

To whom it may concern,

Company name: Seven & i Holdings Co., Ltd.
Representative: Noritoshi Murata,
President and Representative Director
(Code No. 3382/First Section of the Tokyo Stock Exchange)

Notice Regarding Determination of the Disposal Price and Other Matters Relating to the Disposal of Treasury Stock through a Third-Party Allocation of Shares to a Subsidiary (Update on Disclosure Items)

Seven & i Holdings Co., Ltd. (hereinafter the "Company") hereby announces that it has determined the disposal price and other matters relating to the disposal of treasury stock through a third-party allocation of shares, with Seven & i Net Media Co., Ltd. as the allottee, (hereinafter the "Treasury Stock Disposal"), which was decided at a Board of Directors meeting held on January 7, 2014. Details are below.

Disposal price
 Total disposal price
 Amount of funds procured
 3,879 yen per share
 1,854,891,252 yen
 1,854,891,252 yen

Note: Following the calculation method determined at the Company's Board of Directors meeting held on January 7, 2014, the disposal price is today's closing price of the Company's common stock on the Tokyo Stock Exchange, Inc.

<Reference>

For details and other matters relating to the Treasury Stock Disposal decided at the Board of Directors meeting held on January 7, 2014, please refer to the press release, "Notice Regarding Disposal of Treasury Stock through a Third-Party Allocation of Shares to a Consolidated Subsidiary and Absorption-Type Merger between Consolidated Subsidiaries to Reorganize IT/Services in the Seven & i Group," issued on January 7, 2014.