



**NOTICE TO THE HOLDERS OF THE OUTSTANDING  
YAMADA DENKI CO., LTD.  
¥80,000,000,000 Zero Coupon Convertible Bonds due 2015  
(ISIN: XS0349621119, Common Code: 034962111)**

NOTICE IS HEREBY GIVEN by YAMADA DENKI CO., LTD. (the “**Company**”) to the holders of the outstanding ¥80,000,000,000 Zero Coupon Convertible Bonds due 2015 (ISIN: XS0349621119, Common Code: 034962111) (the “**Bonds**”), of an adjustment of the Conversion Price (as defined in the terms and conditions of the Bonds) of the Bonds as follows:

Date on which the adjustment to the Conversion Price takes place:	1 October 2013
Current Conversion Price:	¥13,750.40
Conversion Price following the adjustment:	¥1,375.00
Reason for the adjustment:	Stock split (splitting one Share into ten Shares), falling within Condition 5.2.1 of the Bonds
Record date for the stock split:	30 September 2013

Capitalised terms used herein not otherwise defined herein have the meanings set out in the Trust Deed, including the terms and conditions of the Bonds, and the Agency Agreement.

This notice is given by  
**YAMADA DENKI CO., LTD.**

28 August 2013