

To Whom It May Concern

July 2010

Finantec Co., Ltd

Launch of Corporate Matching Site *Japan's Excellent Brand100 (English)* for Japanese Companies Planning to Start Operations in Hong Kong and China

FinanTec Co., Ltd. (Head office: Akasaka, Minato-ku, Tokyo; CEO: Masaki Kai), an IR consulting firm that operates Tokyo IPO and Hong Kong IPO Club, has started operating an English-language corporate matching website called Japan's Excellent Brand 100. The website serves Japanese companies looking for business partners and investors who can provide support for starting operations in Hong Kong and China. Bakumatsu Co., Ltd. (Head office: Shiroganedai, Minato-ku, Tokyo; CEO: Tomoyoshi Akashi) will assist in the operation of the website. Bakumatsu publishes two free newspapers, *Keieisha Tsushin* and *Venture Tsushin*, and operates the Best Venture 100 website. This provides a platform that allows Japanese companies thinking of starting operations in Hong Kong and China to easily register and distribute their company information.

Background

Establishing a presence in the rapidly expanding markets of China and other Asian countries is vital to sustaining growth for many companies in Japan. Since 2009, FinanTec started holding Hong Kong IPO seminars in cooperation with the Hong Kong Exchanges and Clearing, and in March 2010, we launched Hong Kong IPO Club to help Japanese companies procure funds in Hong Kong. Many companies that use this club have been asking for assistance in locating business partners and strategic investors as well. In addition, there is much interest in China in forming partnerships with Japanese companies with outstanding technologies, brands and know-how. To create the platform for meeting these needs, we decided to start Japan's Excellent Brand 100.

Japan's Excellent Brand 100 welcomes both publicly and privately owned companies with patents, technologies, brands, know-how and other strengths.

*Investors located primarily in Asia account for about 10% of the monthly 4 million page views at FinanTec's Tokyo IPO website.



Objective of the new website

Japan's Excellent Brand 100 is an entirely English-language website that provides information for businesspeople, investors, financial institutions and other parties in Hong Kong and China. The objective is to help companies

form partnerships by using business or equity alliances, pure investments, mergers, acquisitions or other means. In the rapidly growing markets of China, there is a great need for Japanese expertise in fields ranging from manufacturing technology to services and environmental protection. This new website gives Japanese companies an opportunity to expand their operations by establishing the best scheme for growth with one or more partners in Hong Kong or China. FinanTec functions as the contact for inquiries from Hong Kong and China. We can extend support that precisely targets the requirements of each company, extending from business operations to fund procurement. Backing up this capability are our Hong Kong IPO Club partners that include auditing firms, law offices, agencies associated with the Hong Kong government, and other organizations.

Overview of service

- Information supplied by companies seeking partners: Profile of business activities, profile of CEO, history, features of products and services, types of business partners required, vision for overseas operations, other items
- Support for locating partners: Examinations of prospective partners and other matching support using Hong Kong IPO Club
 - * However, support for locating partners is extra of charge.
- Language: English
- Listing period: 3 months
- Listing fee: ¥50,000 (renewed every 3 months) Additional ¥10,000 English translation fee
 - * Tax excluded
 - ★Hong Kong IPO Club members can list their companies for the first three months for free.
- Site URL: <http://www.k-tsushin.jp/japan-excellentbrand100/>

<Profile of FinanTec>

Head office: 2F Akasaka Long Beach Building, 3-21-20 Akasaka, Minato-ku, Tokyo

CEO: Masaki Kai, Representative Director Capital: ¥148.5 million

Activities: IR consulting, investor information service, CSR business

Websites: Tokyo IPO (Investment information) <http://www.tokyoipo.com/>

IR STREET (IR information) <http://www.irstreet.com/jp/>

Hong Kong IPO Club (Support for Japanese companies aiming to Hong Kong and China)

<https://www.hongkongipo.jp/>

<Profile of Bakumatsu>

Head office: 7F Beside Shirogane, 5-18-9 Shiroganedai, Minato-ku, Tokyo

CEO: Tomoyoshi Akashi, President

Activities: Free publications for venture capital-backed companies, Internet business

Website: Best Venture 100 <http://best100.v-tsushin.jp/>

*For more information

FinanTec Co., Ltd. URL: <http://www.finantec-net.com/>

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