

March 6th, 2017

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Notice of Management Indicator (Feb 2017)

We disclose index about our “Demae-kan” business, in order to inform you monthly progress information timely.

	Feb 2017	Y-O-Y
The number of orders	1, 376, 928	121. 9%
The number of affiliated stores	14, 559	116. 2%
The number of members	881	114. 6%

*Feb 2017 is 28 business days. (Feb 2016 was a leap year)

In February 2017, we offered the limited “Demae-kan half-price sale” from 17 to 19 February. This campaign develops good reputation every time since it discounts popular menus to half price. In this time, engagement has reached 1,645 shops of 93 brands.

As of February 1, we launched the brand-new Demae-kan website, and it offers more convenient and faster order transactions to customers. As a result of this renewal, order numbers of February 19, the final day of the campaign, reached 90,304 orders/day (maximum in the past).