shareholders scheduled on June 26, 2018.

1. Change of the Copmany's Trade Name

(1) Reason for the Change

As explained on the medium-term management plan which was announced on April 27, 2018, the Company recognizes this fiscal year as the "Second Foundation" of the company where full-fledged initiation of the private brand "ZOZO" business and a momentous milestone of 20th anniversary of the Company's establishment. At this significant turning point, the Company will change its trade name coincide with the service name for following intentions: 1) organic expansion of brand recognition of the service to companies, 2) able to effectively use the new trade name for both internal and external communication effectively and, 3) explicitly appeal commitments of the second foundation to the stakeholders.

(2) Company's New Trade Name

Kabushiki Kaisha ZOZO (English Trade Name: ZOZO,Inc.)

(3) Effective Date

October 1, 2018

2. Partial Amendments to the Articles of Incorporation

(1) Reason for the Amendment

The Company shall make amendments to Article 1 (Trade Name) in connection with the change of the Company's trade name as defined herebefore.

(2) Details of the Amendments

The details of the amendments are as follows:

(Proposed amendments are undelined)

Current Articles of Incorporation	Proposed Amendments
(Trade Name) Article 1 The name of the Company is Kabushiki Kaisha Start Today, being expressed as "START TODAY Co., LTD." in English.	(Trade Name) Article 1 The name of the Company is Kabushiki Kaisha <u>ZOZO</u> , being expressed as " <u>ZOZO,Inc.</u> " in English.
Article 2 through 47 (Articles Omitted) (Newly Established)	Article 2 through 47 (Unchanged) Supplementary Provision <u>The amendments to Article 1 (Trade Name) shall come into effect as of October 1, 2018, and this Supplementary Provision shall be deleted on the date of the entry into force of the amendments.</u>