

Global Payment Processing Service, GMO-PG Global Payment, Launches Operation

With the support of GMO-PG, LimitedJapan.com, opens in Singapore, selling traditional Japanese goods from a company with over 100 years of history.

Tokyo – December 12, 2013 – GMO Internet Group non-face-to-face payment processing company, GMO Payment Gateway, is currently expanding its global payment service, GMO-PG Global Payment.

The service, enables Japanese company's engaged in non-face-to-face businesses such as ecommerce, games, and digital content sales to accept payments in the local currencies of each market, without having to use a local payment provider.

Today, GMO Payment Gateway announces that the service is now being used by STARMARK HOLDINGS PTE LTD top operate LimitedJapan.com, an ecommerce website selling traditional Japanese goods to customers in Singapore. GMO-PG Global Payment allows STARMARK HD to accept VISA and MasterCard credit card payments via the new website.

GMO Payment Gateway established Singapore subsidiary, GMO PAYMENT GATEWAY PTE. LTD. in October 2012 to provide GMO-PG Global Payment solutions to Japanese non-face-to-face businesses with a local presence and targeting local markets in South East Asia. The company has been actively expanding its presence in South East Asia, beginning with the establishment of local Hong Kong entity GMO PAYMENT GATEWAY HONG KONG LIMITED in September 2013, followed by the Global Payment Fund, Japan's first fund(*1) to invest in growing payment businesses in South East Asia, in October 2013.

There is high demand from Japanese businesses expanding into foreign markets for marketing solutions including email and advertising that targets local markets, as well as logistics management including warehousing and distribution. GMO Payment Gateway is providing these support services for ecommerce in addition to payment processing.

STARMARK HD-operated ecommerce website, LimitedJapan.com currently targets customers in Singapore, however going forward the company plans to take advantage of GMO-PG Global Payment to expand LimitedJapan.com to Hong Kong, Malaysia and other South East Asian countries.

GMO-PG Global Payment is now available in Singapore and will become available in other parts of South East Asia going forward. The service enables users to accept VISA and MasterCard credit card payments, and will continue to add new payment methods including local bank transfer.

(*1) According to our own research.

About GMO-PG Global Payment

GMO-PG Global Payment is a global online payment processing solution for Japanese ecommerce businesses with a local presence in markets outside Japan (*2). By simply connecting to GMO-PG Global Platform, ecommerce businesses will be able to accept multiple payment methods in multiple countries.

GMO-PG will establish local entities or branches in every country covered by GMO-PG Global Platform and provide Japanese-language support to merchants including negotiation and operational support. All transactions will be processed in local currencies.

Furthermore, through collaboration with leading businesses in each country, GMO-PG provides not only

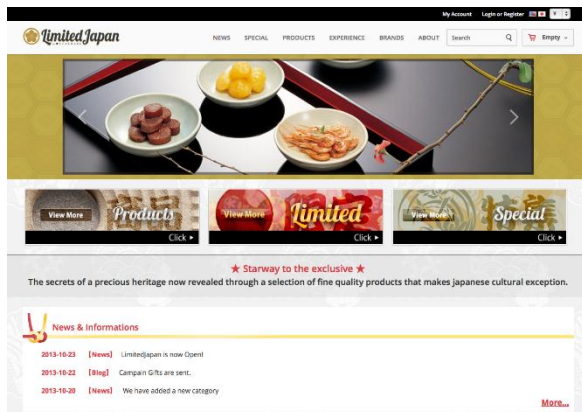
payment solutions, but everything necessary for a successful overseas expansion including delivery, promotion and marketing.

(*2)GMO-PG services comply with the laws of each country and credit card regulations concerning cross border transactions.

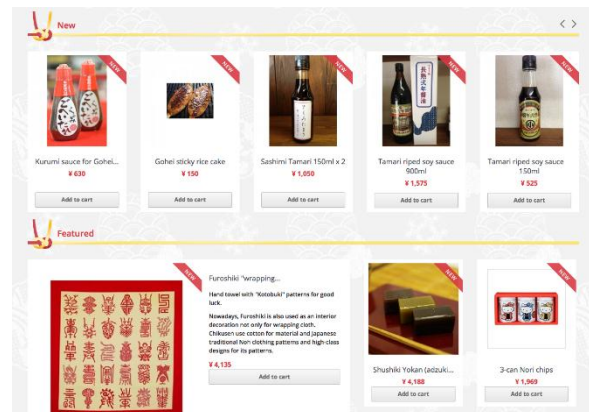
About STARMARK HD Ecommerce Site: LimitedJapan.com

The concept of STARMARK HD is about bringing the best of Japan to the world, and the best of the world to Japan. At the same time it strives to bring the best of history to the present and make the best of the present into history. Since October 2010, the company has operated ShiniseTsuhan.net (<http://www.shinisetuhan.net>), selling traditional Japanese goods. Based on the same concept, the company launched LimitedJapan.com on December 12, 2013 to bring the experience of traditional Japanese goods to the world, selling the products of Shinise, a company that has been in operation for over 100 years, and items that are exclusive to the site. The company aims to contribute to the cultivation of new markets and the promotion of culture. Going forward the company plans to open in other locations including Hong Kong, Malaysia, and other areas of South East Asia.

LimitedJapan.com (Top page)



LimitedJapan.com (Product page)



About GMO Payment Gateway, Inc.

GMO Payment Gateway, Inc. (TSE: 3679) is publically traded largest online payment processing service provider offering solutions including online transaction processing for online stores, social and smartphone content sellers, and processing of recurring payments NHK television license fees. The company also provides dedicated payment solutions for public institutions including Japan Pension Service and Tokyo Metropolitan Government. We process more than USD 13 billion, in USD 90 billion online commerce market in Japan. Our services are safe and convenient for both business and the consumer. As the largest payment processing service in Japan, GMO Payment Gateway is an innovation leader and key contributor to the growth and development ecommerce. Please visit http://corp.gmo-pg.com/company_en for more information.

Related Links

- LimitedJapan.com: <http://www.limitedjapan.com/>
- GMO-PG Services: <http://www.gmo-pg.com/global>

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