Corporate Profile

BIGLOBE

www.biglobe.ne.jp

As of December 2010

NEC BIGLOBE, Ltd.

The Internet is moving forward into the next phase. And BIGLOBE will meet it there with a giant step forward into the era of cloud computing

Innovative changes are now taking place in the world of the Internet.
In addition to PCs and mobile phones, readily accessible digital devices are also enabling people anywhere at anytime to use various information and services on cloud computing systems. The results may be a never-before-imagined lifestyle or a significant business opportunity.

PCs

Smartphones

Car navigation systems

Mobile phones

BIGLOBE

Health appliances

Game machines

Digital consumer electronics

Digital TVs

Greetings

New progress in network technologies is steadily expanding the possibilities of the Internet itself, bringing about the advent of an era in which "a diverse range of knowledge and information is combined, accumulated, and shared on cloud computing systems" and "anyone can utilize networked information and services from throughout the world via cloud computing systems."

Being aware of the inherent changes of this era, we at NEC BIGLOBE intend to evolve into an "Internet Service Partner" that supports all in easily utilizing cloud computing services by always viewing our work from our customer's perspectives and through employing advanced information technology.

As an accessible partner to individual customers, we will provide access to safe and reliable user environments as well as to abundant and exciting services. As a dependable business partner, we will provide our corporate clients with business solutions that offer the type of high quality and practicality they require.

BIGLOBE has accumulated highly reliable system construction skills and operating know-how through our many years as a Network Service Provider. This experience is the basis for the BIGLOBE Service Platform. Armed with this core asset, and through collaboration with NEC Group companies and alliance partners, BIGLOBE will continue to create valuable services that will help our clients realize their dreams. You can expect the best from NEC BIGLOBE.

Hisao Iizuka
President
NEC BIGLOBE, Ltd.

Management Principle

Our Desire

The joy of being connected and the satisfaction in connecting

Creating new value and a richness in society by bringing people, corporations and society together.

As an Internet Service Partner in the era of cloud computing systems, BIGLOBE is realizing the dreams of each and every client

Our intention is to realize a "personal cloud" that allows each client to optimally utilize the vast amount of information and services on the Internet. Through BIGLOBE's core businesses of ISP, Broadband Media, and Platform Services, we will work to create an Internet of the future that can respond to your requests for a specific type of service or new conveniences.

For our individual customers, we provide enjoyable and appealing cloud computing services. And for our corporate clients, BIGLOBE's cultivated technologies and expertise enable platform services that support business expansion via cloud computing.

