

GMO-PG Now Offering “Wando Platform”, Inagora’s Cross-Border E-Commerce Platform for the Chinese Market

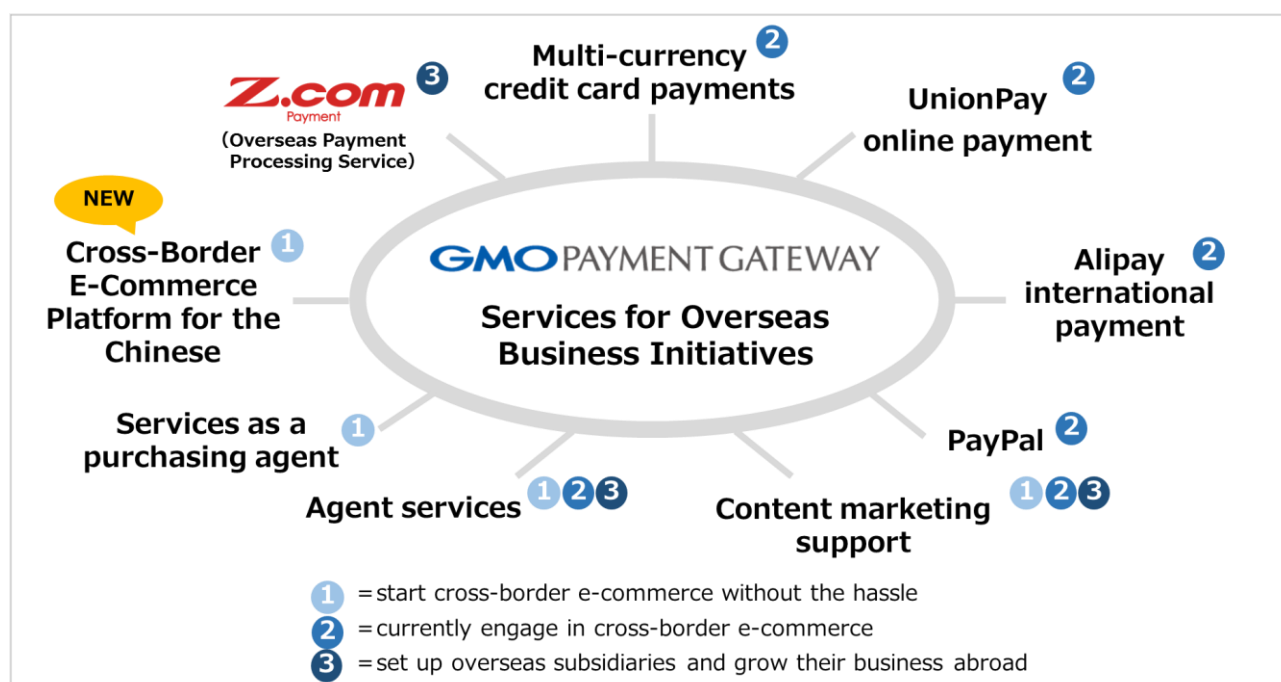
- Boosting services for overseas deployments by e-commerce operators
to support their business expansions -

In its bid to support overseas deployments by e-commerce operators, GMO-PG offers suggestions and support for everything from casual cross-border e-commerce initiatives to full-fledged expansions with local subsidiaries to match respective strategies

As of January 17, 2017 (Tue), GMO-PG will start offering ^(*) the “Wando platform”, a cross-border e-commerce platform operated by Inagora, Inc. (Representative Director and President: Weng Yongbiao) as its first partner company among domestic payment businesses.

In addition to the “Wando platform” that makes it easy for businesses to begin cross-border e-commerce for the Chinese market, GMO-PG will continue to boost its services that support business expansions by merchants who wish to enter overseas markets.

(*) A separate agreement with Inagora will be required for use.



< GMO-PG’s Services for Overseas Business Initiatives >

【Background and Overview】

The e-commerce market in China increased YOY by 37.1 percent in 2015 to 3.816 trillion yuan (about 534 billion USD ^(*)), out of which online sales (cross-border e-commerce) of imported goods rose 2.1 times over the previous year to approximately 118.4 billion yuan (about 16 billion USD ^(*)), comprising 3.1 percent of the e-commerce market in China ^(*). With the expansion of the e-commerce market, the share of online sales of imported goods is expected to further increase to 7.0 percent in 2018 ^(*).

While the desire becomes stronger among Japanese e-commerce operators to sell products to the massive e-commerce market in China, a situation persists where market entry for cross-border business deployments is not easy due to the need to facilitate distribution and deal with Chinese laws and regulations, not to mention cope with language issues and different business practices.

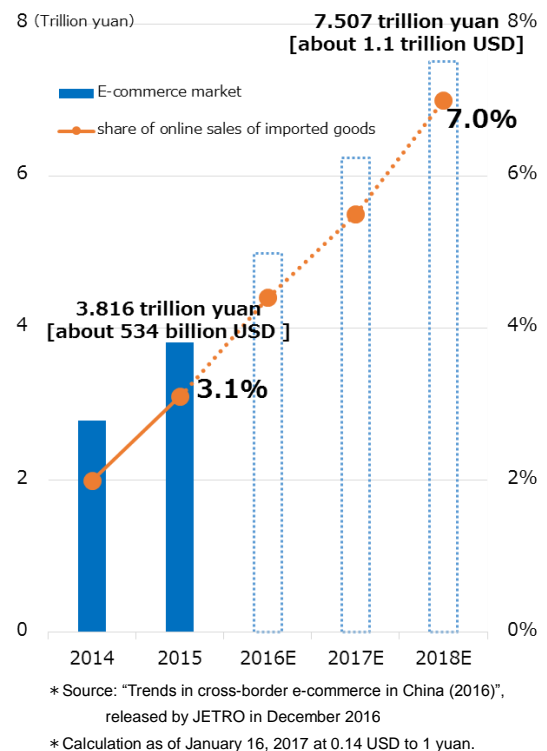
GMO-PG proposes and offers payment services to support e-commerce operators who are looking to expand their business abroad. It is equipped with a range of items that include various settlement services, advertising to match the business strategies of e-commerce operators, and marketing tools.

