

Stevie Awards – The International Business Award /  
Company of the Year - Business Services

## “Bizloop” Series Contributions



Community-based portal site for Japanese SMEs  
covering all of Japanese prefectures







**Our "Bizloop Search" is a portal site which keeps on expanding day after day for support of information distribution for Japanese SMEs. In 2010, the number of Bizloop Search users increased highly, and the site developed remarkably as a community-based portal site which covered all of 47 prefectures in Japan.**

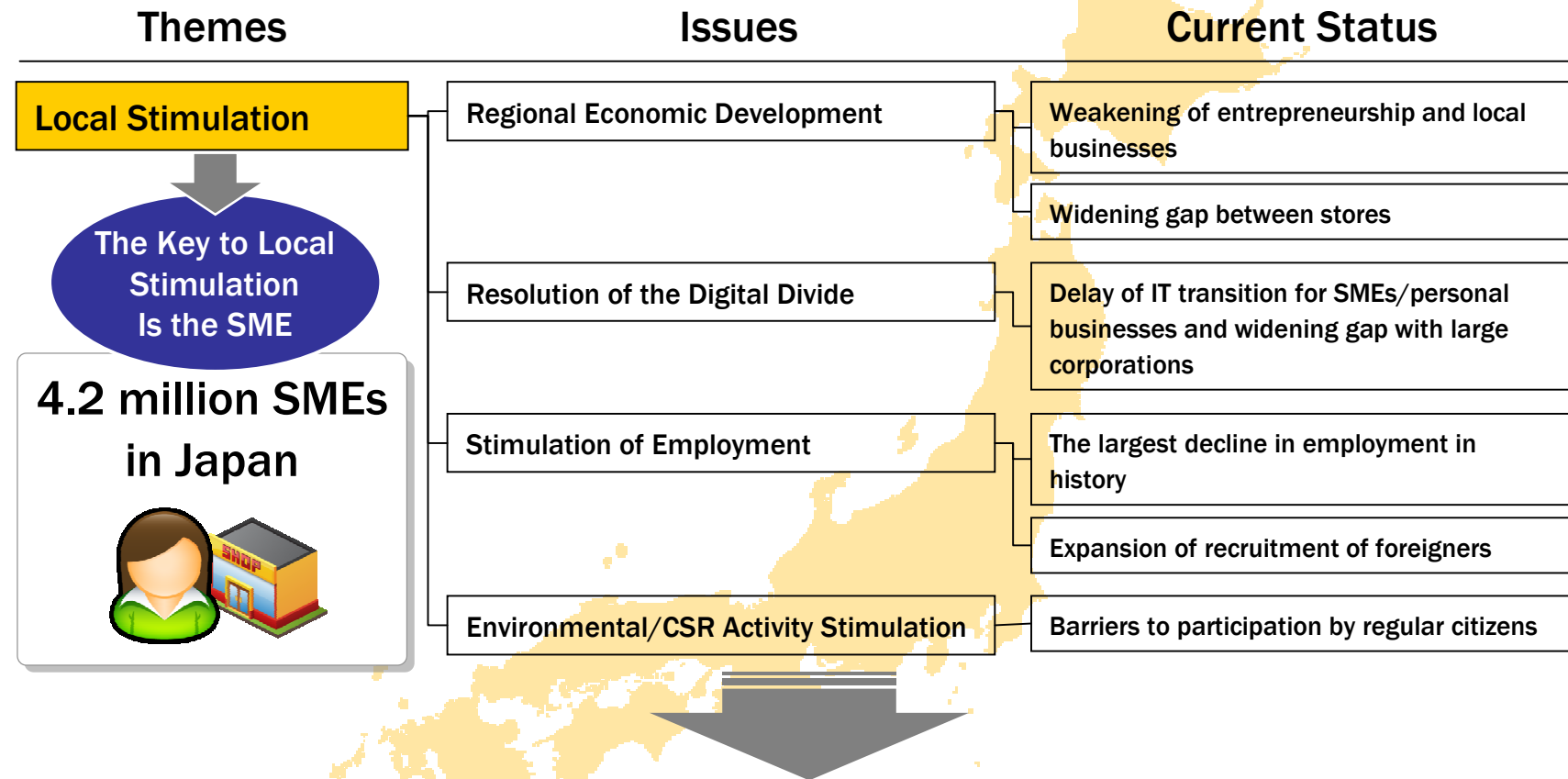
**\*The Bizloop series was awarded the prize two years running in IBA in 2009 and 2010.**



