



April 19<sup>th</sup>, 2016

Sojitz Corporation  
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### Announcement: Capital and Business Tie-up with Tri-Stage Inc.

Today, Sojitz Corporation (“Sojitz”) concluded an agreement for a capital and business tie-up with Tri-Stage Inc. (“Tri-Stage”), whereupon Sojitz also agreed to acquiring 18.96% of Tri-Stage’s issued stock. Through this alliance, our companies will work together to expand retail businesses in the ASEAN region, combining our overseas network and track record in retail business with Tri-Stage’s expertise in direct marketing.

#### 1. Background and Purpose of the Tie-up

Tri-Stage provides optimum one-stop solutions primarily to businesses engaged in direct marketing\*. These solutions cover everything from selection of medium (television, etc.), production of television programs, call center services, and customer relations management. Through this capital and business alliance with Tri-Stage, Sojitz will acquire TV shopping channels in Japan and ASEAN countries starting with Vietnam, as well as strengthen our retail functions through our basic businesses, including our worldwide shopping center business, consumer goods business, and ASEAN-based food logistics business. In the future, our companies hope to develop this business tie-up into a retail platform which provides and manages a number of integrated retail spaces through omnichannel retailing, combining brick and mortar with virtual stores and providing high value-added IT functions.

ASEAN’s remarkable growth has experts predicting that by 2020, the middle-class population—that is, persons with more than US\$5,000 in disposable income each year—will grow to 500 million people. In this case, ASEAN will require a shopping channel to provide goods and services which acknowledge the countries’ and regions’ diverse needs.

While raising corporate value for both companies through the promotion of this collaborative project in the ASEAN region, Sojitz and Tri-Stage hope to capture the growing ASEAN consumer market and help improve the lives of ASEAN consumers.

#### ※Direct Marketing:

Marketing method whereby the company directly identifies consumer profiles and buying patterns through a variety of media including catalogues, direct mail, magazines, television, phone calls, etc., and uses this information to develop sales promotions and advertisements which can meet consumers’ diverse, segmented needs.

※Omnichannel retailing:

A new kind of retail which combines brick and mortar stores with TV and internet sales.

## 2. Outline of the Capital and Business Tie-up

Through this capital and business alliance, Sojitz and Tri-Stage will collaborate on the following:

- 1) Developing Sojitz and Tri-Stage's businesses abroad through the integration of Tri-Stage's investments abroad with Sojitz's trading company network and expertise in overseas business development.
- 2) Accelerating expansion of Tri-Stage Group's brick and mortar stores and achieving sustainable growth for these stores by integrating Sojitz's expertise in shopping center management with Tri-Stage's brick and mortar store development knowhow.
- 3) Create an omnichannel retailing business which links Sojitz's global information and business network with Tri-Stage's sales network of TV shopping businesses, e-commerce, and brick and mortar stores.

## 3. Schedule

Agreement for capital and business tie-up concluded on:	April 19 <sup>th</sup> , 2016
Share acquisition date:	May 12 <sup>th</sup> , 2016

## 4. Overview of the Tie-Up Agreement

- 1) Company Name: Tri-Stage Inc.
- 2) Established: March 3<sup>rd</sup>, 2006
- 3) Head Office: 2-20, Kaigan 1-chome, Minato-ku, Tokyo
- 4) Total Capitalization: ¥644,999,000 (As of February 29<sup>th</sup>, 2016)
- 5) Stock Listing: Tokyo Stock Exchange – Mothers
- 6) Representative Director: Akio Maruta (Chairman and Representative Director)
- 7) Main Business: Provision and selection of various promotional media including television programming; TV production; call center management; distribution advice, etc.

## 5. Forecasts

This capital and business tie-up will have little impact on Sojitz's overall business performance.