As a part of that initiative, GMO-PG is now offering the “Wando Platform” from Inagora as an entry model cross-border platform which can resolve the issues faced by Japanese e-commerce businesses in their advancements into the Chinese market.

(*2) Calculation as of January 16, 2017 at 0.14 USD to 1 yuan.

(*3) Source: “Trends in cross-border e-commerce in China (2016)”, released by JETRO in December 2016

<Chinese E-commerce market and the share of online sales of imported goods>>



【About GMO-PG’s Services for Overseas Business Initiatives】

URL : <https://www.gmo-pg.com/service/global/>

GMO-PG offers services that match the overseas strategies of e-commerce operators. Boasting services which are fine-tuned to meet the needs at various stages of deployments for overseas markets, it will expand its entry model for cross-border e-commerce with the “Wando Platform”, offering:

STEP1	For business operators who want to start cross-border e-commerce without the hassle
Sales Method	<ul style="list-style-type: none"> • “Banner o haru dakede kaigai hanbai” <ul style="list-style-type: none"> – Services as a purchasing agent that will make it easy for operators to start cross-border e-commerce for any country • “Wando Platform” <New> <ul style="list-style-type: none"> – A platform that will make it easy for operators to start cross-border e-commerce for China
Attracting Customers Method	<ul style="list-style-type: none"> • Support services for attracting customers such as content marketing support for foreigners • Agent services for distributing outbound ads
STEP2	For business operators who currently engage in cross-border e-commerce
Payment Method	<ul style="list-style-type: none"> • “Multi-currency credit card payments” – Payment services for 21 currencies around the world • “UnionPay online payment” <ul style="list-style-type: none"> – Settlement services for UnionPay cards that can be used for online payments • “Alipay international payment” – The biggest online payment service in China • “PayPal” – An online payment service that is used widely across the globe etc.

Attracting Customers Method	<ul style="list-style-type: none"> • Support services for attracting customers such as content marketing support for foreigners • Agent services for distributing outbound ads
STEP3	For business operators who want to set up overseas subsidiaries and grow their business abroad
Payment Method	<ul style="list-style-type: none"> • 「Z.com Payment」 <ul style="list-style-type: none"> – A one-stop service that offers a payment method that is most widely used in Greater China and in other Asian countries
Attracting Customers Method	<ul style="list-style-type: none"> • Support services for attracting customers such as content marketing support for foreigners • Agent services for distributing outbound ads

【The “Wando Platform”: A Cross-border E-commerce Platform for China】

The “Wando Platform” is a B-to-B-to-C cross-border e-commerce platform that connects Japanese e-commerce businesses directly with Chinese consumers. Products registered on the “Wando Platform” will be sold to Chinese consumers through the “Wando” shopping app operated by Inagora, which is installed on more than 1.3 million devices and offers more than 15,000 products, as well as various other shopping apps offered by major Chinese e-commerce site “Taobao”, “RED”, “JD.com”, “Kaola”, and others.

By offering its services as an agent, the “Wando Platform” will resolve the three following challenges which are always faced by Japanese e-commerce businesses when they advance into overseas markets:

Cross-border offer of information	Simply register information about the products you wish to sell on the “Wando Platform” and you’re ready to begin sales in China. The “Wando Platform” will handle the translation of product information, marketing for Chinese consumers, and operational support.
Cross-border distribution	Once an order is received, simply send the product to the Inagora warehouse in Japan. The “Wando Platform” will arrange international distribution and take care of customs.
Cross-border settlements of payment	Products will be sold to Chinese consumers through the Chinese e-commerce app with payment methods like Alipay and WeChat Pay, which they use on a daily basis. Payments will be transferred to Japanese e-commerce operators through the “Wando Platform”.

* Please refer to the Inagora website 力 Please refer to the “Wando Platform” website

【Inagora, Inc.】

Inagora is a company that was established in December 2014 by Weng Yongbiao, President and Chief Executive Officer at Kingsoft, Inc. and Minako Yamamoto, beauty specialist and CEO, MNC New York Inc. Based on the concept that “there are no borders to shop”, it offers businesses the “Wando Platform”, a cross-border e-commerce platform that provides quality Japanese products and information on lifestyles.

Flagging a “Cross-border EC2.0 Network Strategy” as its strategy for expansion and differentiation, Inagora makes efforts to promote shops to register and to expand its lineup of Japanese products on the “Wando Platform”, the only cross-border e-commerce shopping site that specializes in Japanese products. It not only looks at products that are already popular in China and pursued on shopping sprees; it offers everything from items for beauty and health, everyday goods, and food products, including quality Japanese items that have yet to become known broadly, and actively pursues collaborations with major Chinese e-commerce sites,

Wechat official accounts, key opinion leaders, and more. Prospects for Inagora's growth and future potential have received high acclaim in Japan and China, and this is a company that has received major funding on several occasions as it continues to be watched closely.

【GMO Payment Gateway】

GMO-PG offers comprehensive payment services and financial services to 77,256 merchants (as of September 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 about 20 billion USD. 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】

- GMO-PG URL : <http://corp.gmo-pg.com/en>
- Inagora, Inc. URL : <http://inagora.com/>

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