



October 11, 2013
SEPTENI CO., LTD.

**Septeni Concludes Capital and Business Alliance Agreement with
PRESS PLAY PARTNERS PTE. LTD. to Promote Sales of Online Advertising
Primarily Through Facebook® in the Asia-Pacific**

SEPTENI CO., LTD. (headquartered in Shinjuku-ku, Tokyo; Koki Sato, President; hereinafter “Septeni”) announced today that it has underwritten a capital increase through a private placement for PRESS PLAY PARTNERS PTE. LTD. (headquartered in Singapore; Stephen Dolan, Director; hereinafter “PPP”) and has concluded a capital and business alliance agreement with PPP.

Septeni’s sales associated with Facebook in the April-June quarter of 2013 increased by a factor of 3.4 year on year, and Septeni is focusing on enhancing services in its Facebook business.

PPP was founded by Mr. Stephen Dolan, Commercial Director for Facebook Asia until May 2013, and has been operating an online advertising business, focusing on Facebook advertising in Southeast Asia and Australia, harnessing its experience and achievements. PPP has had business relations with Septeni.

Following the conclusion of the capital and business alliance agreement, PPP will focus on gaining new customers and advertising sales, while Septeni will provide operational support for online advertising, especially Facebook advertising, primarily through Septeni Asia Pacific Pte. Ltd. (headquartered in Singapore), a consolidated subsidiary of Septeni. The two companies will cooperate to support effective promotions.

In addition to Facebook advertising, PPP will exclusively sell PYXIS, a Facebook advertising operation management tool that Septeni has developed, to accelerate the introduction of PYXIS in the Asia-Pacific region.

Septeni and PPP will strengthen their competitiveness by making the most of each other’s strengths to expand their market shares in the Asia-Pacific.

PYXIS, a Facebook advertising operation management tool

PYXIS is a tool that makes it easy for users to edit complicated target settings in Facebook advertising, including ages, areas (countries, regions), and academic backgrounds, and to conduct large-scale campaigns efficiently and speedily. The users can also measure the effects of campaigns and advertisements by target and transitions within Facebook and to external websites and can improve the effects based on the data.

In March 2013, Septeni earned an Ads Badge in Facebook’s Preferred Marketing Developer Program.

■URL: <http://www.pyxis-social.com>

*Facebook® is a registered trademark of Facebook, Inc.

Inquiries about services

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Inquiries about media coverage

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Twitter account: http://twitter.com/Septeni_PR
Facebook page: <http://www.facebook.com/septenigroup>

■ **Profile of SEPTENI CO., LTD.**

Business: Internet advertising

Head office address: Sumitomo Fudosan Shinjuku Grand Tower 28F, 8-17-1 Nishishinjuku, Shinjuku-ku, Tokyo, Japan

Representative: President, Koki Sato

URL: <http://www.septeni.co.jp/en/>

■ **Profile of Septeni Asia Pacific Pte. Ltd.**

Business: Internet advertising in the Asia-Pacific

Head office address: 3 Church Street Level 25 Samsung Hub Singapore 049483

Representative: Managing Director, Makoto Hattori

URL: <http://www.septeni.co.jp/ap/>

■ **Profile of PRESS PLAY PARTNERS PTE. LTD.**

Business: Internet advertising, especially Facebook advertising, in Southeast Asia and Australia

Head office address: 105 Cecil Street #15-02 The Octagon, Singapore (069534)

Representative: Director, Stephen Dolan