

[Translation]

January 24, 2017

To whom it may concern

Company name: J. FRONT RETAILING Co., Ltd.
Representative: Ryoichi Yamamoto, President
(Securities code: 3086, First Section of the Tokyo
Stock Exchange and Nagoya Stock Exchange)
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Senior General Manager of Corporate Governance
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Notice Regarding Partial Change (Expanded Scope of Discount)
in the Shareholder Benefit Program

J. FRONT RETAILING Co., Ltd. (the “Company”) decided to change its shareholder benefit program as described below.

1. Details of change

The Company will expand the scope of products shareholders can purchase at discount when using the “J. FRONT RETAILING Shareholders’ Daimaru and Matsuzakaya shopping courtesy cards” (hereinafter the “courtesy cards”) that it issues to its shareholders. Effective June 1, 2017, shareholders can purchase fresh foods (seafood, meats, and fruits and vegetables) at 10% discount.

2. Start date

The start date will be June 1, 2017.

* The discount will apply to the courtesy cards delivered next time. The cards will be issued to shareholders owning at least one unit of shares entered in the shareholders’ register as of February 28, 2017.

3. Stores that accept courtesy cards

Daimaru Matsuzakaya Department Stores Co. Ltd.

Daimaru Shinsaibashi store, Daimaru Umeda store, Daimaru Tokyo store, Daimaru Urawa Parco store, Daimaru Kyoto store, Daimaru Yamashina store, Daimaru Kobe store, Daimaru Suma store, Daimaru Ashiya store, Daimaru Sapporo store, Matsuzakaya Nagoya store, Matsuzakaya Toyota store, Matsuzakaya Takatsuki store, Matsuzakaya Ueno store and Matsuzakaya Shizuoka store

<Other Daimaru department stores>

The Hakata Daimaru, Inc. [Fukuoka Tenjin store], The Shimonoseki Daimaru, Inc., Kochi Daimaru Co., Ltd. and Tottori Daimaru Co., Ltd.

4. Others

For further details on the shareholder benefit program, please refer to the Company’s website.
<http://www.j-front-retailing.com/ir/stock/preferential.php> (Japanese only)

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