

Company Name: GMO Internet, Inc.
(TSE First Section, Code: 9449)
Address: 26-1 Sakuragaoka-cho Shibuya-ku Tokyo JAPAN
Representative: Masatoshi Kumagai, CEO and Representative Director
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Joint Venture Company to be Established as GMO Internet Subsidiary

GMO Internet, Inc. today announces the establishment of a joint venture company in partnership with BOOK STYLE PLUS, Inc. Details are as follows:

1. Reasons for Establishing Joint Venture

GMO Internet Group operates in four business segments, Web Infrastructure & Ecommerce, Internet Media, Internet Securities, and Social & Smartphone. The Group has invested aggressively in Social & Smartphone, the group's newest business segment, focused on the fast-growing smartphone game market.

One of the products in the Social & Smartphone segment is Smart Soccer by GMO, a smartphone soccer game featuring the names and images of over 2,000 soccer players. Expertise in acquiring and managing image rights is an important factor in the operation of this product.

In Japan, next year's World Cup is expected to spur a surge in demand for use of soccer player image rights in the Internet and game industries and the need for expertise in the field of image rights management is expected to increase.

The partnership between BOOK STYLE PLUS, a company with extensive knowledge of the global soccer industry, and GMO Internet, a company with Internet industry expertise and a strong financial base is expected by the company to be beneficial in acquiring and using soccer player image rights.

The joint venture will enable the company not only to use the image rights of global soccer players but is also expected to generate revenues through a promotions business and by acting as an agent in the provision of image rights to other companies in Japan.

2. Outline of Joint Venture Company

(1) Company name	GMO International Sports Management inc	
(2) Address	Cerulean Tower, 26-1 Sakuragaokacho, Shibuya-ku	
(3) CEO	Soichiro Kinoshita	
(4) Business Description	Acquisition, distribution and other activities related to image rights etc, promotions planning	
(5) Capital	JPY10 million (at time of establishment)	
(6) Fiscal Year	Twelve months to December 31	
(7) Date to be Established	August 8, 2013	
(8) Major Shareholders and Ownership Ratio	GMO Internet, Inc. 51.0% BOOK STYLE PLUS, Inc. 49.0%	
(9) Relationships with the Listed Company	Capital	As stated above in item (8)
	Transactional	None
	Executive	Board of Directors to be appointed
	Related Companies	None

3. Schedule

August 5, 2013 Decision

August 8, 2013 Joint Venture to be established (tentative)

August 8, 2013 Launch of business (tentative)

4. Outline of Partner Company

(1) Company Name	BOOK STYLE PLUS, Inc.
(2) Address	2-4-23 Misugidai, Hanno city, Saitama
(3) CEO	Soichiro Kinoshita
(4) Business Description	Sports rights acquisition and sales, planning and development of products incorporating sports player rights, sports management, ebook publishing, sales, consulting etc.
(5) Capital	JPY10 million
(6) Date Established	November 27, 2009
(7) Major Shareholders and Ownership Ratio	Soichiro Kinoshita 70.69%

(8)Relationship with GMO Internet	Capital	None
	Transactional	The company currently outsources certain activities to BOOK STYLE PLUS
	Executive	None
	Related Companies	None

(9)Operating Results and Financial Conditions in the 3 Most Recent Fiscal Terms (Unit: JPY1000)

	FY2010	FY2011	FY2012
Net Assets	-548	4,206	5,248
Total Assets	3,663	15,184	14,954
Net Assets per Share (JPY)	-0.5	2,901.3	3,620.0
Net Sales	7,250	22,221	57,638
Operating Profit	-3,378	90	858
Ordinary Profit	-3,398	325	1,221
Net Profit	-3,462	255	1,041
Net Profit per Share (JPY)	-3,426	183.3	718.3
Dividend per Share (JPY)	0	0	0

5. Outlook

The establishment of this joint venture company is not expected to materially impact results in the current fiscal year.

(Reference) Forecast Earnings in the Current Fiscal Year (Announced February 6, 2013)

	Consolidated Net Sales	Consolidated Operating Profit	Consolidated Ordinary Profit	Consolidated Net Profit
Current Fiscal Year (FYE12/2013)	JPY 83,000 million	JPY 10,500 million	JPY 10,500 million	JPY 4,800 million
Previous Fiscal Year (Actual) (FYE12/2012)	JPY 74,376 million	JPY 9,149 million	JPY 9,175 million	JPY 4,518 million