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Hikari Tsushin, Alibaba, Softbank, and e-machi town Establish Joint Venture

Hikari Tsushin, Alibaba, Softbank, and e-machi town today announced that they have reached an agreement for a joint venture to operate and offer services provided by Alibaba.

1. Purpose of establishment of the joint venture

Alibaba is a Japanese corporation founded and operated by Alibaba.com Limited, the world leading B2B e-commerce company, which operates “Alibaba.com”※. Alibaba also operates “Alibaba JAPAN”, B2B e-commerce website in Japan.

We provide mobile phones, office equipments and insurance services through sales network in Japan. We also provide internet-related services through our consolidated subsidiary, e-machi town.

Through the joint venture, we aim to boost corporate users of “Alibaba JAPAN”, using our strength of sales force.

The joint company becomes a sales agent and has acquired the rights to act as a sales agent in Japan for all services provided by Alibaba.

※ The world largest B2B trade site; since 1999, Alibaba acquires overwhelming shares not only in china, but also more than 38 million registered users from over 240 countries and regions.

2. Overview of the joint venture

- (1) Name of Company: Ali Marketing
- (2) Chairman: Koji Yamamoto (Hikari Tsushin)
- (3) Office location: Toshima-ku Tokyo
- (4) Date of Establishment: April 27, 2009
- (5) Business activity: sales of ad spot of B2B e-commerce website, “Alibaba JAPAN”
- (6) Capital: ¥150 million (capital reserve ¥150 million)
- (7) Capitalization: Hikari Tsushin 65.02%, e-machi town 14.98%, Alibaba 10%, Softbank 10%

3. Outlook

Hikari Tsushin believes this will only have a minimal impact on its business performance at the moment.