

Stevie Awards – The International Business Award /
Most Innovative Company of the Year

“A rival” to “A partner”

IFNet Co. and Partners Consortium for Overseas Market Advancement





IFNet Co. forms a consortium for overseas market advancement for creation of a system to make overseas expansion by SMEs all over Japan easier. This consortium is composed in collaboration of companies which have know-how on trade and us with the partnership between a major trade support company and us as the main pillar of the organization.

Trends in Overseas Expansion of Japanese SMEs



The following are data regarding overseas expansion of Japanese small and medium businesses (SMEs).

At present: 76.1% of Japanese SMEs have not developed overseas business.

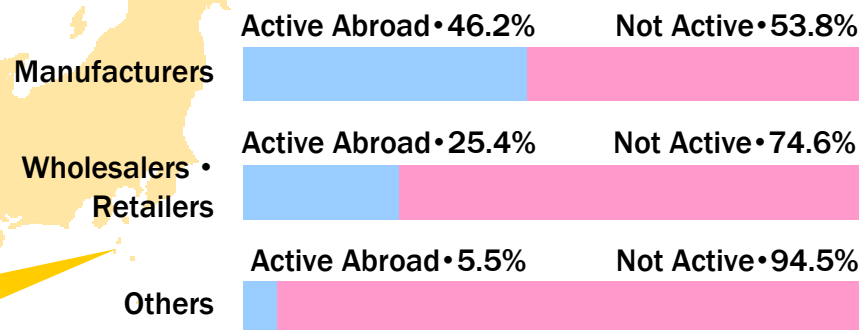
Overseas expansion

Barriers to overseas expansion

- Businesses lack know-how and talent to start operations overseas.
- They can't expand overseas because their hands are full with domestic projects.
- They believe overseas expansion incurs too much risk.

The percentage of wholesalers and retailers looking overseas is particularly low.

