

May 14, 2015

For immediate release

Company Name: Dai Nippon Printing Co., Ltd.
Stock Code: 7912 (TSE1)
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Announcement of Share Buyback

(Share buyback based on the Articles of Incorporation pursuant to Article 165 (2) of the Companies Act)

Dai Nippon Printing Co., Ltd. (DNP) announced today that its Board of Directors, at a meeting held on May 14, 2015, decided to buy back DNP shares based on Article 156 of the Companies Act applied pursuant to Article 165 (3) of the Companies Act. Details are provided below.

1. Reasons for share buyback

Increase capital efficiency and execute flexible capital policy according to changes in the business environment.

2. Buyback details

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|----------------------------|---|
| (1) Class of shares | DNP common stock |
| (2) Total number of shares | 18,000,000 shares (maximum)
(Percentage of shares outstanding (excluding treasury stock)
2.79%) |
| (3) Total purchase amount | 20 billion yen (maximum) |
| (4) Purchase period | From May 15, 2015 to August 31, 2015 |
| (5) Purchase method | Market purchase on Tokyo Stock Exchange |

(Reference)

Treasury stock holdings as of April 30, 2015

- Shares outstanding (excluding treasury stock) 644,377,536 shares
- Treasury stock 56,103,157 shares