■ ISP Business

BIGLOBE provides a variety of Internet connection services to meet customer requirements, including FTTH/ADSL and high-speed mobile. In addition, we provide enhanced services to support a reliable and enjoyable Internet experience, including robust security services as well as a simple connection set-up.
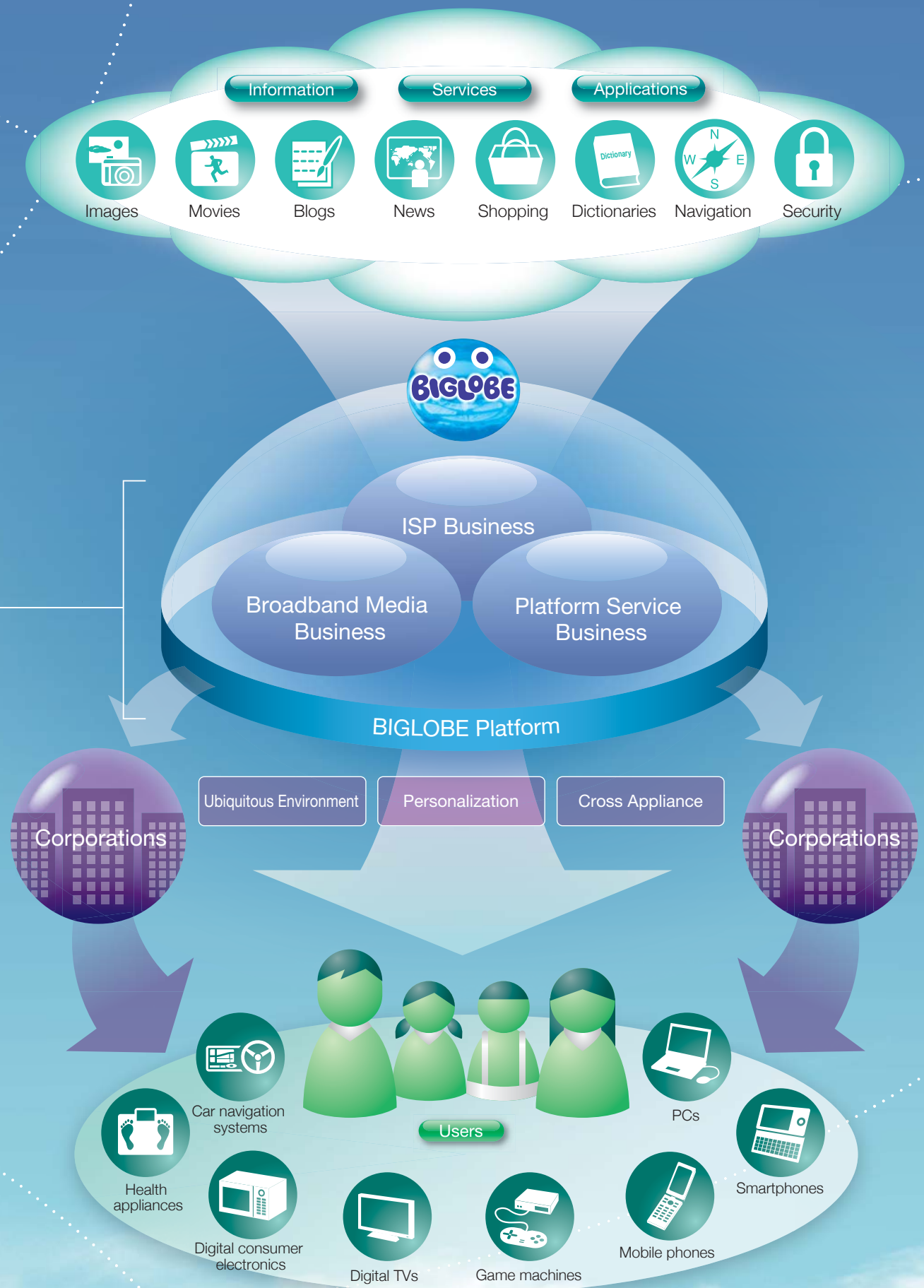
■ Broadband Media Business

BIGLOBE provides an appealing array of contents such as portal sites that cover the latest data search services, EC sites and a wide-range of genres for computers, and mobile terminals. We are also striving to create new services that can link to various products including accessible electronic devices and digital home appliances.

■ Platform Service Business

Corporate customers can take advantage of BIGLOBE's technologies and experience in Internet services and broadband media businesses.

Solutions including Web marketing, EC, content delivery, and more are provided through consulting, SaaS, and/or system integration to increase our customer's competitive advantage.

Three keywords to realizing Personal Clouds

- Anytime, anywhere easy connection to Internet services .... Ubiquitous Environment
- Personal and unlimited usage of desired services or information from a vast database .... Personalization
- Development of more convenient services by linking various devices .... Cross Appliance

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Information
Services
Applications

Images | Movies | Blogs | News | Shopping | Dictionaries | Navigation | Security

BIGLOBE

ISP Business

Broadband Media Business | Platform Service Business

BIGLOBE Platform

Ubiquitous Environment | Personalization | Cross Appliance

Corporations | Corporations

Users

Car navigation systems | PCs | Smartphones | Health appliances | Digital consumer electronics | Digital TVs | Game machines | Mobile phones

