

March 7, 2015

News Release

Fuji Media Holdings, Inc.

Fuji TV-Lab, LLC

Announcement of Acquisition of GPlus Media Group

Fuji TV-Lab, LLC (President & CEO: Tadashi Tokizawa, “Fuji TV-Lab”), a subsidiary of Fuji Media Holdings, Inc. (President & COO: Hideaki Ota, “FMH”), has announced the acquisition of GPlus Media Co., Ltd. (Founders: Peter Wilson and Erik Gain, “GPM”) and its affiliate company Real Estate Japan K.K. (“REJ”).

GPM, a pioneer media company targeting the international community in Japan and abroad, operates several leading English websites such as Japan Today, which covers breaking news from Japan, and GaijinPot, which offers job and lifestyle information for foreigners in Japan and global readers who are interested in Japan.

REJ operates the website realestate.co.jp, which offers information on rental/sale of real estate for foreigners. It has grown rapidly in response to the increasing needs of foreigners who live in Japan and foreign investors.

The Japanese government has set an annual target of 20 million foreign visitors to Japan in 2020 for the Tokyo Olympic/Paralympics Games and FMH expects this will increase the demand for media targeting foreign residents and visitors to Japan at an accelerated pace. In the context of this trend, FMH understands that there is a favorable opportunity to create several inbound/outbound businesses and thus welcomes GPM and REJ into the group to strengthen its ability to reach the foreign community in Japan.

Going forward, the FMH group will make the best use of the GPlus Media group’s prestige and marketing know-how in order to enhance Fuji TV-Lab’s web-based business and the FMH group’s human resources, real estate and advertising businesses and to develop new business fields such as health, education, food and entertainment.

In addition, the FMH group will focus on a diversification of its business through a solution service including marketing support and production of contents for Japanese companies which are engaged in the ever-growing inbound business, holding events for foreigners and the possibility of collaboration with the MICE / IR business.

The FMH group has been engaged in enhancing its corporate value as a media conglomerate company.

[About GPM]

Company Name : GPlus Media Co., Ltd.
Address : Minotomi Bld. 3F, Shiba Koen 3-1-1, Minato-ku, Tokyo, Japan
Nature of Business : Operation of branded websites for the foreign community in Japan
Founded : 2001
URL : <http://www.gplusmedia.com/>

[About REJ]

Company Name : Real Estate Japan K.K.
Address : Minotomi Bld. 3F, Shiba Koen 3-1-1, Minato-ku, Tokyo, Japan
Nature of Business : Operation of website featuring comprehensive real estate information for the foreign rental market and investors
Founded : 2006
URL : <http://www.realestate.co.jp/>

[About Fuji TV-Lab]

Company Name : Fuji TV-Lab, LLC
Address : 2-4-8, Daiba, Minato-ku, Tokyo, Japan
Nature of Business : Operation of web-based service, production of contents, etc.
Founded : 2006
URL : <http://www.fujilab.jp/>

The FMH group's growth strategy through acquisition of the GPlus Media Group

