

April 6, 2018

Bell-Park Co., Ltd.

President & CEO: Takeru Nishikawa

Stock exchange listing: JASDAQ

Stock code: 9441

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SoftBank Mobile Phone Sales Agent Agreement Signed with DAIEI DENTSU

Bell-Park Co., Ltd. signed a sales agent agreement on April 1, 2018 with DAIEI DENTSU Co., Ltd., which operates 16 SoftBank Shops in the Chugoku region of western Honshu and in Kyushu. This agreement makes DAIEI DENTSU a sales agent of Bell-Park (a secondary sales agent of SoftBank). Bell-Park plans to use its expertise concerning strategies for sales, human resources and other aspects of business operations to upgrade the sales and other capabilities of DAIEI DENTSU's shops. Sharing this knowledge is expected to help make DAIEI DENTSU more profitable.

Summary of DAIEI DENTSU Co., Ltd.

Name	DAIEI DENTSU Co., Ltd.
Location	2-2-23 Nagatoishi Kurume-shi, Fukuoka
Representative	Koichiro Omori
Business	Information and communication device sales and service business Mobile phone sales agency business (16 SoftBank Shops) - Chugoku (9 shops): Hagi, Miyoshiekimae, Kurayoshi, Tottori Chuo, Yonago Kaike, Yonago Yonehara, Matsue Tawayama, Youme Town Hamada, Niimi - Kyushu (7 shops): Kurume Hanabatake, Chikugo, Kasuga, Ogi, Hyogo, Yoshinogari, Tosu
Capital	¥12 million
Established	November 12, 1979