



Dear All,

**Notice Concerning Repurchase of Own Shares
through ToSTNeT-2 Off-Hours Trading System**

Start Today Co., Ltd. (hereinafter, the "Company") made a resolution of repurchasing own shares at its special meeting of the Board of Directors held on April 27, 2018, in accordance with the provision of Article 156 of the Companies Act, as applied pursuant to the provision of Article 165, Paragraph 3, and determined the specific method of repurchase and other respective matters. Details are as follows:

1. Reason for the repurchase of own shares

As stated in "Notice Regarding Repurchase of Shares" which was disclosed on April 27, 2018.

2. Method of the repurchase

The company will instruct its agent to purchase its own share on the Tokyo Stock Exchange in off-hours trading (through the ToSTNeT-2 trading system) from 8:20 a.m. to 8:45 a.m. on May 23, 2018, at the closing price of ¥3,845 per share (including the final special quote). Transactions shall not be changed to neither any other systems nor any other time. The aforementioned buy-order will only be conducted within the trading time mentioned above.

3. Details of the repurchase

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| (1) Class of Shares to be Repurchase | Common Stock of the Company |
| (2) Total Number of Repurchasable Shares | 6,500,000 shares (Maximum) |

(Notes)

*1. No change shall be made in the number of shares to be repurchased; However, partial or all of the shares may not be repurchased due to market trend or any other factors.

*2. The repurchase shall be executed based on the sell order corresponding to the number of shares to be repurchased.

*3. The company sounded out Mr. Yusaku Maezawa, the largest shareholder of the Company and the President and Representative Director of the Company, for partial sales of common shares he possesses, and received a response from him that he accepts to sell.

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| (3) Total Repurchase Cost | 24,992,500,000 Yen |
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4. Announcement of the Repurchase Results

The results of the repurchase of the Company's own shares will be announced after the completion of the trade at 8:45 a.m. on May 23, 2018.

(Reference) Details of the resolutions at the special meeting of the Board of Directors held on April 27, 2018, in connection with the repurchase of its own shares.

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| (1) Class of Shares to be Repurchased | Common Stock |
| (2) Total Number of Repurchasable Shares | 10,000,000 shares (Maximum)
(3.21% of the total number of shares issued [excluding treasury stocks]) |
| (3) Total Repurchase Cost | 25,000 Million Yen (Maximum) |
| (4) Repurchase Period | From May 1, 2018 to June 30, 2018 (Scheduled) |
| (5) Repurchase Method | Purchase through ToSTNeT Market at the Tokyo Stock Exchange (Scheduled) |

DISCLAIMER:

This document is summary translation of Japanese version. All readers are recommended to refer the original Japanese version for complete information. In the event of any discrepancy, errors and/or omissions, the Japanese version shall prevail.