# Issues Facing Japanese Regional Communities



Below are the main issues faced by regional communities and Japanese SMEs in Japan:



**Our “Bizloop” portfolio of portal sites strengthens the connection between the region and SMEs and contributes to solving problems faced by Japanese society.**



# Bizloop Series and Community-based Portal Site



IFNet Co. developed the “Bizloop” series of community-based SME portal sites as a way to deal with issues facing Japanese regional communities.



Bizloop Search Nationwide

<http://www.bizloop.jp/>

**64,000 SMEs  
are registered**

**As of April 2011**



Bizloop Local Version

**Incorporated regional sites in accordance  
with the administrative districts of Japan!**

**In January 2011  
launched 47 portal sites covering every  
prefecture in the country !  
Completion of covering all of the  
administrative districts throughout Japan !**

**We contribute to solving community problems!**

“Bizloop Search” of IFNet Co. was awarded the grand prize in the International Business category of the Stevie Awards in 2009 and 2010, and continues to expand and develop the business. The site’s primary mission is to support Japanese SMEs by providing service information through the Internet. In 2011, Bizloop Search completed the launch of 47 platforms to contribute to community development throughout Japan.



# What is Bizloop Search? – Simple and Free Web Advertising Media -



Bizloop Search is for any Japanese SMEs, including corporations and SOHOs. Any information regarding their company can be listed on the portal site as simply as blogging.

## 1. Basic Company Information

Companies can post their trade name, address, phone number, Google Maps URL and other details.

## 2. Introduction of Products and Services (3 pages max.)

Products and services, images, text and hyperlinks can be posted. Slideshow display of images is also available.

## 3. Email Template for Inquiries

Receive and reply to inquiries from users interested in listed products and services using mail templates.

## 4. Sites for Mobile Devices

All information on Bizloop can be viewed using mobile phones from the major domestic carriers. The same information is available via third-party virtual reality services.



**Basic functionality of Bizloop Search is available for free!**


All registered information  
is obtained directly  
by our staff



# Bizloop Series Growth and Achievement (2009-2011)



The Bizloop Series has continued to achieve significant year-on-year growth.

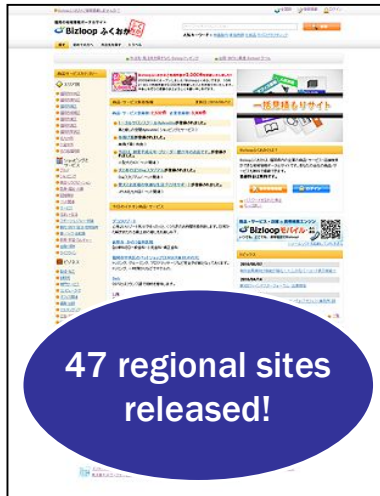
	April 2009	April 2010	April 2011	Growth % vs previous year
# of registered companies	25,310	44,615	64,098	143.6%
# of page views	357,719	596,952	1,014,908	170.0%
# of unique users	145,006	271,402	420,580	154.9%
Achievements	<ul style="list-style-type: none"> <li>• Launched “BizloopGSL” Earthquake Recovery Support Project for East Japan (May 2011)</li> <li>• Completed launch of 47 local portal sites for all prefectures in Japan (January 2011)</li> <li>• Reached 60,000 registered member companies (January 2011)</li> <li>• Released “BizloopGSL” environmental certification services to reduce CO2 (November 2011)</li> <li>• Received the Distinguished Honoree award in the Stevie Awards - International Business Awards for two consecutive years (July 2010)</li> <li>• Reached 50,000 registered member companies (August 2010)</li> <li>• Completed support for major domestic mobile phone carriers. (September 2009)</li> </ul>			

The Bizloop Series achieved a striking increase in registered clients by providing a simple method of web-based PR to Japanese SMEs and has demonstrated great success across all primary metrics.

