



Strategies

Medium-Term Management Policy

Basic Policy

Increasing corporate value on a global basis

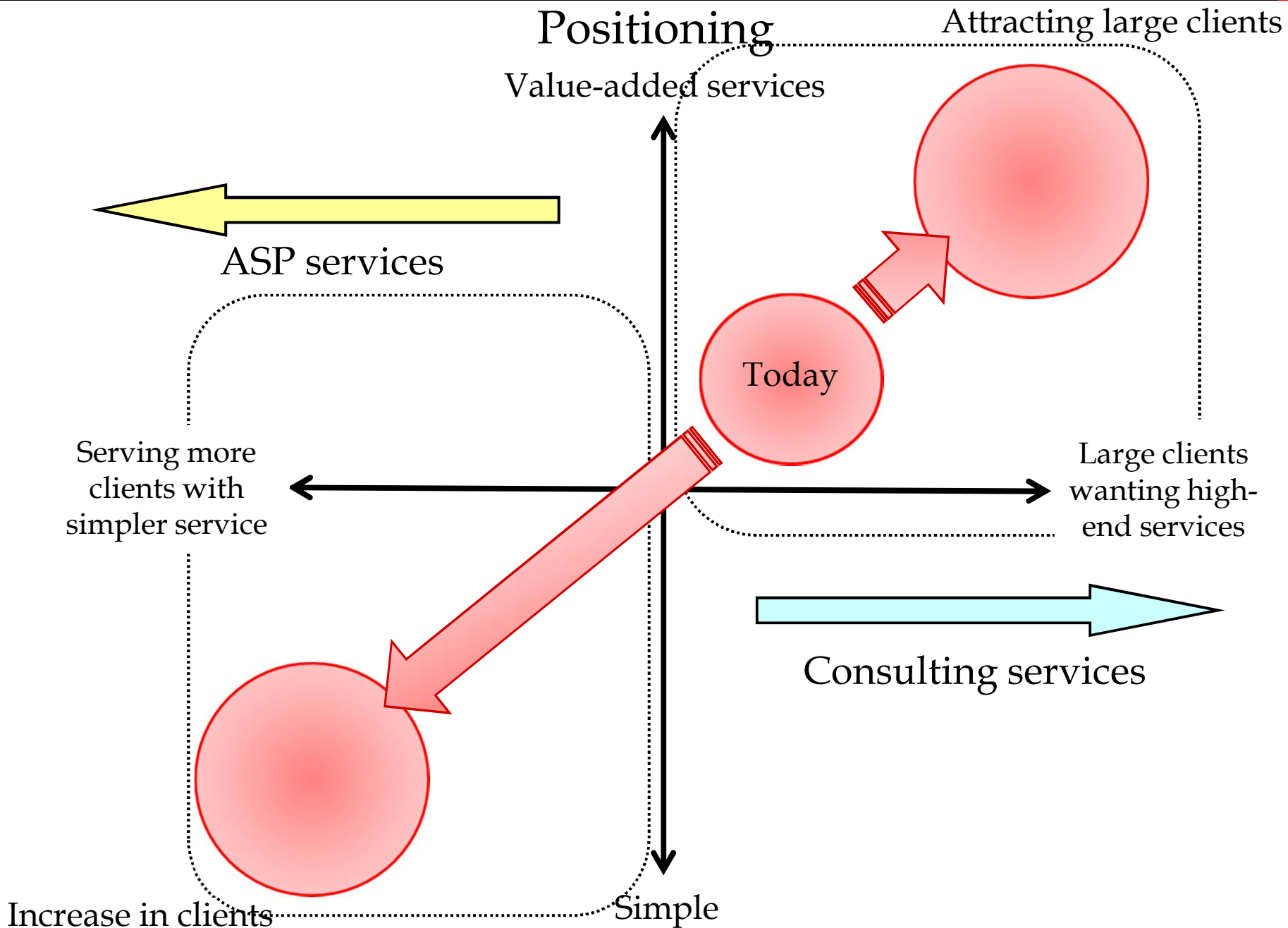
Management by appointing the right person to the right job, irrespective of nationality, age, gender, and region

Pursuing Strengths

- Work in partnership with Yahoo Japan Corp. (in Yahoo CPA and Storematch)
- Attract clients on the strength of our track record with major clients and expertise in delivering performance.

Capturing Growth Opportunities

- Increase the number of EC sites and partner sites.
- Capture smartphone ad demand and optimize services for smartphones.
- Pursue growth opportunities globally by supporting sales in overseas markets and sales of overseas products.



Specific Initiatives to Increase Sales

1. Acquire commercial accounts from large retail e-commerce clients

- Launch a sales expansion offensive targeting the EC sites of large retail e-commerce potential clients with larger gross merchandise volumes that we have yet to acquire. We expect that the gross merchandise volume through affiliates in accounts we have yet to acquire will be JPY 100 billion.

2. Create monetization opportunities in the smartphone market

- Support the optimization of smartphone services for both EC sites and partner sites. Site optimization (smart4me), performance recognition (App2Web), advertising for application providers (APP2APP, Web2APP), optimization of advertising materials.

3. Pursue growth opportunities globally by supporting sales in international markets and sales of overseas products

- Consider making business alliance with and capital participation in local companies in Southeast Asia.
- Create earnings opportunities by approaching inquiries from overseas and applying businesses we have developed in Japan.