

June 17, 2016
Link and Motivation Inc.

Establishment of New Shareholder Special Benefit Plan

At a meeting held on June 14, 2016, the Board of Directors of Link and Motivation Inc. (Chairman and Representative Director: Yoshihisa Ozasa; Head Office: Chuo-ku, Tokyo; hereafter, “the Company”) resolved to establish a new shareholder special benefit plan.

1. Purpose of Establishment of the New Shareholder Special Benefit Plan

The new shareholder special benefit plan was established in appreciation for the ongoing support of shareholders and to increase the appeal of holding the Company’s stock over the medium to long term.

2. Details of the Shareholder Special Benefit Plan

(1) Eligible Shareholders

Shareholders who hold 1,000 or more shares for one year or longer, entered or recorded on the register of shareholders as of June 30 and/or December 31 each year, will be eligible.

(2) Special Benefit Item for Shareholders

Twice yearly, the Company will present shareholders with a “QUO Card” corresponding to the number of shares held on the exercise date, as shown below.

		Shareholding Period		
		1 Year - Less than 2 Years	2 Years - Less than 3 Years	3 Years or Longer
Number of Shares Held	More than 1,000 – Less than 5,000	¥1,500 value each time (¥3,000 value annually)	¥3,000 value each time (¥6,000 value annually)	¥4,500 value each time (¥9,000 value annually)
	More than 5,000 – Less than 10,000	¥7,500 value each time (¥15,000 value annually)	¥15,000 value each time (¥30,000 value annually)	¥22,500 value each time (¥45,000 value annually)
	10,000 or more	¥15,000 value each time (¥30,000 value annually)	¥30,000 value each time (¥60,000 value annually)	¥45,000 value each time (¥90,000 value annually)

Note: Shareholding period is calculated based on the number of shares continuously entered or recorded under the same shareholder number in the register of shareholders as of the end of June and the end of December each year.

(3) Exercise Date

Rights for exercise will be determined as of the end of June and the end of December each year.

(4) Starting Date

The initial presentation will be conducted according to shares held and the shareholding period as of June 30, 2016. Shareholding period will be calculated retroactively to June 30, 2013.

Notes:

Entry as a shareholder requires three business days from the purchase of shares.

Please purchase shares at least three days before the exercise date to be eligible.

Example: For the exercise date of June 30, 2016

June 27, 2016 ← Please purchase shares by this date.

June 28, 2016

June 29, 2016

June 30, 2016 Exercise Date

(5) Presentation Period

Amounts determined as of the end of June are scheduled to be delivered in late September, and amounts determined as of the end of December are scheduled to be delivered in late March of the following year.

For Reference

See the “Shareholder Benefits” page (scheduled for preparation) of the Company’s investor relations website regarding the Shareholder Special Benefit Plan.

■ Contact Details for Inquiries

■ Contact Details for Inquiries from Members of the Media

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Link and Motivation Inc. <http://www.lmi.ne.jp/english>

■ Chairman and Representative Director: Yoshihisa Ozasa ■ Paid-in Capital: ¥1,380,610,000

■ Ticker Symbol: 2170 (Tokyo Stock Exchange, First Section)

■ Head Office: Ginza Omi Building, 3-7-3 Ginza, Chuo-ku, Tokyo ■ Phone: +81-3-3538-8671 ■ Established: April 2000

■ Businesses:

Consulting that transforms business organizations through Motivation Engineering

Motivation management (Personnel/educational support)

Entry management (Recruiting support)

■ Group Companies:

Link Global Solution Inc., Link Relation Engineering Inc., Link Event Produce Inc., Link Corporate Communications Inc.,

Link Marketing Inc., Link-i Inc., Interac Co., Ltd., Interac North Co., Ltd., Interac Kanto North Co., Ltd.,

Interac Kanto & North Central Co., Ltd., Interac Kanto South Co., Ltd., Interac Kansai & South Central Co., Ltd.,

Interac West Co., Ltd., Interac America Co., Ltd., Link Academy Inc., Motivation Academia, Inc.,

Link Sports Entertainment Inc., Link Dining Inc.