Financial Disclosure Solutions
PRONEXUS

July 1, 2015

Notice Concerning the Launch of VOD Service PRO.ch for Japanese Companies Expanding in Asia

Helping Offset the Knowledge Gap about Business in Asia
Question and Answer Service Using Video Conferencing and Chats with Professionals

Delivering Info on Working Level Procedures Locally with a Cloud-based Service – Ideal for Japanese Companies Seeking Professional Advice from Local Experts in Asia as Part of Their Overseas Expansion Preparations

TOKYO, JAPAN, July 1, 2015 – PRONEXUS Inc. (below, "PRONEXUS") announced today the development and launch of a cloud-based video on-demand (VOD) service called PRO.ch targeting SME and middle market companies planning on expanding operations in Asia. This service offers an exclusive archive of information about preparations for overseas expansion, local working level procedures and local living conditions for each country in the region, effectively July 1, 2015.

Transcending the simple realm of providing companies with general information and training about overseas expansion, this service represents a new format that delivers detailed information about local legislation and business environment for various working level themes and for each country using a library of short video tutorials. The countries covered by this service include Taiwan, Indonesia, Singapore, Thailand, and the Philippines. Video tutorials discuss working level information about operations before and after establishing a local subsidiary, while video conferencing question and answer chats with local accounting professionals and other experts can also be accessed. This innovative new service enables clients to obtain the information and advice they need whenever they like from the comfort of their own office.

PRONEXUS, through this service, hopes to mitigate risk from issues caused by the knowledge gap about expanding into Asia and support the overseas expansion of Japanese companies by offering various working level services that allow clients to concentrate on doing business locally.

1. Background to Development of PRO.ch

Over the past several years a large number of regional companies, SME and middle market companies from Japan have been actively expanding operations in Asia. Many of these companies lack working level knowledge about establishing, running and expanding a company in the respective country. This working level information covers local legislation, programs and laws, so without access it is extremely difficult to make decisions prior to market entry and it may result in greater business risk post entry. This represents one of the most pressing needs facing Japanese companies expanding internationally. Typically, these companies turn to their local financial institution for not only banking advice but business support as well. However these institutions, too, tend to lack information and the ability to address consultations regarding market entry in Asian countries.

2. PRO.ch Service Overview and Features

i. Offers contents on various working level themes for each country
As of June 2015, a total of 250 video tutorials have been uploaded. Going forward, every month 50 to 100 more will be updated and added, with the goal of reaching 850 by the end of the year and 1,150 by March 31, 2016. The target countries of this service will also be expanded in the future.

ii. Short video tutorials that are easy to view and easy to understand
Clients have access to short video tutorials lasting between two and three minutes that cover detailed information succinctly and efficiently.

iii. Services on-demand anytime and anywhere
Services are cloud-based and can be accessed anytime and anywhere using the membership ID and password.

iv. Question and answer services through chats with local professionals
Accountants and other professionals from multinational firms locally are available to answer questions in chat sessions.

v. Targets
Local financial institutions doing business with Japanese companies with strong business demand overseas that seek help in business development.

vi. Fee system
Annual user's fee
(5.4 million yen per year for regional financial institutions for the five-country version)

Note:
*A trademark application is pending for the PRO.ch logo and text.

3. PRO.ch Advantages

<Advantages for Companies Expanding Overseas Operations>

i. Lower costs for preliminary studies and consulting fees
ii. Reduce the time spent at workshops or seminars and the need for human resources
iii. Mitigate risk of legal violations caused by a lack of information and knowledge about expanding business requirements overseas
iv. Acquire and share information and knowledge about overseas business conditions in administrative departments

<Advantages for Financial Institutions>

i. Reduction in the cost of maintaining overseas offices and human resources.
ii. Reduce workload in response for questions from clients
iii. Enhance brand image for knowledge of international business
iv. Utilize as an e-learning tool for employees

■ Direct inquiries regarding this matter to:

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