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Notice of Stock Split, Adoption of Unit Share System, Partial Amendment to Articles of Incorporation, Revision to Dividend Forecast, and Partial Change to Shareholder Special Benefit Plan

The Board of Directors of Best Bridal resolved on June 13, 2013, to implement a stock split, adopt the unit share system, partially amend the Articles of Incorporation, revise the dividend forecast, and make a partial change the shareholder special benefit plan.

1. Purpose of Stock Split, Adoption of Unit Share System, and Partial Amendment to Articles of Incorporation

Best Bridal has decided to conduct a stock split at a ratio of 200 to one and adopt the unit share system, defining 100 shares as one unit. The purpose is to change the investment unit to 100 shares a unit in accordance with the "Action Plan for Consolidating Trading Units" announced by Japanese stock exchanges on November 27, 2007, and to increase the liquidity of the stock and expand its investor base. The result of implementing this stock split and adopting the unit share system will be to reduce the effective value of one investment unit by half of the current level. In conjunction with these changes, the Company's Articles of Incorporation will be partially amended.

2. Overview of Stock Split

(1) Method

Shares of common stock held by shareholders whose names appear on the register of shareholders as of June 30, 2013 (since June 30 is a Sunday, the effective record date will be June 28, 2013 (Friday)) will be split at a ratio of 200 to one.

(2) Increase in shares resulting from the stock split

- a) Shares outstanding prior to the stock split: 244,800 shares
- b) Increase resulting from the stock split: 48,715,200 shares
- c) Shares outstanding following the stock split: 48,960,000 shares
- d) Total number of shares authorized prior to the stock split: 979,200 shares
- e) Total number of shares authorized following the stock split: 195,840,000 shares

(3) Schedule

- a) Public notice regarding the setting of the record date: June 14, 2013 (Friday)
- b) Record date: June 30, 2013 (Sunday)
- c) Effective date: July 1, 2013 (Monday)

(4) Change in capital stock

There will be no change in capital resulting from the stock split.

Capital stock as of June 13, 2013: ¥472 million

3. Adoption of Unit Share System

(1) Number of shares constituting one unit

The unit share system will be adopted and the number of shares constituting one share unit will be one hundred (100).

(2) Schedule

Effective date: July 1, 2013 (Monday)

Note: The trading unit for Company's shares on the Tokyo Stock Exchange will be changed to 100 shares on June 26, 2013 (Wednesday).

4. Partial Amendment to the Articles of Incorporation

(1) Reasons for amendment

In accordance with the stock split and the adoption of the unit share system described above, the Articles of Incorporation will be partially amended on July 1, 2013 (Friday) by resolution by the Board of Directors, pursuant to the provisions of Paragraph 2, Article 184, and Article 191 of the Companies Act.

- a) Article 5 of the current Articles of Incorporation will be amended in order to increase Best Bridal's total number of shares authorized to be issued, in accordance with the ratio of the stock split.
- b) Article 6 will be newly established in order to adopt the unit share system and to set the number of shares constituting one unit at one hundred (100) simultaneously with the stock split.
- c) The number of the current Articles of Incorporation will be renumbered from Article 7 onward.
- d) A Supplement will be newly established in order to prescribe the effective date for the amendment to Article 5 and the establishment of the new Article 6.

(2) Contents of Amendment

(Parts to be amended have been underlined.)

Current Articles	Articles after Amendment
Chapter 2. Stock (Total Number of Shares Authorized to be Issued) Article 5. The total number of shares authorized to be issued by the Company shall be <u>979,200</u> shares.	Chapter 2. Stock (Total Number of Shares Authorized to be Issued) Article 5. The total number of shares authorized to be issued by the Company shall be <u>195,840,000</u> shares.

<p style="text-align: center;">[Newly established]</p> <p>from Article <u>6</u> to Article <u>44</u> (Text omitted)</p> <p style="text-align: center;">[Newly established]</p>	<p><u>(Number of Shares Constituting One Share Unit)</u> <u>Article 6. The number of shares constituting one unit shall be one hundred (100).</u></p> <p>from Article <u>7</u> to Article <u>45</u> (Unchanged)</p> <p><u>Supplementary provision</u> <u>The amendment to Article 5, the establishment of a new Article 6 and the renumbering of the articles shall take effect on July 1, 2013. This supplementary provision shall be deleted on the effective date.</u></p>
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(3) Schedule

a) Resolution by Board of Directors to amend Articles of Incorporation: June 13, 2013 (Thursday)

b) Effective date: July 1, 2013 (Monday)

5. Revision to Dividend Forecast

In conjunction with the 200-for-1 stock split effective July 1, 2013 (Monday), the Company is revising its per-share dividend forecast included in the financial results announced February 14, 2013, from ¥1,000 per share to ¥5 per share. (This represents the forecast per-share dividend announced prior to the stock split divided by the same ratio as the stock split, and therefore the dividend forecast is effectively unchanged.)

Additionally, since the stock split is effective on July 1, 2013, the dividend at the end of the second quarter of the fiscal year ending December 31, 2013 with a record date of June 30, 2013, is unaffected by the stock split and the Company plans to pay ¥1,000 per share in dividends in accordance with the previous forecast.

6. Partial Change to Shareholder Special Benefit Plan

(1) Reason for change

In conjunction with the stock split, the presentation criteria for shareholder benefits will change.

Additionally, since the effective date of the stock split will be July 1, 2013, the Company plans to grant benefits under the current plan to shareholders whose names appear on the register of shareholders as of June 30, 2012 and who own one share or more (standard for benefits described below in the section entitled “Criteria prior to change” in (2) Details of plan changes).

(2) Details of plan changes

Presentation criteria		Benefits
Criteria prior to change (until June 30, 2013)	Own one share or more	(a) One coupon offering a 30% discount on meals at restaurants operated within the Best Bridal Group's facilities and discounts on overnight stays at Group-operated hotels. (b) One QUO gift card worth ¥1,000.
Criteria after change (from December 31, 2013)	Own one unit (100 shares) or more	(a) One coupon offering a 30% discount on meals at restaurants operated within the Best Bridal Group's facilities and discounts on overnight stays at Group-operated hotels. (b) One QUO gift card worth ¥500.
	Own two units (200 shares) or more	(a) One coupon offering a 30% discount on meals at restaurants operated within the Best Bridal Group's facilities and discounts on overnight stays at Group-operated hotels. (b) One QUO gift card worth ¥1,000.

(3) Plan benefit after change

(a) Shareholders entitled to benefits:

Shareholders whose names appear on the register of shareholders as of June 30, 2013 and December 31 and who own one unit (100 shares) or more.

(b) Benefits

- One coupon offering a 30% discount on meals at restaurants operated within the Best Bridal Group's facilities and discounts on overnight stays at Group-operated hotels.
- One QUO gift card worth ¥500 for shareholders who own one unit (100 shares) or more.
- One QUO gift card worth ¥500 for shareholders who own two units (200 shares) or more.

(c) Period for presentation of benefits

Shareholders whose names appear on the register of shareholders as of June 30 will receive their coupons and gift cards in the beginning of September. Shareholders whose names appear on the register of shareholders as of December 31 will receive their coupons and gift cards at the end of March, following the completion of the annual general meeting of shareholders.