

To Shareholders in the United States:

All parties of the Share Exchange Agreement referred to in this document, Seven & i Holdings Co., Ltd., Seven & i Net Media Co., Ltd. and Nissen Holdings Co., Ltd. have been incorporated under the laws of Japan. This exchange offer or business combination is made for the securities of a foreign company. The offer is subject to disclosure requirements of a foreign country that are different from those of the United States. Financial statements included in the document, if any, have been prepared in accordance with foreign accounting standards that may not be comparable to the financial statements of United States companies.

It may be difficult for you to enforce your rights and any claim you may have arising under the federal securities laws, since the issuer is located in a foreign country, and some or all of its officers and directors may be residents of a foreign country. You may not be able to sue a foreign company or its officers or directors in a foreign court for violations of the U.S. securities laws. It may be difficult to compel a foreign company and its affiliates to subject themselves to a U.S. court's judgment.

You should be aware that the issuer may purchase securities otherwise than under the exchange offer, such as in open market or privately negotiated purchases.

This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

August 19, 2016

To Whom It May Concern,

Company name:	Nissen Holdings Co., Ltd.
Name of representative:	Nobuyuki Ichiba President and Representative Director (Code No. 8248, First Section of the TSE)

**Notice regarding the Determination on
the Proposal for the Extraordinary General Shareholders Meeting**

As announced in the “Notice regarding the Record Date for the Convocation of the Extraordinary General Shareholders Meeting” dated August 2, 2016, Nissen Holdings Co., Ltd. (the “Company”) is planning to hold an extraordinary general shareholders meeting with August 17, 2016 as the record date.

The Company passed a resolution at its board of directors meeting on August 19, 2016 to determine the proposal for the extraordinary general shareholders meeting as follows.

1. Date, time and venue of extraordinary general shareholders meeting
Date and time: Tuesday, September 27, 2016, 9:30 a.m.
Venue: Avanti Kyoto Hall
9F, Avanti, 31, Higashikujo Nishisannocho, Minami-ku, Kyoto-shi, Kyoto
2. Proposal for extraordinary general shareholders meeting
Proposal: Approval of the Share Exchange Agreement between the Company and Seven & i Net Media Co., Ltd.

For details of the proposal, please refer to the content disclosed in “Notice regarding the Conversion by Share Exchange of Nissen Holdings Co., Ltd. into a Wholly-Owned Subsidiary of Seven & i Net Media Co., Ltd., a Wholly-Owned Subsidiary of Seven & i Holdings Co., Ltd.” dated August 2, 2016.

End