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For General Release

Information Services International-Dentsu, Ltd.
PT. ISID INDONESIA
ISI-Dentsu Shanghai Co., Ltd.

ISID Launches Business for Multi Finance Industry in Indonesia

~ By building strategic partnership with local IT company, obtained 1st Indonesian customer of “Lamp” ~

Information Services International-Dentsu, Ltd. (TOKYO:4812)(Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) announces that its subsidiary, PT. ISID INDONESIA. (Head office: Jakarta, Indonesia, President Director: Takuya Ono; “ISID Indonesia”), has established a partnership with IT company in Indonesia, PT. Indocyber Global Technology (Head office: Jakarta, Indonesia, CEO: Bharat Ongso; “Indocyber”), by appointing Indocyber as its provider of the solution “Lamp”, a comprehensive IT solution for leasing and financial businesses. ISID Indonesia together with Indocyber aims to market and provide widely Lamp by targeting local companies in the business segment in Indonesia. We happily announce that such partnership has already generated 1st local customer of Lamp, and, we set a target that Lamp to be adopted and be implemented by 20 companies in next 3 years.

■Market overview and Business outlook■

Recently in ASEAN countries, multi finance markets in general are expanding rapidly subsequently to the growing consumers’ demands supported by each country’s economic growth. Especially in Indonesia, the country with 4th-ranked population in the world, such industry has lately seen notable growth and has marked total assets of approximately 4 trillion yen (as of September, 2013) with almost 200 companies in the market. Their total assets over the last 5 years marked the average annual growth rate of more than 20% and the market is expected to continually expand its size in future*.

Lamp, the solution to be increasingly marketed and provided in Indonesia through the partnership, is a comprehensive packaged solution designed for leasing and financial businesses and was developed by ISID’s subsidiary in China, ISI-Dentsu Shanghai Co., Ltd.(Head office: Shanghai, China; COB & President: Shigeyuki Suganuma; “ISID Shanghai”, collectively with ISID and ISID Indonesia, “ISID group”). Since its release in year 2010, Lamp was adopted and implemented widely by 18 companies in 7 countries/regions at 200+ sites primarily by Japanese leasing and financing companies doing business throughout China and ASEAN regions.

Through the partnership with Indocyber, by leveraging Indocyber’s strong marketing channel and business domain knowledge of local multi finance industry in Indonesia, ISID group aims to expand its global business by promoting increasingly Lamp for local market.

■Summary of partnership and 1st user generated through the alliance■

By building partnership with Indocyber, ISID and ISID Shanghai as a solution provider of Lamp grant the rights and licenses through Lamp’s sole representative in Indonesia, ISID Indonesia, to Indocyber enabling it to market and sub-license Lamp in Indonesia. Besides, ISID group and Indocyber will joint force in developing new and additional functionalities of Lamp tailored to local requirements in Indonesia as well as in providing relevant consulting services. Lamp is available in both On-premise and SaaS bases for Indonesian market.

Prior to the actual execution of the partnership, ISID group and Indocyber have cooperatively conducted market research on Lamp for local multi finance companies. Through the activity, Indocyber has generated about 30 prospect customers, one of which company called PT. SUNPRIMA NUSANTARA PEMBIAYAAN

(“Sunprima”) has chosen us as their business partner and decided to implement Lamp as SaaS basis. Launch time of the service for Sunprima is scheduled to be in year 2016.

Mr. Fukuyama, Executive Vice President of ISiD, remarked on the business direction as below;

“ISiD is determined to make a further step in our Lamp business in Indonesia, where we saw the most dynamically growing multi finance market among ASEAN countries. In addition to Japanese leasing and financing companies, we are now ready to lead and be a strong business partner for local companies by teaming up with Indocyber as well as with localized functionalities of Lamp”

Mr. Bharat Ongso, CEO of Indocyber addressed as follows;

“We are now very excited to bring LAMP to our customers in Indonesia and this is highly important aspects as our beliefs that bringing ISiD’s experiences and solutions together with our local experiences will create excellent outcomes and values for our customers”

ISiD group has set its medium-term management plan starting from year 2014, “ISiD Open Innovation 2016”, and has placed one of its significant directions as the expansion of its overseas business into non-Japanese market in addition to the existing Japanese customer base especially in China and ASEAN regions. We make the partnership with Indocyber as our good stepping stone in Indonesia market, and, will aim to go further likewise in other ASEAN countries to expand our business globally.

■PT. Indocyber Global Technology (Indocyber) ■

Indocyber is Indonesian IT company headquartered in Jakarta, Indonesia. Its core business is providing competent technical, consulting services, own-developed IT solutions primarily for multi finance companies as well as logistic and retail companies locally. Indocyber has 6 offices nationwide including at Surabaya and Bandung. Established in year 2001, having approximately 250 employees.

<http://www.indocyber.co.id/>

* Source: Indonesian Commercial Newsletter No.12 “Market Intelligence Report on Multifinance industry in Indonesia 2014” (Published by PT Data Consult, ISSN 0853-2086)

Amounts is exchange at the rate of 0.0089 JPY / IDR

Reference Data

Product of Lamp

“Lamp (Leasing & Finance Advanced Management Portal)” is a comprehensive solution for leasing and financial businesses which was developed by ISI-Dentsu Shanghai Co., Ltd. It covers basic functionalities including that of customer management, contract management, invoicing and repayment management and payment management. Additionally, Lamp is fully ready with variety of other functionalities such as multi-language handling, multi-currency adoptable, as well as, recalculation of amortization according to the changes in interest and exchange rates. Besides, Lamp may offer interfaces to external systems including bank’s CMS and accounting system. Since its launch in year 2010, Lamp is adopted and implemented widely by 18 companies in 7 countries/regions at 200+ sites (as of December 2015) primarily by Japanese leasing and financing companies doing business throughout China and ASEAN regions. <http://www.isid.com.cn/lamp/>

Overview of ISiD

Company Name:	Information Services International-Dentsu, Ltd. (ISiD)
Representative:	Setsuo Kamai, President, CEO & COO
Headquarters:	2-17-1, Konan, Minato-ku, Tokyo, 108-0075 Japan
Website:	http://www.isid.co.jp/english/
Establishment:	1975
Capital:	JPY 8,180.5 million
Employees (consolidated basis):	2,502 (as of March 31, 2015)
Net Sales (consolidated basis):	JPY 78,276 million (fiscal year ended March 2015)
Business domain:	Since its establishment in 1975, ISiD has provided comprehensive services as a business partner for its clients, from consulting services to system planning, design, development, operations and maintenance support. ISiD aims to be an “IT Solution Innovator” and is proactively deploying businesses in various fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting solutions, HRM(personnel, payroll and performance management), ERP, marketing, and cloud-based services.

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Note: Company and product names in this release are the trademark or registered trademark of each company respectively.