

# Proposal from Business development professionals

Overseas Investors Companies Inc.

# Business development professionals offering support to realise aspiring management

As the name stands, Overseas Investors Companies Inc. is a group of “Business development professionals” who sweep away national and cultural boundaries in the business world.

OIC was created to support companies with high aspirations and turn them into international companies that contribute to the world. We achieve the full potential of client companies’ financial, managerial, and personnel assets by investing them in businesses of the next generation.

We believe that “business” provides an ultimate contribution to the society by creating employment and the whole economy and society benefit from the profits it produces.

Therefore, expanding a business requires high aspirations and creating a business with high aspirations will contribute to local communities, peoples, cultures, nations and international society.

We are thriving to contribute to the society at the global level by supporting clients’ never-changing corporate philosophy and ideals behind their economic activities.

Realising management with high aspirations:  
that is our business development philosophy.

Overseas Investors Companies Inc.

# OIC Solutions

– Solutions OIC provides –



OIC offers support to develop new businesses nationally and internationally. We approach each project from three different fields: "management support," "business planning," and "business development."

Management Support

International business development

- Market research
- Development strategies
- International M & A
  
- Management strategies
- Operation
- Sales/Marketing support

Business Planning

Business Development

Domestic new business development

- Market research
- Development strategies
- Management strategies
- Operation
- Sales/Marketing support



# OIC Way

– OIC takes full responsibility for the management results. That is OIC's way. –



OIC offers hands-on practical support for new businesses, taking full responsibility for the eventual outcome.

## Management strategies

Management strategies/Accounting/IR/Recruitment/International M&A

## Sales support

Sales strategies/Sales activities utilising our extensive connections

## Marketing support

Advertising  
Advertisement production  
Promotion

Mass media/Web/Other media  
Mass media/Web/Other media  
Media exposure/Publicity/Others

## Operations

Internet

Server set-up/System development/Contents production/  
Payment service

Mobile

Launching the carrier's official website/Server set-up/System  
development/Contents production/Payment service

System development  
Image production

Server set-up/Software development  
Long films/TV adverts/Short films

Music publications Ticket stub management/Artists management

Planning/Editing/Project management/Production

Publications

Market research/Consulting

Motorcar

Product development

Product development/Marketing

Communication services

Communication infrastructure business consulting/  
Carrier business consulting

Payment services

Small amount payment/ECV payment/Payment system

Logistic services

Warehousing/Domestic service/Import/Export

Food services

Store development/Product planning



# Cross-border M&A Service



With our M&A service OIC not only offers a short-term solution for transactions, but also a comprehensive and coherent service in the client's best interests.

Our service ranges from identifying an opportunity or a party to a merger, acquisition or sale to undertaking negotiations regarding the agreement and management of the acquisition process.

With an extensive experience in M&A business across Asia and Europe, our staff will promise you a successful cross-border transaction.

## M&A Strategic Decisions

Making and reviewing M&A strategic decisions.  
Providing financial advice necessary for acquisitions.

## Target Selection

Taking advantage of our extensive global network to select the most suitable companies.  
Preparation of the initial information sheet/nondisclosure agreement.  
Approaching the selected company in the most appropriate way.

## Due-Diligence Support

Planning and coordinating a due-diligence exercise.  
Preparing a due-diligence report and organizing related documents.

## Valuation

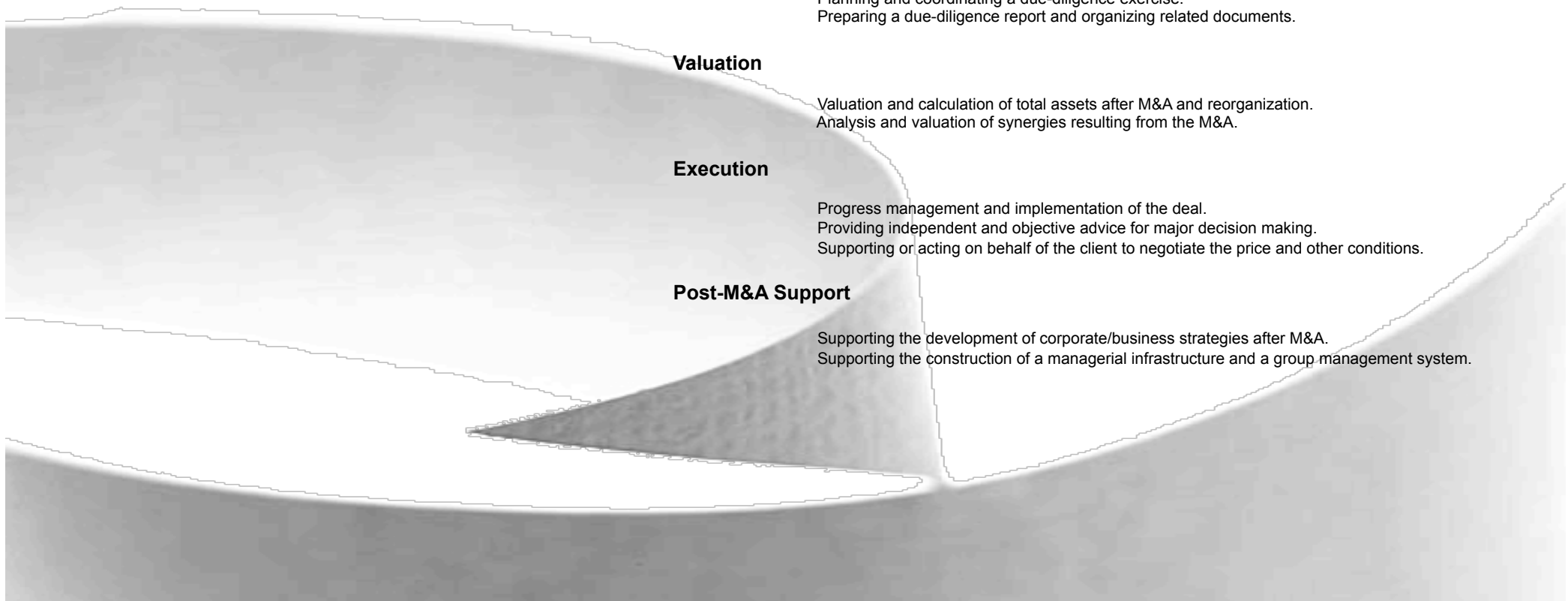
Valuation and calculation of total assets after M&A and reorganization.  
Analysis and valuation of synergies resulting from the M&A.

