

## Expanding on an Entry Model for Cross-Border E-Commerce

### GMO-PG starts offering proxy shopping service for e-commerce operators to sell abroad

Starting August 15, 2016 (Mon), GMO-PG will offer <sup>(\*)</sup> “Banner o haru dakede kaigai hanbai” (just put on a banner and sell abroad) offered by FROM JAPAN Ltd., a cross-border agent service aimed to support overseas e-commerce businesses for everyone from those who wish to start e-commerce across borders in a casual way to operators who are setting up overseas subsidiaries.

“Banner o haru dakede kaigai hanbai” (just put on a banner and sell abroad) is an entry model service for e-commerce initiatives that span across borders. GMO-PG merchants <sup>(\*)</sup> can simply put up a banner on a product page on their website and start selling to overseas customers; there’s no need to think about foreign languages, payment methods, or deliveries.

And furthermore, to support e-commerce businesses as they cross borders, GMO-PG is also offering agent services for releasing ads in foreign markets and other methods to bring in customers, payment methods necessary for operators who engage in cross-border e-commerce, and support for e-commerce operators who establish overseas subsidiaries.

(\*) Acceptance of the user agreement for “Banner o haru dakede kaigai hanbai” (just put on a banner and sell abroad)” will also be required.

(\*) Also available to merchants (e-commerce operators) who use payment services offered by GMO-EP, a consolidated GMO-PG company.

	<b>STEP 1</b> For business operators who want to start cross-border e-commerce without the hassle	<b>STEP 2</b> For business operators who currently engage in cross-border e-commerce	<b>STEP 3</b> For business operators who want to set up overseas subsidiaries and grow their business abroad
<b>Sales Method</b>	<ul style="list-style-type: none"> <li>● Proxy Shopping Service “Banner o haru dakede kaigai hanbai” (just put on a banner and sell abroad)</li> </ul>	—	—
<b>Payment Method</b>	—	<ul style="list-style-type: none"> <li>● Payment Service “Multi-currency credit card payments”</li> <li>“UnionPay online payment”</li> <li>“Alipay international payment”</li> <li>“PayPal”</li> </ul>	<ul style="list-style-type: none"> <li>● A service that offers one-stop services for payment methods that are most often used in different countries “Z.com Payment”</li> </ul>
<b>Attracting Customers Method</b>	<ul style="list-style-type: none"> <li>● Support services for attracting customers such as content marketing support for foreigners</li> <li>● Agent services for distributing outbound ads</li> </ul>		

<Services offered by GMO-PG for doing business abroad>

## **【Background and Overview】**

The number of foreign tourists in Japan in 2015 broke past 19.73 million, a 47.1 percent rise over the previous year <sup>(\*3)</sup>, and further rises are expected ahead of the hosting of the 2020 Tokyo Olympic and Paralympic Games. There are many foreign tourists who come to Japan and buy items during their stay or through Japanese e-commerce websites after returning to their country, increasing the need for cross-border e-commerce services to match the increasing number of visitors. The amount of purchases made by consumers in the U.S. and China stood at 1.3 trillion yen in 2015, a 22.0 percent increase over the previous year, and is forecasted to rise to 3.1 trillion yen in 2019 <sup>(\*4)</sup>

However, for e-commerce operators to start cross-border e-commerce services on their own, it is necessary to prepare payment methods, facilitate overseas shipping systems, and deal with laws and regulations in the countries in which consumers live, in addition to preparing a multi-language website for product and payment pages as well as dealing with inquiries, which leads to initial investment costs, concern over risks of non-collectable payments, and uncertainty as to whether the products that they offer are in demand among customers abroad in the first place, making it hard to get started, even if they are interested in offering such services.

As part of its services for e-commerce operators to start cross-border e-commerce services, GMO-PG has decided to offer FROM JAPAN's proxy cross-border e-commerce shopping service, "Banner o haru dakede kaigai hanbai" (just put on a banner and sell abroad) starting on August 15 (Mon).

In addition to "Banner o haru dakede kaigai hanbai" (just put on a banner and sell abroad) for people who want to start cross-border e-commerce without the hassle, GMO-PG will continue to offer a wide range of support for overseas deployments by e-commerce operators, from businesses that wish to start cross-border e-commerce to those who want to set up overseas subsidiaries.

