

October 6, 2017

For Immediate Release

Company name: First Brothers Co., Ltd.
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(TSE First Section, Stock code: 3454)
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Notice Regarding Adoption of Shareholder Benefit Plan

First Brothers Co., Ltd. passed a resolution to adopt a shareholder benefit plan at its Board of Directors meeting on October 6, 2017.

1. Purpose of adopting shareholder benefit plan

We will adopt a shareholder benefit plan through which we will show our appreciation for the continuous support of our shareholders and increase our attractiveness as an investment option for medium- to long-term retention.

2. Details of shareholder benefit plan

(1) Applicable shareholders

Shall apply to shareholders registered in the shareholder ledger retaining at least one unit of company stock (100 shares) as of November 30 of each year.

(2) Details of shareholder benefits

(i) Original QUO Card

Applicable shareholders	Benefit details
Retained shares of 100 shares or more (persons not applicable indicated below)	Original 1,000 yen QUO Card
Shareholders retaining stock for one year or longer (Note 1) As well as retained shares of 100 or more shares, less than 200 shares	Original 2,000 yen QUO Card
Shareholders retaining stock for one year or longer (Note 1) As well as retained shares of 200 shares or more	Original 4,000 yen QUO Card

(Note 1) Shall apply to shareholders registered in the company shareholder register for three consecutive times under the same shareholder number each year as of the end of May and the end of November.

(ii) Gift certificates for Salotto CANTICO and Ristorante incantina in Tokyo Garden Terrace Kioicho (Note 2)

Applicable shareholders	Benefit details
For all shareholders with 100 or more retained shares	One meal gift certificate for use at Salotto CANTICO (Certificate for lunch worth 5,000 yen or dinner worth 10,000 yen)
	Two meal gift certificates for use at Ristorante incantina worth 2,000 yen (worth a total of 4,000 yen)

(Note 2) Due to the popularity of the previous commemorative shareholder benefit, these gift certificates will be available as a limited special shareholder benefit made possible by the graciousness of the restaurants (only shareholders registered in the shareholder register as of November 30, 2017). This gift certificate provides the same price discount for up to six people, including the shareholder. Expiration period is August 31, 2018. Certain restrictions apply to use. There is a possibility benefit details may change in the future.

(3) Distribution timing

We are planning to send the certificates together with the Regular General Meeting of Shareholders Convening Notice issued in early February.

Acceptance of requests for reissuance to shareholders unable to receive the certificates shall be up to the end of August for the year in question.

(4) Other

Meal gift certificates are one-time only.

3. Start of shareholder benefit plan

We will begin with shareholders registered in the shareholder register as of November 30, 2017.