



November 18, 2016

To whom it may concern

Company name: Broadleaf Co., Ltd.  
(Code No.: 3673 First Section of the Tokyo Stock Exchange)

## Notice of the Introduction of Shareholder Special Benefit Plan

The Company resolved the introduction of a shareholder special benefit plan at the Board of Directors' meeting held on November 18, 2016. Details are as follows:

### 1. Purpose of introducing the shareholder special benefit plan

The plan is a token of gratitude for the shareholders' support of the Company. It also aims to increase the appeal of investing in the Company's shares and encourage more people to have shares in the Company.

### 2. Description of the shareholder special benefit plan

#### 1) Eligible shareholders

Those investors listed or recorded in the Company's share register as of December 31 each year, who hold at least one unit of shares (100 shares) in the Company

#### 2) Description of the benefit

Each eligible shareholder receives a Quo Card and shareholder benefit vouchers, which can be used on Buhin Max, an auto repair website operated by the Company, according to the number of shares held.

Number of shares held	(1) Broadleaf's original Quo Card (2) Shareholder benefit vouchers for Buhin Max
100 – 499 shares	(1) 3,000 yen (2) 1,000 yen
500 – 999 shares	(1) 6,000 yen (2) 2,000 yen
1,000 shares or more	(1) 9,000 yen (2) 3,000 yen

### 3. Start of the shareholder special benefit plan

The plan starts with those shareholders listed or recorded in the Company's share register as of December 31, 2016.

The Company plans to deliver the gifts with the Notice of Resolution of Ordinary General Meeting of Shareholders in late March of each year after the ordinary general meeting of shareholders is completed.

End of Message