



March 4, 2013

To investors:

START TODAY CO.,LTD.

START TODAY, Co., Ltd

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Monthly Transaction Value and Number of Members in February 2013

Start Today Group reports its Monthly Report of February 2013 as below:

	February 2013	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥6,861million	Year on Year +14.6%
Number of Members (Note 3)	5,314,380	+78,311
Number of Total Buyers (Note 4)	2,430,671	+37,237
Number of Active Members (Note 5)	1,755,121	+6,813
Number of Guest Buyers (Note 6)	64,575	—

Note 1. Transaction Value is on a year-on-year basis.

Number of Members and Number of Active Members are on a month-over-month basis.

2. Transaction Value indicates total sales of the EC Business. Consignment sales fee is calculated on the basis of selling prices.
3. Number of registered members in ZOZOTOWN. (Guest buyers are excluded)
4. Active members (Note5) and Guest Buyers (Note6) who had purchased more than once per year.
5. Members who had purchased more than once per year. (Guest buyers are excluded)
6. Number of unique buyers who have purchased without registering as a member.
7. The data are preliminary for a quick release and are subject to revision.

【Summary】

- The monthly transaction value in February 2013 achieved 6,861 million yen (+14.6% growth on a year-on-year basis). Although there is not an extra day in this February like it was in the last year (leap year), we could successfully maintain the equivalent level of growth same as January with an absorption of the corresponding revenue decline. Same as the last month, we did not implement any noteworthy sales promotions except 1% reward point service in February.
- The accumulated transaction value for the beginning of the term resulted in 88,024 million yen (+18.8% growth on a year-on-year basis). Regarding the degree of progress of the result against the corporate plan for the whole financial year (total transaction value 93,500 million yen), it was 94% of this target.
- The average unit price per shipment decreased by 17.5% on a year-on-year basis. The average merchandise price has decreased caused by the expansion of product categories. Similar to this, the number of items packaged per shipment has also decreased due to the implementation of free shipping service. In addition, the portion of discount sales against the total transaction has increased significantly. These factors led the decline of unit price per shipment.
- The number of total buyers increased by 37,237 compared to the last month supported by the continuing effort regarding the attractive website development which is based on a wide variety of brands and fully-stocked goods. We will continue to exert effort to improve the website with reflecting our original roots.

【Press Release】

- Our original select shop “ZOZO CONNECT” has launched in both ZOZOTOWN and our global website ZOZOTOWN.COM. on Thursday 28th February.
- Newly-launched shops opened in February:
ZOZOTOWN: ISABEL MARANT, COOKIE fortune LOVE, B'2nd re'qua, AVIREX, jouetie, SENSE OF PLACE, ZOZOCONNECT

(Monthly/Year-on-Year (Month-over-Month))

FY2012		2012						1H
		April	May	June	July	August	September	
Transaction Value	¥ million	6,421	6,019	6,698	9,285	6,048	6,329	40,803
	YoY	+25.3%	+15.3%	+6.4%	+40.4%	+30.9%	+13.6%	+22.0%
Number of Members	members	4,377,132	4,443,668	4,530,471	4,652,587	4,723,256	4,794,519	—
	MoM	+80,501	+66,536	+86,803	+122,116	+70,669	+71,263	—
Total Buyers	members	2,003,416	2,020,664	2,058,531	2,144,792	2,204,815	2,234,069	—
	MoM	+42,398	+17,248	+37,867	+86,261	+60,023	+29,254	—
Number of Active Members	members	1,590,963	1,566,366	1,564,519	1,611,851	1,645,811	1,662,132	—
	MoM	+9,148	-24,597	-1,847	+47,332	+33,960	+16,321	—
Number of Guest Buyers		33,250	41,845	49,653	88,232	59,785	46,389	—

FY2012		2012			2013			2H	Total
		October	November	December	January	February	March		
Transaction Value	¥ million	7,804	9,234	10,213	13,107	6,861		47,221	88,024
	YoY	+16.9%	+26.4%	+10.9%	+14.5%	+14.6%		+16.2%	+18.8%
Number of Members	members	4,868,049	4,975,199	5,100,156	5,236,069	5,314,380		—	—
	MoM	+73,530	+107,150	+124,957	+135,913	+78,311		—	—
Total Buyers	members	2,268,552	2,332,594	2,352,188	2,393,434	2,430,671		—	—
	MoM	+34,483	+64,042	+19,594	+41,246	+37,237		—	—
Number of Active Members	members	1,680,191	1,730,818	1,738,669	1,748,308	1,755,121		—	—
	MoM	+18,059	+50,627	+7,851	+9,639	+6,813		—	—
Number of Guest Buyers		52,891	47,638	64,796	94,601	64,575		—	—

FY2011		2011						1H
		April	May	June	July	August	September	
Transaction Value	¥ million	5,123	5,220	6,298	6,614	4,620	5,571	33,447
Number of Members	members	3,207,682	3,284,698	3,380,888	3,461,237	3,507,839	3,572,542	—
Total Buyers	members	1,261,951	1,326,926	1,370,295	1,429,182	1,469,659	1,515,500	—
Number of Active Members	members	1,261,951	1,326,926	1,360,356	1,369,940	1,376,695	1,389,080	—
Number of Guest Buyers		—	—	9,939	49,303	33,722	33,456	—

FY2011		2011			2012			2H	Total
		October	November	December	January	February	March		
Transaction Value	¥ million	6,676	7,305	9,211	11,445	5,989	6,172	46,800	80,248
Number of Members	members	3,647,945	3,707,190	3,923,591	4,104,189	4,215,089	4,296,631	—	—
Total Buyers	members	1,564,877	1,610,802	1,719,418	1,835,020	1,899,229	1,961,018	—	—
Number of Active Members	members	1,401,990	1,413,692	1,469,255	1,521,863	1,551,921	1,581,815	—	—
Number of Guest Buyers		36,467	34,223	53,053	62,994	34,151	31,895	—	—