ISP Business

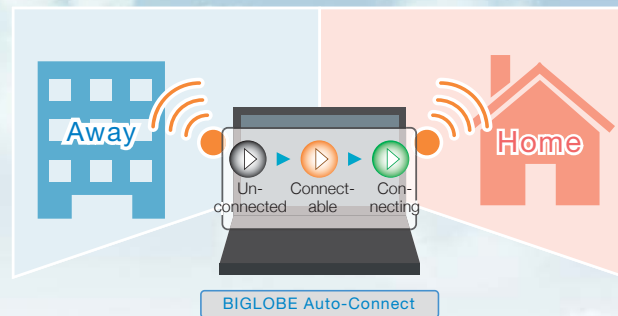# BIGLOBE provides secure and enjoyable Internet service to anyone, anywhere

"Connection Services" that Expand

We provide our customers a variety of Internet access services to fit their lifestyles, including optical fiber, ADSL, mobile and NGN.
We are continuing our progressive approach in anticipation of the era of ubiquitous broadband.
We are also focusing on WiMAX and other mobile Internet access services.
In addition, we provide "BIGLOBE Auto-Connect," setting the ideal Internet environment to fit your use environment.

Away

Home

Un-connected Connect-able Con-necting

BIGLOBE Auto-Connect

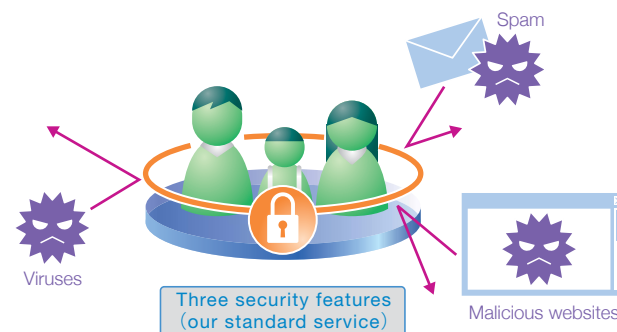### Secure and Convenient Internet Access (Optional Service)

Security measures are essential when using the Internet.
As a part of our standard service, we provide our main broadband customers with three security features.
The first of these features is an e-mail scanning, the second one is a spam filtering, and the third is a websites filtering.
BIGLOBE additionally provides "Security Set Premium," a security service offering increased safety.
And for your relaxation and enjoyment, we have "Hikari TV" television service.

Spam

Viruses

Three security features
(our standard service)

Malicious websites

Friendly "Customer Service" for Each of Our Customers

"My BIGLOBE" members page is made available for your use.
Look at this page to check your service usage status and various other settings.
"Marin no Kaiketsu Navi" responds interactively to users' questions, smoothly solving any problems.

Marin no Kaiketsu Navi

My BIGLOBE

Network Operation Center and Customer Support Desk

We have installed a "Network Operation Center" to monitor our services. This Center monitors our networks and servers 24 hours a day, 365 days a year. Also, for your convenience, our "Customer Support Desk" is available to answer any questions from our users. And questions related to Internet connection are fielded throughout the year.
In this way, BIGLOBE supports Internet access that is safe, secure and enjoyable.

Broadband Media Business

BIGLOBE provides various data search services and appealing contents that fit the user's communication style

"Search Service" that Opens up New Possibilities

BIGLOBE provides various search services based on advanced technologies. We are actively pursuing new possibilities for "search services" through several developments such as "Burst Keyword Ranking," presenting the latest trends.

Search from various viewpoints
Top Page Search

Search for "what's happening now" using the latest popular keywords in
Popular Search Word Ranking

"Portal Sites" for word-of-mouth information posting and popularity analysis

BIGLOBE offers portal sites covering a wide range of genres including information on travel and going out, as well as entertainment-related information such as on animation, games and music.
We effectively analyze word-of-mouth and popularity information, transmitting it by fully utilizing our original Internet services.

