

Gulliver Announces a Change in Trade Name and a Partial Revision of Its Articles of Incorporation

Tokyo, April 20, 2016—Gulliver International Co., Ltd. (“Gulliver,” TSE stock code 7599) announces that its Board of Directors resolved at a meeting held on April 20, 2016, to change the company’s trade name. The change is pending approval of a partial revision of Gulliver’s Articles of Incorporation by the 22nd Ordinary Shareholders’ Meeting, scheduled to be held on May 26, 2016. Details are as follows.

1. Change in Trade Name

(1) Reason for the change

Leveraging its strengths fostered in the used car purchasing business, Gulliver in recent years has expanded its core automobile distribution business by branching out into multiple-brand, used-car retailing, as well as new car dealerships and overseas operations. On the assumption that its brands and businesses will diversify, the company’s trade name will be changed to clarify Gulliver’s position as an integrated company.

Since its founding in 1994, Gulliver has endeavored to expand business with a major goal of “revolutionizing the distribution of automobiles.” Gulliver views this goal as an enduring and common code of conduct for its management and employees to pursue in embodying the important spirit of rising to challenges and driving growth in the future. The Company decided to change its name to IDOM, a homonym of *idomu* or rise to the challenge in Japanese, to encapsulate this spirit. For your information, Gulliver as a brand name will continue to be applied unchanged with the Company’s stores.

With this name change, Gulliver will step out into the next growth stage of comprehensively expanding its automobile business and further enhancing its corporate value.

(2) Trade name before and after the change

Before: Gulliver International Co., Ltd.

After: IDOM Inc.

(3) Scheduled date of change

July 15, 2016

2. Partial Revision of the Articles of Incorporation

(1) Reason for the revision

Article 1 (Trade Name) will be revised in conjunction with the aforementioned change in company name.

(2) Details of the revision

(Sections to be revised are underlined)

Current Article	Proposed Revision
(Company Name) Article 1. The name of the Company shall be Kabushiki Kaisha <u>GULLIVER INTERNATIONAL</u> , being expressed as <u>GULLIVER INTERNATIONAL CO., LTD.</u> in English.	(Company Name) Article 1. The name of the Company shall be Kabushiki Kaisha <u>IDOM</u> , being expressed as <u>IDOM Inc.</u> in English.
(New provision)	<u>Supplementary Provision</u> <u>Article 1. (Company Name) shall take effect on July 15, 2016, and, with that, this supplementary provision shall be deleted.</u>

(3) Proposal for approval by the Ordinary Shareholders' Meeting

At a meeting to be held at the end of April, Gulliver's Board of Directors will resolve to propose a partial revision of the Articles of Incorporation, including this name change, for approval by the 22nd Ordinary Shareholders' Meeting, scheduled to be held on May 26, 2016.