

# JAPAN and wnDirect – A world class opportunity



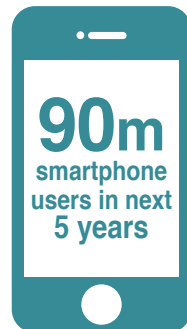
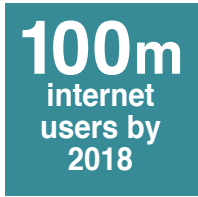
## JAPAN - THE FACTS & FIGURES

- Japan is the 10th largest country in the world in terms of population (**126 million residents**) but ranks 62nd in terms of land mass
- Japanese** is the national language
- Japan is an archipelago comprising more than 6,800 islands. The four largest islands are Hokkaido, Honshu, Shikoku and Kyushu, which together account for 97% of Japan's land area
- 21% of the Japanese population is elderly – the highest in the world. There are 50,000 people in Japan over 100 years old
- In Japan, there are **more pets than children**



## ECOMMERCE FACTS & FIGURES

- Japan will have approximately **100 million internet users by 2018** – Although the population in Japan has declined slightly, the number of internet users is still predicted to increase with 90 million having internet access through their smartphone over the next five years
- Japan has the third highest population of broadband internet users in the world (only behind US & China). Currently **80%** of the population uses the internet
- Language difficulties are cited as one of the main barriers to trade for Japanese consumers, particularly on US and Chinese websites
- In Japanese business culture, deadlines and delivery dates are taken literally. Deadlines should not be viewed as desirable guidelines – they are viewed as strict drop-dead dates

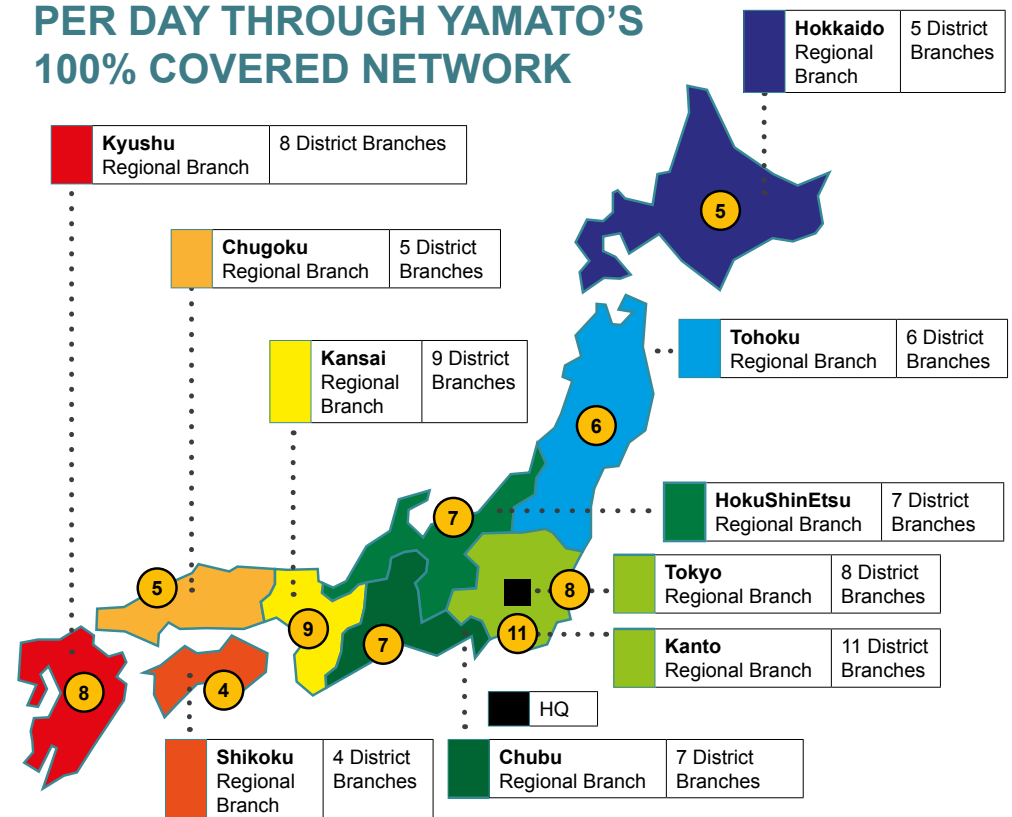


## PARTNER

**YAMATO** - Yamato are our broker and final mile delivery partner in Japan. They receive wnDirect traffic in-country, complete the line haul, customs clear the goods and complete the delivery to the end customer



## DELIVERING 4 MILLION PARCELS PER DAY THROUGH YAMATO'S 100% COVERED NETWORK



Hub Terminals (District Branches)	71
Delivery Centres	6,433
Collection Agents	236,742

Delivery Trucks	51,586
Employees	195,594
Sales Drivers	50,220