It will also host a "cross-border e-commerce seminar" at "GMO EC Conference 2016", which will be held by the GMO Internet Group on August 24, 2016 (Wed).

(\*3) Source: "Trends in annual number of foreign visitors, Japanese who depart FROM JAPAN (1964-2015)", Japan National Tourism Organization

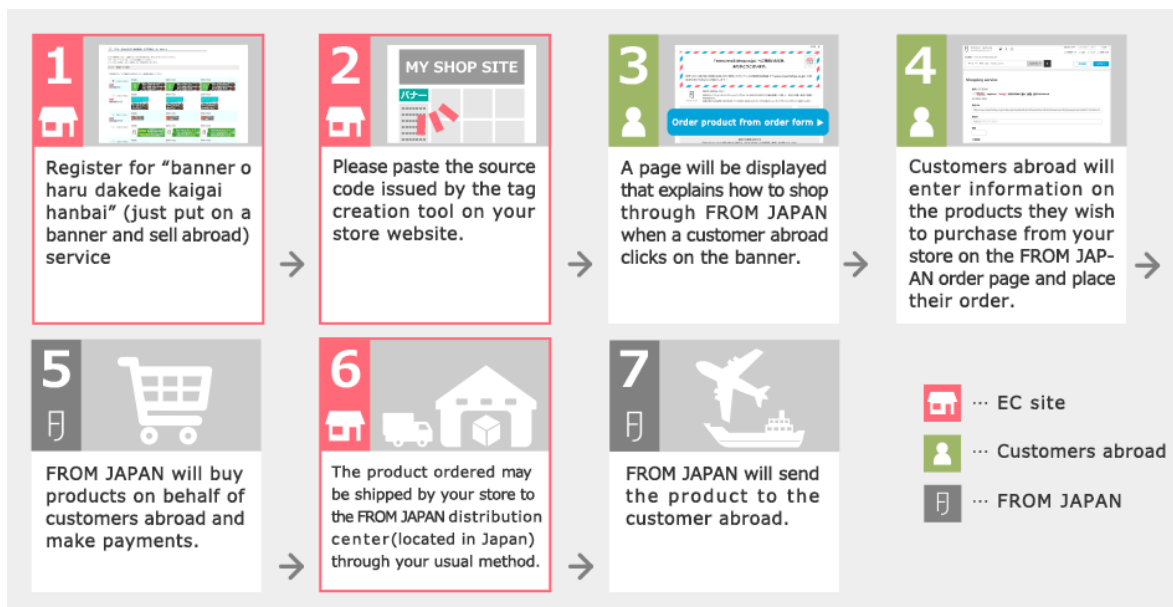
(\*4) Source: "FY 2015 E-Commerce Market Survey", Ministry of Economy, Trade and Industry

## **【About "Banner o haru dakede kaigai hanbai" (just put on a banner and sell abroad)" offered by FROM JAPAN】**

Simply by pasting a specified banner on the Japanese product and payment page offered on their websites, the "Banner o haru dakede kaigai hanbai" (just put on a banner and sell abroad) service enables e-commerce operators to display their product and payment pages to visiting overseas consumers in their preferred language <sup>(\*5)</sup> and takes care of everything including completing orders and making deliveries. Overseas consumers who visit the Japanese website can click the banner and be linked to the dedicated FROM JAPAN website where they can make purchases on the product and payment page that has been automatically translated into various languages.

In this system, FROM JAPAN shops for products on the websites of e-commerce operators on behalf of foreign consumers. It handles the shipping, inquiries, and other matters for the e-commerce operators so they do not need to worry about preparing payment methods for customers abroad, shipping, handling legal regulations, or dealing with customers in foreign languages, on top of which they are able to start cross-border e-commerce without the risk of non-collections of payment.

(\*5) Countries are determined according to the IP address of visitors, after which pages which have been automatically translated into suitable languages are displayed.



<Flow chart for "banner o haru dakede kaigai hanbai" (just put on a banner and sell abroad)>

### **[About GMO-PG's services for overseas business deployments]**

To support the overseas business deployments of e-commerce operators in a broad way, GMO-PG offers services in three steps to match their overseas strategies: STEP 1 – services for businesses that want to start cross-border e-commerce without fuss; STEP 2 – support for businesses which engage in cross-border e-commerce; and STEP 3 – support for businesses that wish to set up overseas subsidiaries for expansion abroad.