**4,200,000
Japanese SMEs**

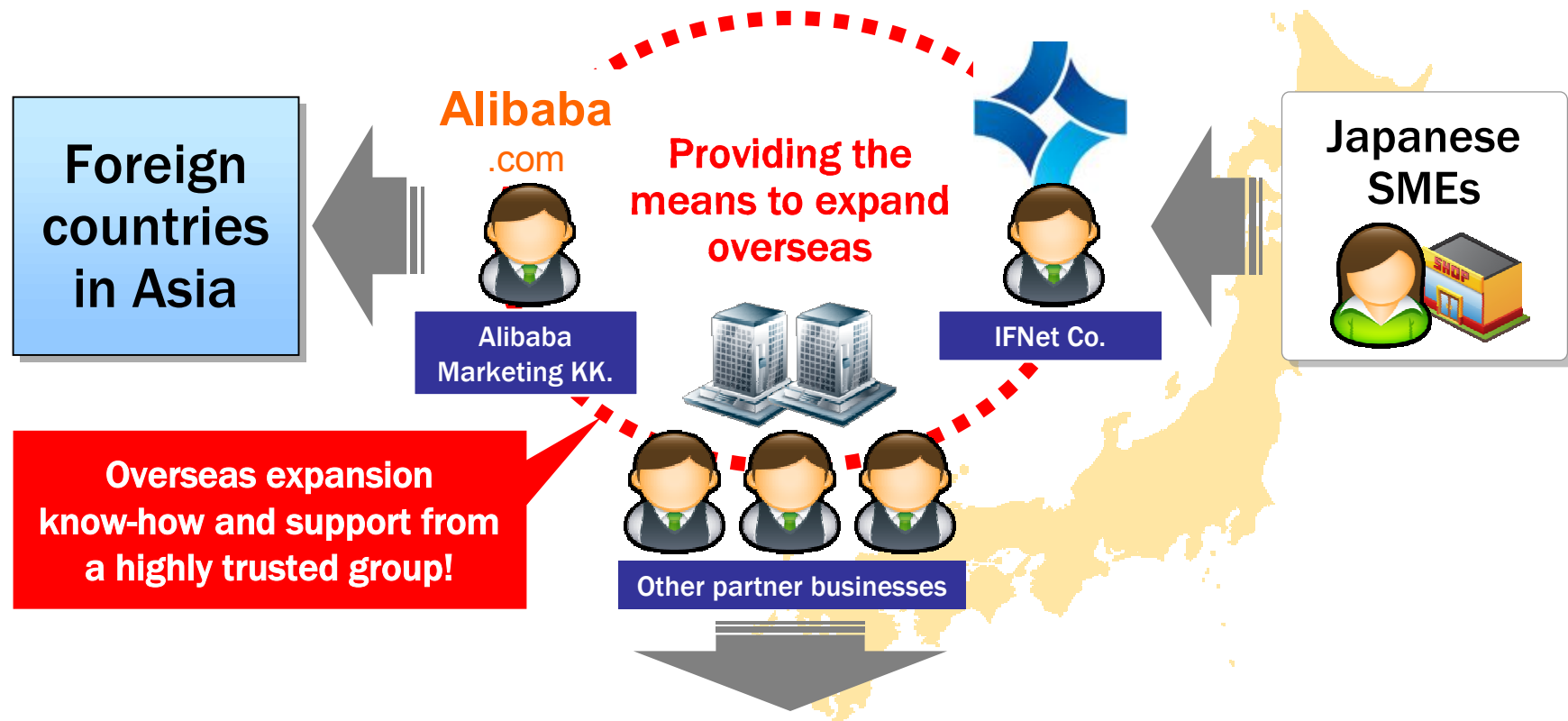


* Source: "Investigation into the Actual Conditions of Overseas Projects by Small and Medium Businesses: 2009" (Organization for Small & Medium Enterprises and Regional Innovation.) Data based on a random sampling of 55,569 small and medium businesses.

Makeup of the Consortium for Overseas Market Advancement



By forming a consortium of specialists, who until now had been rivals, from various fields, IFNet Co. offers a service to support the achievement of foreign expansion for Japanese SMEs.

