

SEPTENI HOLDINGS Subsidiary to End “Complete Gacha” Services

SEPTENI HOLDINGS CO., LTD. (Stock code: 4293, Tokyo, Japan), a leading Internet advertising and related services provider, announced a decision by its consolidated subsidiary, AXEL MARK INC., to cease all “complete gacha” services by May 31, 2012. Details are provided in the attached release.

Cytech, Inc., another SEPTENI Group member, has also decided to discontinue “complete gacha” services. This marks an end to all “complete gacha” services provided in social games offered by SEPTENI Group members.

The impact of this decision on SEPTENI HOLDINGS’ consolidated operating performance is currently being evaluated. In the event that this change significantly affects the performance forecast for the first nine months of the fiscal year ending September 20, 2012, announced on May 7, 2012, SEPTENI HOLDINGS will promptly issue an announcement to that effect.

(Reference)

SEPTENI Group sales related to social games: ¥913 million (accounting for 4.5% of consolidated net sales during the first half of the fiscal year ending September 30, 2012)

AXEL MARK to End “Complete Gacha” Services

AXEL MARK INC. (Stock code: 3624, Tokyo, Japan), a SEPTENI HOLDINGS Group company that provides mobile contents, announced its decision to discontinue all “complete gacha” services, effective May 31, 2012.

1. Reason for Ending

The Company has made a voluntary decision to end the “complete gacha” services provided in its social games, based on suggestions from related parties.

2. Date of Cessation

“Complete gacha” services are to end effective May 31, 2012.

3. Effect on Operating Performance

The impact of this decision on performance forecasts that have already been announced is currently being evaluated. If the impact of this change is determined to have a material impact on performance, the Company will promptly issue an announcement to that effect.

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