As a new challenge, we are also implementing environmental support and reconstruction programs for areas affected by the 2011 East Japan Earthquake via this portal site.



# Significance of Community-based Portal Site Construction



## To Provide Community-based Information Distribution

The development of specialized Bizloop Search regional sites began in 2008 and ended in January 2011 with the completion of 47 sites covering every prefecture in Japan.

With national coverage via the portal, listed companies can more easily reach residents of regional communities. Through coordination with local governments and other organizations, as well as sales of advertising space, IFNet provides a platform that promotes strategies that benefit these communities.

“Bizloop Kawasaki”, developed in collaboration with the local government especially for Kawasaki City in Kanagawa Prefecture, won the “Government Information – Best Corporate Web Site” award in the “2009 International Business Awards”.

The goal of Bizloop Kawasaki is to “deliver clear information about the government from the point of view of the citizen.” It has continued to operate for four years as one facet of a cooperative project between private enterprise and the local government.

IFNet and Partners are in the process of developing similar public/private cooperative Bizloop sites.





# Community-based Portals/Bizloop Regional Search



Bizloop Regional Search is comprised of 47 prefectural sites and one official government site.

Bizloop Kawasaki (Government Official)	Bizloop Tokyo	Bizloop Shimane
Bizloop Hokkaido	Bizloop Chiba	Bizloop Okayama
Bizloop Aomori	Bizloop Saitama	Bizloop Hiroshima
Bizloop Akita	Bizloop Kanagawa	Bizloop Yamaguchi
Bizloop Iwate	Bizloop Ibaraki	Bizloop Tokushima
Bizloop Miyagi	Bizloop Tochigi	Bizloop Kagawa
Bizloop Yamagata	Bizloop Gunma	Bizloop Ehime
Bizloop Fukushima	Bizloop Yamanashi	Bizloop Kochi
Bizloop Ishikawa	Bizloop Mie	Bizloop Fukuoka
Bizloop Fukui	Bizloop Kyoto	Bizloop Saga
Bizloop Toyama	Bizloop Osaka	Bizloop Nagasaki
Bizloop Niigata	Bizloop Wakayama	Bizloop Kagoshima
Bizloop Nagano	Bizloop Shiga	Bizloop Kumamoto
Bizloop Aichi	Bizloop Hyogo	Bizloop Oita
Bizloop Gifu	Bizloop Nara	Bizloop Miyazaki
Bizloop Shizuoka	Bizloop Tottori	Bizloop Okinawa
<b>Total Page Views: approx. 230,000/month</b>		<b>Total Unique Users: approx. 150,000/month</b>

<http://www.bizloop.jp/region.php>

\*As of May 2011





One intention of launching Bizloop Regional Search is to promote regional economies.

4.2 million  
domestic SMEs



Stimulation of SMEs, said to account for 99.7% of domestic businesses in Japan, will lead directly to economic development of local areas.

Implementation of small-scale community-based services is difficult for large corporations; but SMEs can set themselves apart by leveraging the information distribution power of the Internet for PR purposes.

Distribution of  
region-specific  
information

Expose information to the public

Utilization of advertising and  
promotional tools



Bizloop Regional Search



Bizloop Series Site

Regional Economic  
Development through  
IT Adoption by SMEs





The late adoption of IT by SMEs is one barrier to regional economic development.