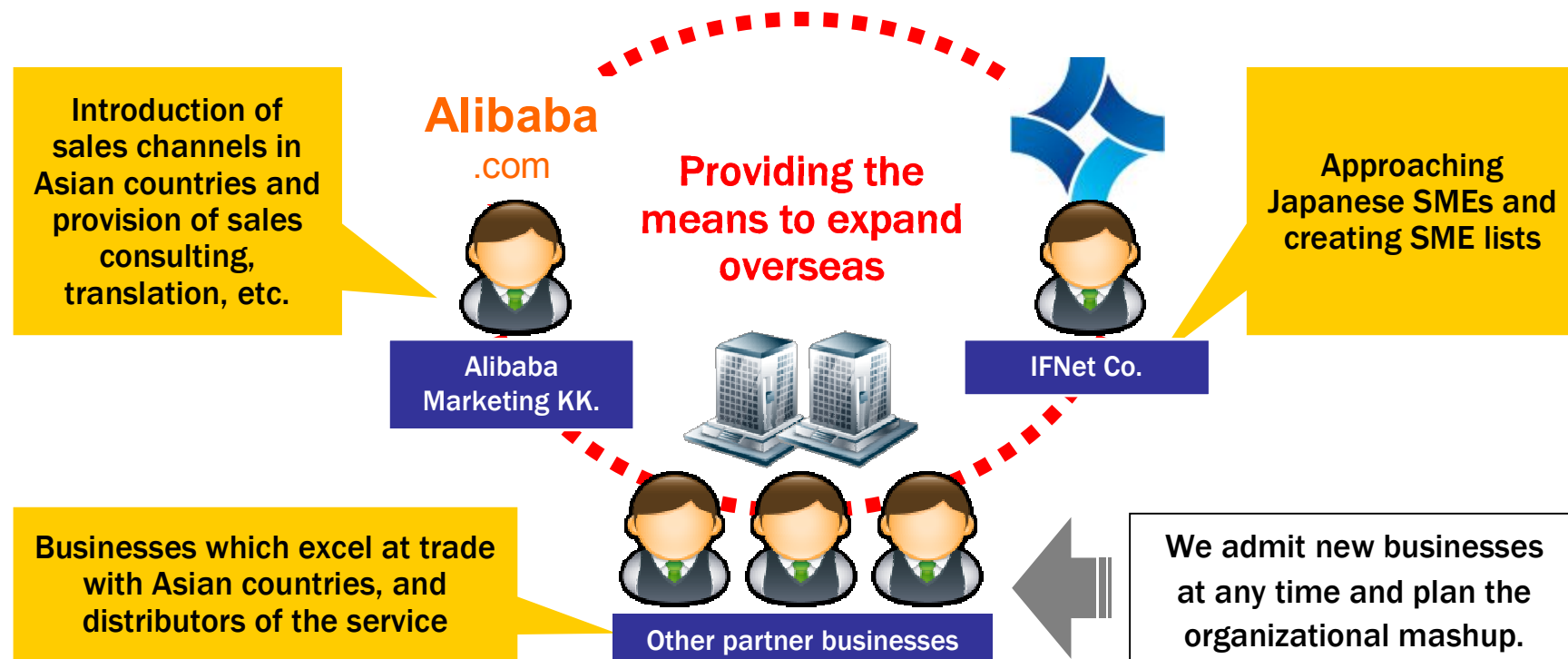


The consortium supports the overseas expansion of Japanese SMEs.

Roles within the Consortium



The consortium leverages the specialties of each participating business and manages the service using a fluid "mashup"-style organizational structure.

