

GMO-PG Launches Inbound Marketing Service Supporting Businesses that Serve International Visitors to Japan

One-stop support service includes content marketing, global ad distribution and payment

Tokyo – May 21, 2015 – GMO Internet Group non-face-to-face payment processing service provider, GMO Payment Gateway Inc. (TSE1:3769), announces the launch of Inbound Marketing, a service for GMO-PG payment service users that supports inbound business (business targeting international visitors to Japan).

Inbound Marketing is a set of services that include the production of Japanese-themed content (images, video, etc.) aimed at attracting an international audience, for use on ecommerce sites and Facebook pages, as well as managed global ad distribution. The service is available to GMO-PG member merchants as part of the GMO-PG Online Advertising Service. (<http://www.gmo-pg.com/ad>).

The Inbound Marketing service was first trialed by Hinomaru Limousine Co., Ltd. who reported that it was an effective tool for the promotion of inbound business, as a result, GMO-PG is expanding the service to all member merchants.



Image of contents (photos)

In 2014, more than 13 million (*1) international tourists visited Japan, an all-time high and a 29.4% increase from the previous year. In 2020 the Japan Tourism Agency aims to attract 20 million (*2) international tourists when Tokyo will host the Olympic and Paralympic Games. This is expected to further grow demand for inbound services.

Japanese hotels, railways and other transport services, commercial facilities, and local governments/municipalities are eager to serve international clients and are taking a more active approach to cultivating inbound business.

While many visitors to Japan use the Internet as a primary source of information on Japan, businesses that have traditionally focused on the domestic market face a barrier in marketing to an international audience, and are missing opportunities to develop inbound business.

GMO-PG recognized this challenge among its member merchants and has responded with this new service to support the promotion of inbound business.

(*1): Japan National Tourism Organization (January 20, 2015). "Trends in the Number of Foreigners Visiting Japan"

(*2): Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism (May 27, 2014). "The Year 2020: Reform of Japan through Tourism"

Inbound Marketing is a marketing support service that aims to increase the number of international visitors to Japan and drive sales of products and services on ecommerce sites, by showcasing Japan and appealing to visitors to Japan as well as a wider international audience. The service includes two components; production of internationally-targeted content for ecommerce sites and Facebook pages, and managed global ad distribution. The service is available as part of the GMO-PG Online Advertising Service.

The new service enables GMO-PG to provide member merchants with comprehensive support that ranges from payment service to content marketing and global ad distribution, for the promotion of inbound business.

(1) Content marketing support targeting international audience (Japanese-themed content)

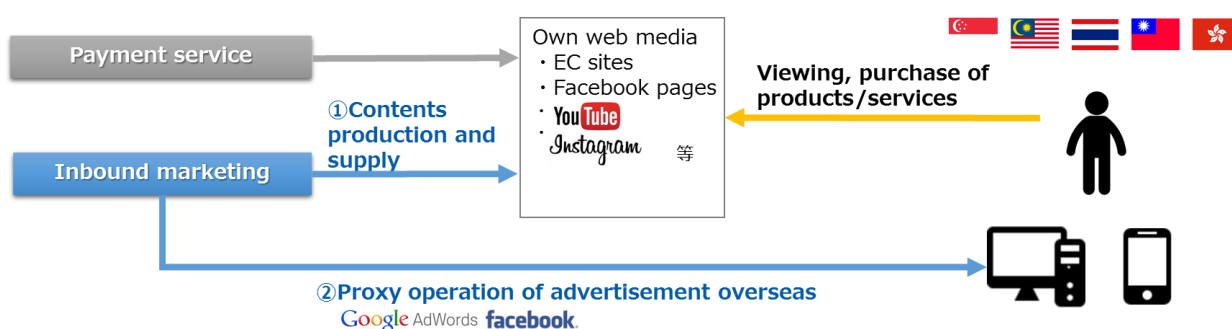
GMO-PG offers production of images and videos of Japan, such as temples and other popular tourist attractions, food, traditions, history, entertainment, culture, and Japanese trends for use on ecommerce sites and Facebook pages. In addition, GMO-PG can produce original content tailored to the requirements of individual member merchants and also supply content for Instagram, YouTube, and other social media as well as for media use.

(2) Global Advertising Distribution (Managed Service)

The GMO-PG global advertising distribution includes search and Facebook advertising and other distribution targeting visitors to Japan and an international audience with an interest in Japan. Initially supporting English language advertising, going forward, the service will be expanded to include Chinese, Thai and other languages.

Hinomaru Limousine trialed Inbound Marketing for its LIMOTAXI® service. The company was successful in encouraging users to make pre-bookings before traveling to Japan by running globally-targeted, Japanese-themed ads for foreigners attracting users to a booking page. Users are able to pre-book the LIMOTAXI® service for smooth transit from Narita or Haneda Airport to their hotel or other destinations.

GMO-PG plans to offer the service to a wider range of businesses including travel agencies, hotels, transportation companies, commercial facilities and local governments looking to maximize inbound business opportunities, with the goal of ten clients by the end of the year.



<Inbound marketing flow chart>

About GMO Payment Gateway

GMO Payment Gateway, Inc. is a non-face-to-face payment processing service provider offering solutions including online transaction processing for online stores, social and smartphone content sellers, and processing of recurring payments NHK television license fees. The company also provides dedicated payment solutions for public institutions including Japan Pension Service and Tokyo Metropolitan Government. Our services are safe and convenient for both business and the consumer. As the largest payment processing service in Japan, GMO Payment Gateway is an innovation leader and key contributor to the growth and development e-commerce.

GMO-PG Online Advertising Service (<http://www.gmo-pg.com/ad>) is a service offered to GMO-PG's member merchants to attract customers and drive sales. Launched in October 2011, the service is currently used by over 200 member merchants, many of which have experienced more than 20% increase in sales after implementation. Going forward, GMO-PG will progressively expand the service to more member merchants.

GMO Internet Group

GMO Internet Group is an Internet services industry leader, developing and operating Japan's most widely used domain, hosting & cloud, ecommerce, security, and payment solutions. The Group also comprises the world's largest online FX trading platform, as well as online advertising, Internet media, and mobile entertainment products. GMO Internet, Inc. (TSE: 9449) is headquartered in Tokyo, Japan.

Related Links

- GMO-PG Online Advertising Service URL:<http://www.gmo-pg.com/ad>
- GMO-PG URL:<http://corp.gmo-pg.com/en>

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