**4.2 million  
domestic SMEs**



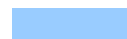
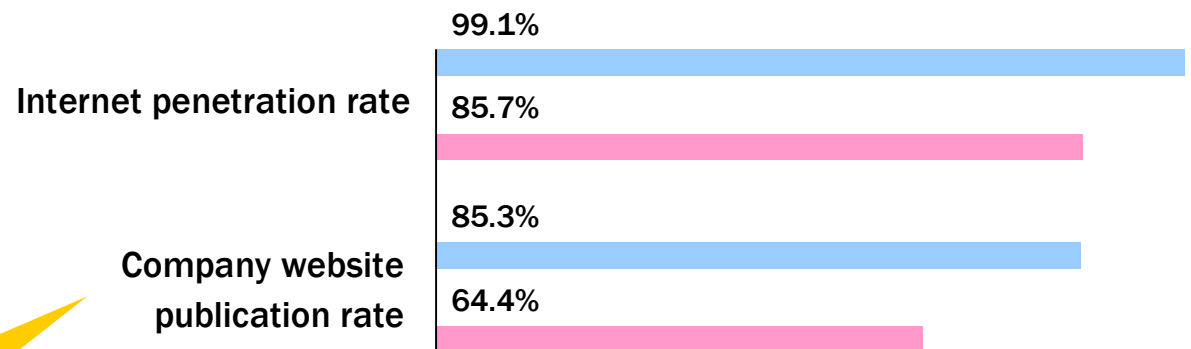
Personal business owner's website  
publication rate

Business size: Small 8.2%

Business size: Large 23.6%

### Internet Usage by Size of Enterprise

Source: 2007-2008 White Paper on SMEs by Small and Medium Enterprise Agency



Large companies



SMEs

\*SMEs: less than 300 employees

Upon investigating IT adoption in Japan, the gap between large corporations and SMEs/SOHOs, which have not exposed their information on the Web yet, is not closing. One cause is that SMEs cannot afford the HR and monetary cost to expand their IT usage. Using Bizloop, which has no listing fee, is as simple as blogging, and is an effective means of distributing information for SME owners who need to conserve money and time.

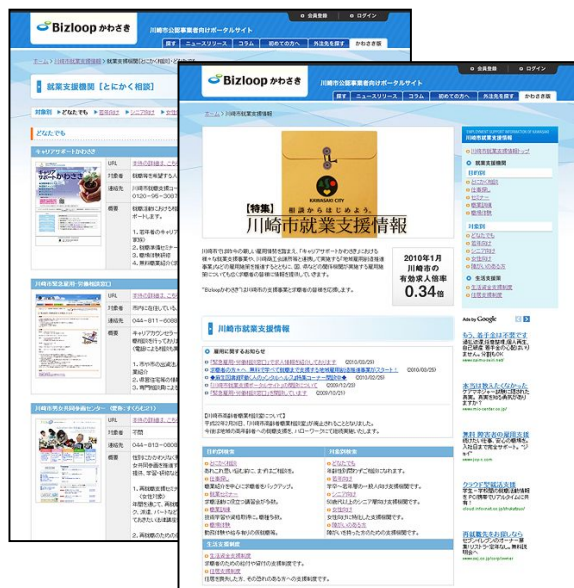
**Bizloop Search helps eliminate the digital divide  
between SMEs and large corporations.**



## Mission.3 of Bizloop Regional Search: Increased Employment Opportunities



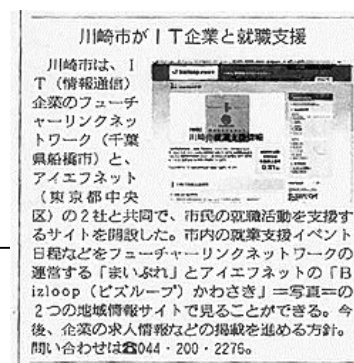
To date in 2011, the ratio of job offers to job seekers in Japan is 0.63, and unemployment is at 4.6%. This means that 3 million people do not have a regular employment. IFNet is attempting to tackle unemployment issues using Bizloop Regional Search and new services.



### [Bizloop Kawasaki] Listing employment information for Kawasaki City

“Bizloop Kawasaki” provides a simple search system for locating employment opportunities and unemployment offices for job seekers in Kawasaki City. Automated updates of employment-related news posted by the city are also available through the site.