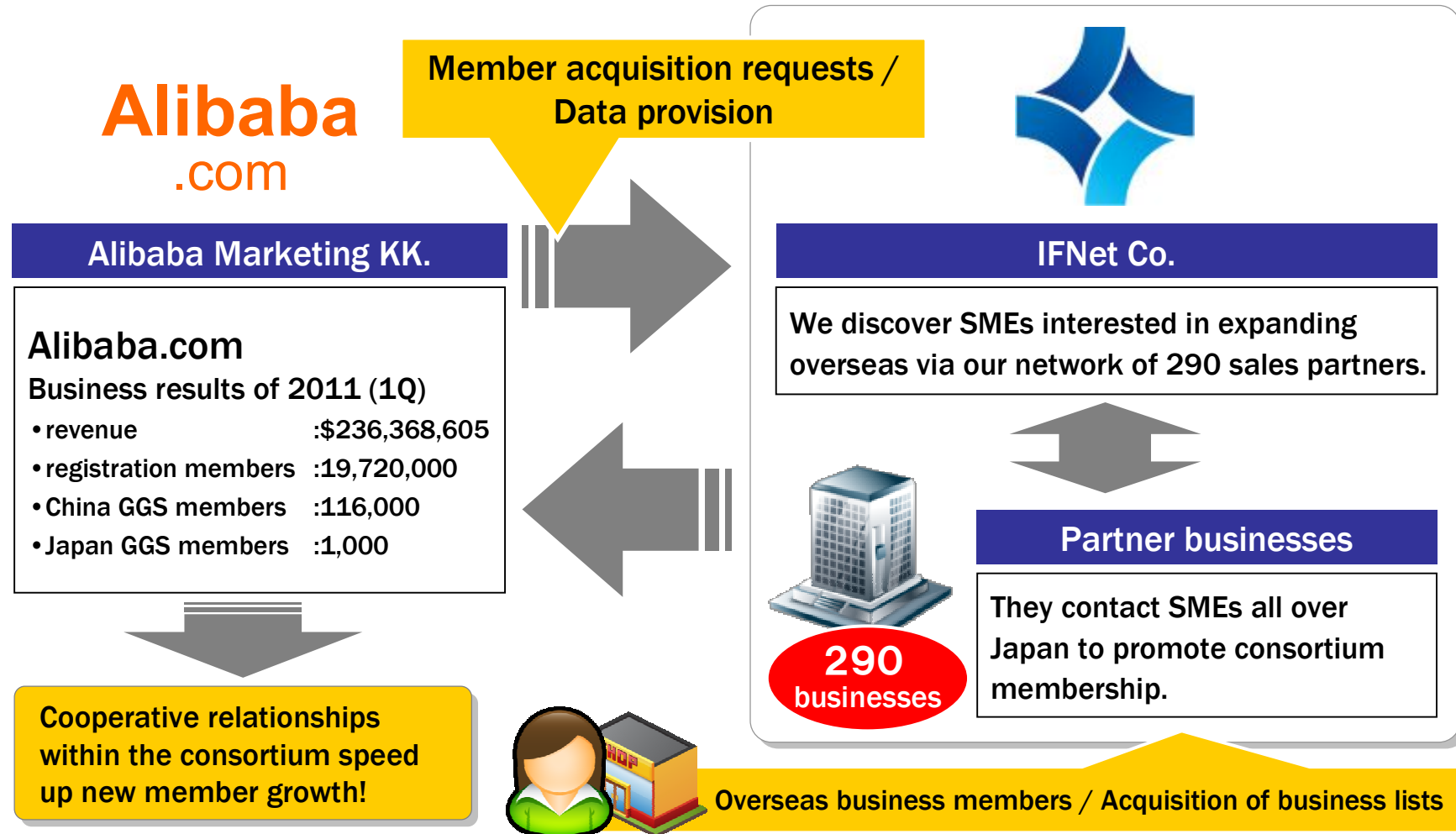


"Alibaba. com" is one of the largest services providing sales channels into Asian markets. With our partnership with Alibaba Marketing KK, provider of the "Global Gold Supplier" service, as the main pillar of the organization, we continuously strengthen the consortium by welcoming businesses with proven experience in overseas expansion.

