

## Capital alliance with Charoen Pokphand Group Company Limited

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GENERATION PASS Co., Ltd. (Shinjuku-ku, Tokyo) has decided to enter into a capital alliance with one of the largest conglomerates in the world, Charoen Pokphand Group Company Limited (CPG).

The objective of this capital alliance for us is to enter cross-border EC business in China. Chinese cross-border EC market is predicted to become 2.8 trillion JPY in 2018, growing rapidly to twice the current size, according to the May 2015 report on EC market by Information Economy Division of Commerce and Information Policy bureau of METI. We have decided to enter into capital alliance with CPG, to enter into this promising market smoothly.

CPG, as agribusiness as its core business, is one of world's largest conglomerates, and is operating its business globally including Thailand and China. Furthermore, as already announced, CPG is utilizing Special Economic Zone of Shanghai with ITOCHU Corporation (Minato-ku, Tokyo), CITIC Group Corporation (Beijing, China), China Mobile Communications Corporation (Head Office: Beijing, China), the largest mobile carrier in China, Shanghai Information Investment Inc. (Shanghai, China) affiliated with the Shanghai municipal government, and these five companies agreed to create an EC company "Face to Face".

We have been contacted by CPG to support "Face to Face" with our ability to collect and analyze big data regarding wide variety of goods, and to align with hundreds of Japanese suppliers. The offer matched our intent to enter the Chinese market, and has led to this allotment agreement.

We will provide collection and analysis of big data, and knowledge of EC marketing based on our own operation to "Face to Face", and we plan to enter fast into Chinese cross-border EC market with these two companies. As the usage of capital obtained by the allotment, we plan to acquire or joint invest in necessary Chinese companies. In addition, we plan to continuously align with Japanese suppliers willing to go into the Chinese cross-border market.

We will announce the detailed business plan when it is drawn.

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### [Business]

Our core business is "EC marketing", where we sell products in EC sites, and as "delivering the feelings of suppliers with good products to the consumers" as our motto, we are conducting continuous marketing data collection and analysis, and systemization of our operation.

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### [Company Information]

Name: GENERATION PASS Co., Ltd. <http://www.genepa.com/>

Founded: Jan. 18, 2002

Representative director: Hiroaki Okamoto

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