



Press Release

For Immediate Release

February 2016

JAPAN CONTENTS TRADING CORP.

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[From Indonesia] 7 months since “beautynesia”, the female information curation website launched, it has already reached 2 million page view per-month. This is considered a great number among national websites.

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7 month since the launching on June 2015, “beautynesia” (<http://beautynesia.id/>), the information curation site for Indonesian women owned by JAPAN CONTENTS TRADING CORP. (Shinagawa Tokyo, Japan. CEO Takuji Yoshida), has gained 10.000 visitor per-day and 2 million page-view per-month.

Beautynesia is a online media written in Bahasa Indonesia that targets 20-30 years old Indonesian women. It has been made article writing contracts with more than 100 curretors such as famous blogger and writer so far. There is more than 5000 published articles about beauty products review, solution for body problem, and many more. Additionally, beautynesia also cooperating with beauty professionals like dermatologist to provide highly accurate professional articles for readers.

Make up tutorial of celebrity, easy health program in home, and cosmetic products campaigns are the most popular ones. For example, the article about beauty and health effect in papaya acquired about 25.000 page-view and also got more than 1.000 shares in Facebook.

We are now focusing on refining features in mobile app version of beautynesia because we predict that mobile access will be 80% of total access in near future. Our current target is to establish information spread and buy/sell items, by producing Indonesian

beauty blogger (as trend setter) and cooperating with beauty and health care brands.

■ About JAPAN CONTENTS TRADING CORP.

A trading company established for supporting Japanese corporates business expansion and export to Indonesia founded by Takuji Yoshida, ex-vice director and founder of Oisix Inc.(TYO: 3182).We have cooperating with large companies like Square Enix Holdings Co., Ltd. and Irep Co., Ltd. in form of joint venture. In 2013, we acquired remarkable achievement in successfully promoting Jakarta Sumo Tournament 2013 which is a first time in ASEAN history.

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+PRESS Inquiry+++++

JAPAN CONTENTS TRADING CORP. (www.japan-ct.com/)

#604, 1-8-11, Higashigotanda, Shinagawa-ku, Tokyo, 141-0022, Japan

TEL:03-6450-4508 FAX:03-6277-3433

Contact Person: Chiba/Kanamaru.

[E-mail]prate@japan-ct.com

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