Acquisition of Overseas Members



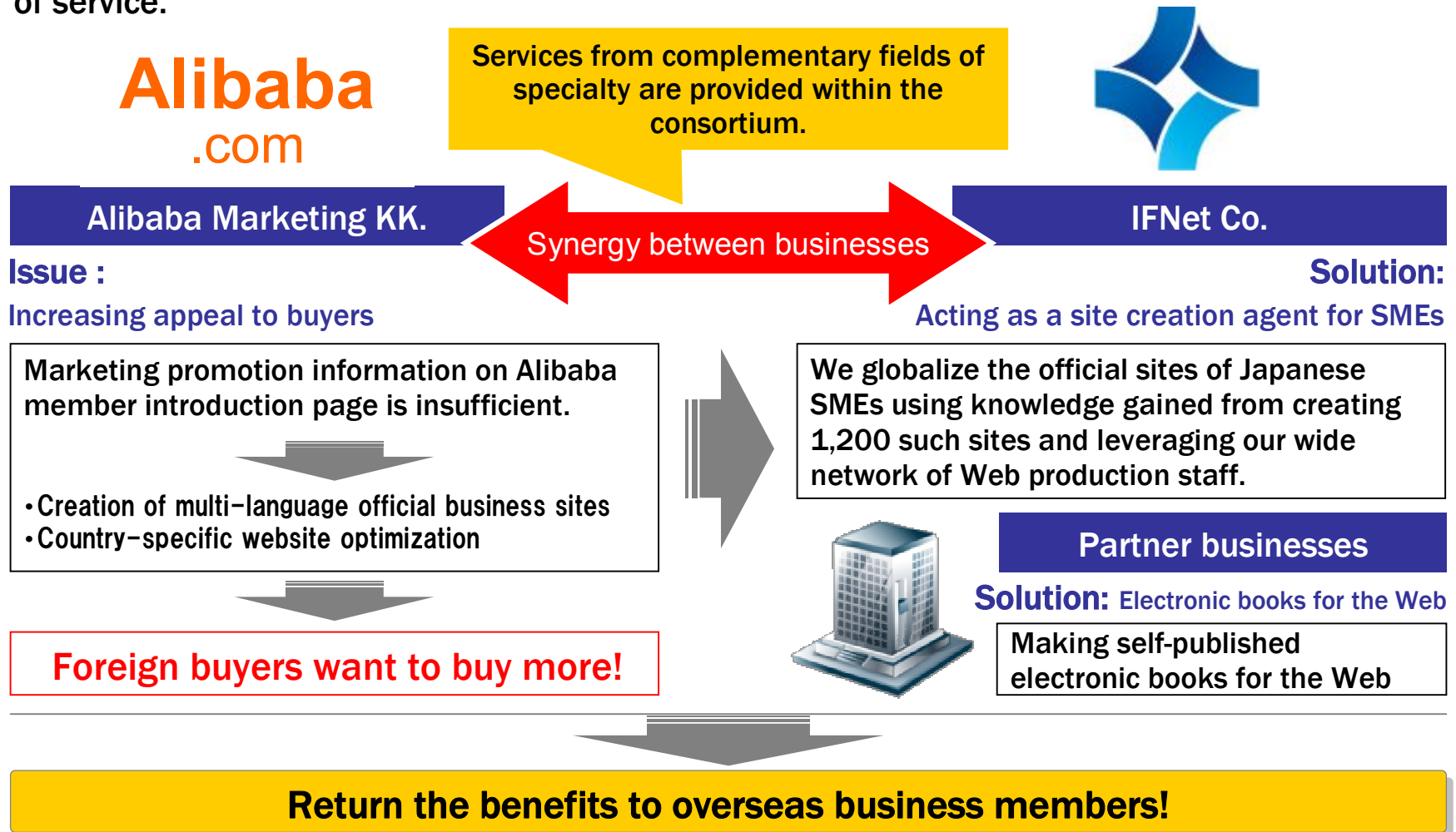
Discovery and acquisition of new SME members wishing to do business overseas is handled primarily by IFNet Co., which has a lot of opportunities to meet SMEs, and our 290 sales partners.



"From rival to partner": Maximization of Synergy and Returns to Customers



Synergy between businesses is created through the operation of each member of the consortium;
The effects are paid back to end users who aim to start operations overseas as an improved level of service.



The Consortium and Respective Advantages



Advantages to each of the four members in the model:



Japanese SMEs

Realization of overseas expansion with a trusted business partner while leveraging the name value and support system of “Alibaba”, which has one of the largest services in Asian countries



IFNet Co.

Discovery of more potential clients and increased sales activities with stimulation of Japanese SMEs and creation of client lists

