

**[Translation from Original Japanese Announcement]**

June 10, 2013

CYBIRD Holdings Co., Ltd.

President & Group CEO Kazutomo Robert Hori

## **Share Transfer of a Subsidiary**

CYBIRD Holdings Co., Ltd. has agreed today to transfer all of its outstanding shares in its wholly owned subsidiary, JIMOS Co., Ltd. ("JIMOS"), to NAC Co., Ltd. ("NAC").

### **1. Strategic Rationale**

JIMOS engages in the direct marketing mail order business of cosmetics and health food products. Since its integration with the CYBIRD Group in 2006, JIMOS has served as the Commerce business of the group and contributed to the business growth and expansion of CYBRID Group.

We have considered various strategic alternatives since we received the proposal from NAC, and concluded that it is of best interest for the CYBIRD Group to focus its management resources on the Mobile business. As we believe this transaction will enable the CYBIRD Group to maximize its growth in the future and also allow JIMOS to further expand its business, we have reached an agreement with NAC on the transaction.

We will continue to be committed to expand our core business since foundation, the Mobile business, by focusing on further expanding smartphone services and social games.

### **2. Overview of JIMOS**

(1) Company Name	JIMOS Co., Ltd.
(2) Address	Fukuoka-shi, Fukuoka, Japan
(3) CEO	Kei Taoka
(4) Business	Direct marketing mail order business of cosmetics and health food products with MACCHIALb., Taisha Seikatsu CLUB and Coyori brands
(5) Stock Capitalization	JPY 350 million
(6) Foundation	September 1998
(7) Major Shareholder	CYBIRD Holdings (100%)

### **3. Closing Date**

The transaction closing is expected on July 12, 2013, based on the Share Purchase Agreement.