<b>STEP1</b>	<b>【Sales】</b> "Banner o haru dakede kaigai hanbai" (just put on a banner and sell abroad), a proxy shopping service for offering cross-border e-commerce services without the hassle
	<b>【Attracting customers】</b> Support services for attracting customers such as content marketing support for foreigners, agent services for distributing outbound ads
<b>STEP2</b>	<b>【Payments】</b> Multi-currency credit card payments available for 21 currencies around the world, UnionPay online payments, Alipay international payments, PayPal
	<b>【Attracting customers】</b> Support services for attracting customers such as content marketing support for foreigners, agent services for distributing outbound ads
<b>STEP3</b>	<b>【Payments】</b> Z.com Payment, the one-stop payment method that is most widely used in Greater China and in Asian countries
	<b>【Attracting customers】</b> Support services for attracting customers such as content marketing support for foreigners, agent services for distributing outbound ads

## 【Overview of “Cross-Border E-Commerce Seminar”】

Seminar title	The Front Lines of Cross-Border E-Commerce: The Latest Trends and Using Subsidies
Time/Date	4:10 p.m. to 5:10 p.m. August 24, 2016 (Wed)
Venue	Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Admission	Free of charge
How to participate:	Participants will need to register for “GMO-E-Commerce Conference 2016”. Apply for an e-ticket (first 300 people) from the URL below and come directly to the venue on the day of the event. *Capacity for the seminar will be the first 50 people who come.
Outline of seminar:	Speaker: Hidekazu Amai (Representative Director and President, INFORMARKS Corporation) Topics: <ul style="list-style-type: none"><li>• The current status of cross-border e-commerce</li><li>• How to start cross-border e-commerce by leveraging subsidies</li><li>• About cross-border e-commerce solutions</li></ul>
Inquiries	Innovation Partners Division, GMO Payment Gateway TEL : 03-3464-2323

## 【About FROM JAPAN Ltd.】

Since March 2004, FROM JAPAN has been offering proxy purchasing services of Japanese products for foreigners and Japanese employees dispatched abroad. It offers automated systems for easy bidding on Yahoo! Auctions and shopping on various Japanese shopping sites. The company offers websites in English and Chinese (traditional and simplified Chinese), created with its staff who are proficient in foreign languages, and is able to deal with responses in different languages. Handling a total of 2.1 million assignments to date, FROM JAPAN does business with operators in 197 countries and regions and is looking to expand its operation in its efforts to bring joy (services) to people throughout the world.

## 【GMO Payment Gateway】

GMO-PG offers comprehensive payment services and financial services to 72,569 merchants (as of June 2016, GMO-PG Group) including operators of online shops and sellers of digital content; operators who collect recurring monthly payments, such as NHK and those who offer subscription purchases; and public organizations such as Japan Pension Service and the Tokyo Metropolitan Government.

Services for added value such as online advertising services that contribute to boosted merchant sales, focused chiefly on payment services. Supplying loans and other financial services that support the growth of merchants from a funding perspective and actively engaging in overseas initiatives like overseas payment services, the yearly payment amount processed by GMO-PG exceeds 1.8 trillion yen.

GMO-PG aims to enable both consumers and businesses to enjoy payment methods that are convenient and equipped with high levels of security and to serve as the infrastructure for payment processes in Japan.

GMO-PG will promote initiatives for new innovation such as FinTech and contribute to improving the rates of e-commerce in Japan as a leading company in the payment industry.

## **【Related Links】**

- Campaign Site URL for GMO-PG Merchants: [http://www.fromjapanlimited.com/gmo?type=gmo\\_pg](http://www.fromjapanlimited.com/gmo?type=gmo_pg)
  - Campaign Site URL for GMO-EP Merchants: [http://www.fromjapanlimited.com/gmo?type=gmo\\_ep](http://www.fromjapanlimited.com/gmo?type=gmo_ep)
  - FROM JAPAN URL : <http://www.fromjapan.co.jp>
  - GMO-PG URL : <http://corp.gmo-pg.com/en>
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