Alibaba
.com

**Alibaba Marketing
KK.**

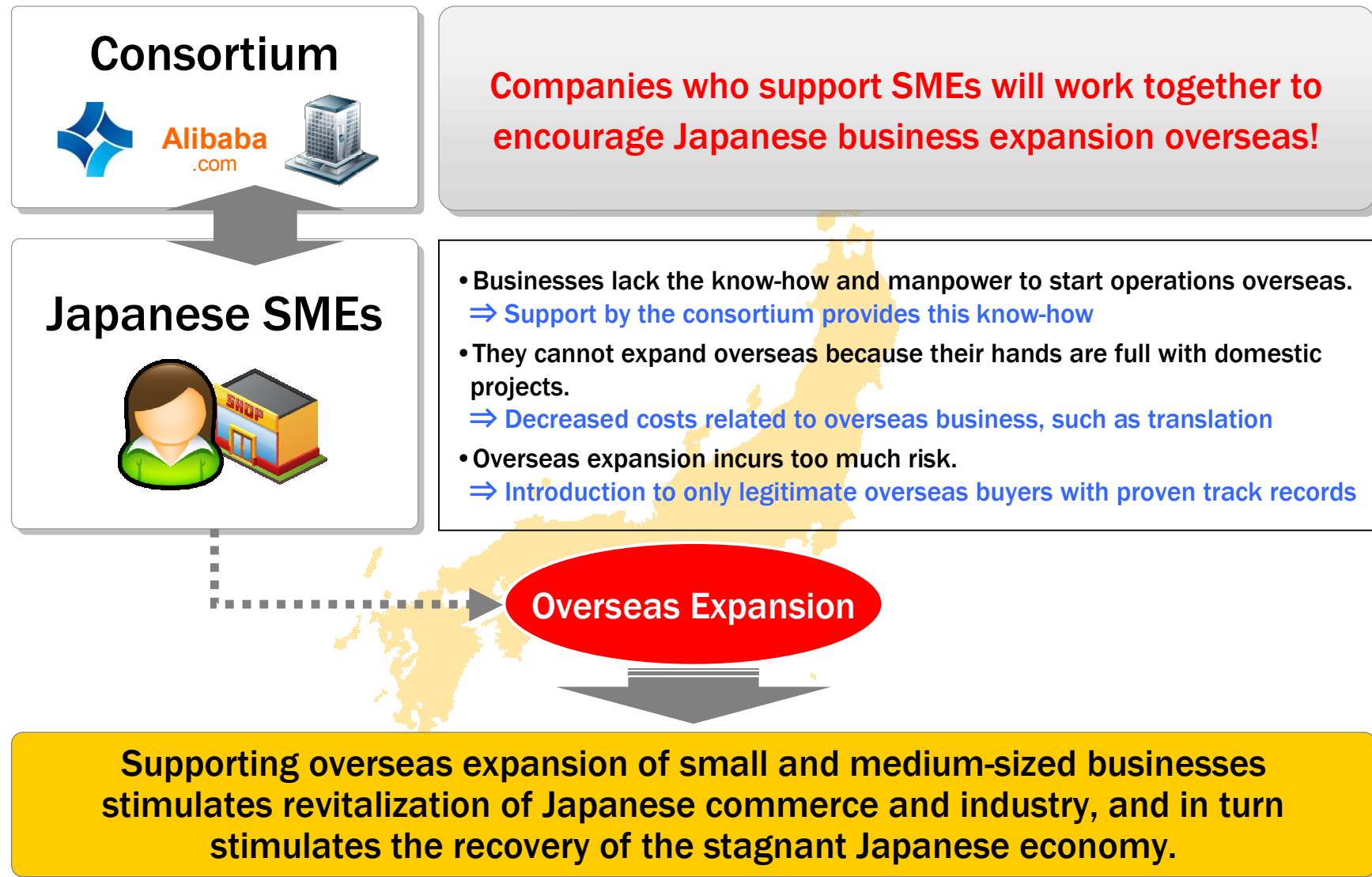
Increased membership in the "Global Gold Supplier" service and accompanying increased appeal of services for overseas buyers



Partner businesses

Access to the consortium's list of Japanese SMEs, along with commissions for selling agents, as appropriate

Conclusion



Corporate Profile



Company Name	IFNet, Inc.
Founded	October 1, 2003
Capital	100 million yen
Representative	Tsuguo Umeda, President & CEO
Headquarters	2-13-6 Kakigara-cho, Nihonbashi, Chuo-ku, Tokyo
Business Category	Telecommunications Carriers (Notification #: A-15-6120)
Number of employees	105 (As of April 1, 2011)

Main Business

- Voice and data transmission services under the Telecommunications Business Law
- Internet connection service
- Business advertising
- Planning, production and sales of homepage
- Data processing services and information services
- Computer software development and sales
- Network communication services



We meet minimum requirements for privacy mark system and have been recognized as a good corporate standards for security in the protection of personal information in September 2010.