## Execution

Progress management and implementation of the deal.  
Providing independent and objective advice for major decision making.  
Supporting or acting on behalf of the client to negotiate the price and other conditions.

## Post-M&A Support

Supporting the development of corporate/business strategies after M&A.  
Supporting the construction of a managerial infrastructure and a group management system.



# Case study [1] Production group's overseas business development

OIC has supported the international business development of TYO, one of the top 3 media production groups in Japan.  
OIC has encouraged business cooperation with overseas production companies to accelerate the TYO's international business development.  
OIC is now deeply involved in TYO's management to support their overseas business development.

## Management Support

International business development strategies  
Management support for overseas partners  
Due diligence support prior to investment in overseas partners

## Business Planning

International market research  
Setting criteria to select most suitable overseas partners  
Business model development

## Business Development

Liaising with overseas partners  
Management and administration of joint projects  
Investment negotiations



1. Selecting and liaising with overseas partners
2. M&A of overseas partners
3. Management support after M&A

# Case study [2] Auto repair shops network development for an insurance company

In the midst of the price competition following deregulation of automobile insurance industry, OIC built a specified auto repair shop network to differentiate the client from other insurance companies. As a direct result of its improved repair process, the client company was selected for the “No.1 for Customer Satisfaction” company in an independent survey and the client reduced their claim management costs by 25%.

## Management Support

Strategies to improve the automobile insurance claim management operations

## Business Planning

Operational improvement by building a network of “specified auto repair shops”  
Unifying customer contact centres  
Quality management programme of repair services  
Unique supplementary services

## Business Development

Selecting and building a database of the high-quality repair shops  
Introducing an online customer satisfaction survey system  
Introducing a system to share digital images of damage to create a faster claims resolution process  
Developing and introducing a quote creating software



1. Building a nation-wide specified auto repair shop network
2. Online quote service, sharing image data of the accident car
3. Introducing the customer satisfaction survey system

# Case study [3] Major/Professional baseball players' website

Websites are normally a cost centre but OIC has turned this major/professional baseball players' website into a profit centre by introducing an advertising business model. This project is achieved by collaboration between OIC, the players' management company and the web production company. This is a project where OIC's planning and coordination abilities are fully exerted.



## Management Support

Building a website as a new source of profit



## Business Planning

Planning of the website officially authenticated by professional players (fan community website)  
 Media construction including placing advertising spaces  
 Marketing planning including PR activities



## Business Development

Sales and marketing of advertising spaces  
 Contents production  
 Marketing activities



- Business collaboration
- Web production by one of the nation's best web production companies
  - Production and sales of original merchandise by Uniqlo
  - Mobile telephone contents production with Toppan Printing Co., Ltd.

- Generating revenue from the website
- Media profit from banners and tie-up pages
  - Sales of original merchandise
  - Profit form mobile telephone contents distribution

Website promotion



## Company profile

Company name: Overseas Investors Companies Inc.  
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Tokyo Office  
2-21-13-6F Kami-osaki, Shinagawa-ku, Tokyo, 141-0021, Japan  
Sendai Office  
2-8-18-8F, Ichibancho, Aoba-ku, Sendai-shi, Miyagi, 981-0811, Japan

Business description: Business development, Development and implementation of International business strategies  
Capital: 10 million yen  
Number of employees: 6  
Date established: July 1977

Board members:

Managing Director / CEO	Kosuke Kamura, Yasuhiro Ishikawa
Director	You Matsutani
Director	Ronald Jimmink
Auditor	Atsushi Okamoto
Auditor	Takashi Otsuka

Bank of Tokyo-Mitsubishi UFJ, Ltd.

Main financing bank:  
Main clients: CyberAgent group, Dentsu Group, Hakuholdo Group, NEC Group, Miyagi Prefecture, Sendai City

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