Bizloop Kawasaki was covered by Sankei News, a major newspaper in Japan, as well as several other domestic newspapers.



### [Bizloop Regional Search] Coordination with other new services

In order to discover valuable human resources and new products from various regions in Japan, we are developing a new contest-based service. The service will match participating students and corporations. Companies, services and people who stand out from the crowd will be featured on Bizloop Regional Search, stimulating employment opportunities.





It is difficult for SMEs to undertake CSR activities.

Bizloop provides services to help SMEs achieve social responsibility.



### BizloopGSL (Green Site License)

This is a service which we offer in cooperation with eco businesses. Japanese SMEs can purchase an environmental protection license, the proceeds from which are invested into NPOs that participate in reforestation and other activities which contribute to global CO2 reduction. We contribute to Japanese society and the global environment by providing CSR opportunities, which are usually available only by larger corporations, to SMEs.

Environmental  
Protection  
& CSR Support

Social Participation  
of SMEs



Registered companies will receive a “Green site license”, which affirms their continued contribution to overseas reforestation. This logo will be displayed in Bizloop company profile pages for those companies.



A portion of the proceeds of BizloopGSL are donated to the Red Cross as a part of the “Earthquake Reconstruction Project for East Japan”.



# 2011 Business Expansion Plan for the Bizloop Series



Following the “SME Information Distribution Support” and “Regional Revitalization Support” phases of the Bizloop series of sites, IFNet is planning further expansions for 2011.

## Bizloop Series Expansion Plans

- **Implementation of Registration Directory**

Adding to the regular company directory, IFNet will offer an expanded service directory of “personalized” SME domains as a directory for outside sites leveraging the power of Bizloop SEO.

- **Industry-specific Bizloop**

Adding industry-specific portal sites and improved regional segmentation to Bizloop will further increase the effectiveness of targeted advertising.

- **Enhancement of BtoB Matching Functionality**

Adding the following functionality to the existing “Bizloop Matching” site will stimulate BtoB business:

1. **Wholesale and retail matching**

A service that supports matching of targets in Asia

2. **Whitepaper Download Service**

Whitepaper listing service geared toward wholesalers and manufacturers

3. **Human Resource matching**

Promote employment services between Japanese SMEs and skilled workers



**A Medium for Social  
Contribution**

IFNet will continue to develop the Bizloop series as a medium to support the marketing activities of Japanese SMEs while contributing to economic and community revitalization.



# Bizloop Series – Web Site URLs -



## SMEs Information Distribution/Regional Portal Sites

Bizloop Search	<a href="http://www.bizloop.jp/">http://www.bizloop.jp/</a>	
Bizloop Kawasaki	<a href="http://www.bizloop.jp/kawasaki/">http://www.bizloop.jp/kawasaki/</a>	*Government Official Site
Bizloop Regional Search	<a href="http://www.bizloop.jp/region.php">http://www.bizloop.jp/region.php</a>	
Bizloop View	<a href="http://www.bizloop.jp/bizloopview.php">http://www.bizloop.jp/bizloopview.php</a>	*AR Service
Bizloop GSL	<a href="http://www.bizloop-gsl.jp/">http://www.bizloop-gsl.jp/</a>	*Environmental Certification Services

## Advertising/Promotion Portal Site

Bizloop Coupon	<a href="http://coupon.bizloop.jp/">http://coupon.bizloop.jp/</a>
Bizloop Sweepstakes	<a href="http://present.bizloop.jp/">http://present.bizloop.jp/</a>

## Alliance/Market Expansion Portal Site

Bizloop Matching	<a href="http://www.bizloop-match.jp/">http://www.bizloop-match.jp/</a>
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## Customer Information Strategy CMS

Bizloop Suite	<a href="http://www.bizloop-suite.jp/">http://www.bizloop-suite.jp/</a>
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The Bizloop Series was awarded the grand prize in the International Business Award category of the Stevie Awards in both 2009 and 2010.



# 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.