

January 16, 2017

Bell-Park Co., Ltd.

President & CEO: Takeru Nishikawa

Stock exchange listing: JASDAQ

Stock code: 9441

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Notice Concerning Acquisition of Shares of MEDIROM Inc. (formerly RERAKU Co., Ltd.)

Bell-Park Co., Ltd. hereby announces that today it has purchased 1.71% of all the outstanding shares of MEDIROM Inc. (formerly RERAKU Co., Ltd.; headquarters: 7-1-5 Minami-aoyama, Minato-ku, Tokyo; President: Koji Eguchi) from Social Entrepreneur Investment Limited Partnership (headquarters: 1-12-12 Kojimachi, Chiyoda-ku, Tokyo; unlimited liability partner: Ryojiro Yamamoto, CEO, PE&HR Co., Ltd.)

MEDIROM offers integrated support services in multiple areas from health promotion to the medical field through relaxation studio management and healthcare IT development.

Bell-Park's corporate strategy calls for actively developing new products and services such as IoT as a means of diversifying into new business domains. These initiatives aim at assuring sustained business growth and increase in corporate value over the medium to long term.

This stock acquisition will enable Bell-Park to build a closer business relationship with MEDIROM. Bell-Park will explore opportunities for integrating Bell-Park's strengths in communications and retailing with MEDIROM's significant strength in healthcare businesses which pack significant growth potential.

Profile of MEDIROM

Name	MEDIROM Inc.
Address	7-1-5 Minami-aoyama, Minato-ku, Tokyo
Representative	Koji Eguchi, CEO
Business	Studio management and development business, real media business, healthcare R&D, health-tech business, temporary placement and education business, franchising
Capital	441.2 million yen (including capital reserve, as of December 31, 2016)
Established	July 2000