Select a destination by checking sightseeing and word-of-mouth information
BIGLOBE Travel

©2009 Ryuukishi 07/Ushiromiya Ichizoku
Comprehensive portal sites for animation fans
ANIME ONE

The hobbies and lifestyle website for those around the age of 50
STATION50

Broadcasting a live baseball game in animation
Ikkyu Sokuhou

"Entertainment EC" linked various BIGLOBE portal sites

By cooperating with Tougenkyou, Inc., an affiliated company that has extensive experience in B-to-C entertainment auctions, we are working to enhance our EC business through combining innovative planning such as "auctions starting from one yen" with wide-ranging BIGLOBE portal sites.

Entertainment auctions
Momo-oku! Auction on BIGLOBE
Tougenkyou, Inc.

Enhanced "Mobile Phone Services" that can be utilized anytime and anywhere

For mobile phone users, BIGLOBE offers not only news, weather and other information related to daily living as well as search services on "Mobile BIGLOBE," but also an array of services including "Decome" decorative animation and games. In addition, we deliver various contents from regular carriers including video content and "Mobile Bookstore."

Decoration mail site
Hoshideco

Delivering high-quality video contents.
Doga-Vienta

Video decoration service
DecorationStudio

Accumulated technologies and expertise utilize practical solutions to reinforce our customer's business
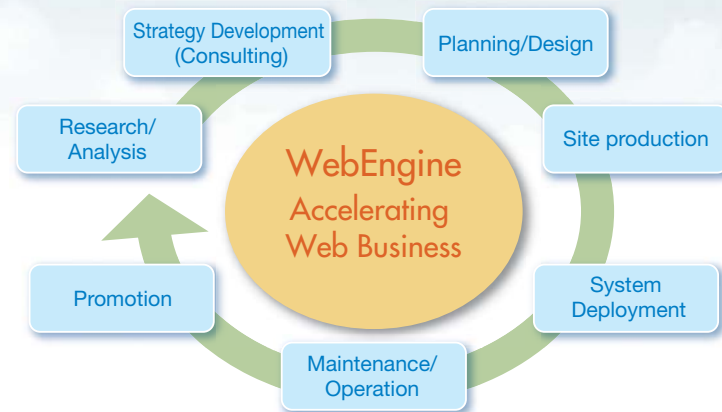
Platform Services for the Cloud Era

BIGLOBE supports any organization planning to activate its operations by providing a variety of services, including E-Commerce, online community, video distribution, etc. leveraging cloud-based technologies. These services are available through SaaS and/or customizable system integration to meet the needs of our customers.
BIGLOBE's experience in consumer services has shaped best-of-breed solutions that boost our customer's business and activities.
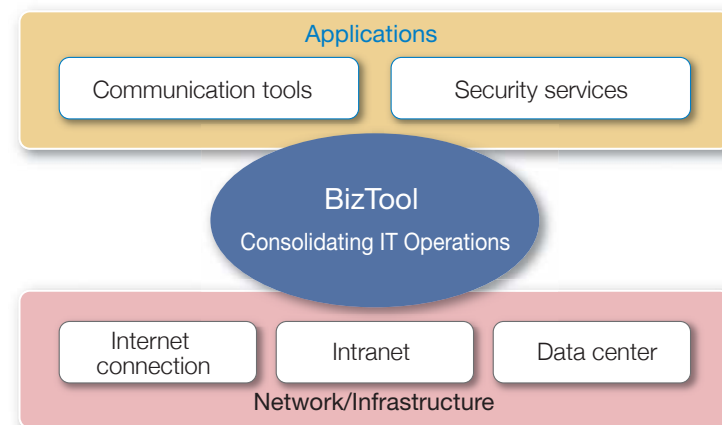
"WebEngine" Solutions to Support Web Marketing

BIGLOBE turns up the Web marketing of customers who are providing various consumer services. Our one-stop service portfolio covers everything about Web marketing, such as existing site survey/analysis, new site planning, site updating, deployment, operation, and promotion. Our goal is to reinforce our customer's business operations and to provide new opportunities.

Strategy Development (Consulting)
Planning/Design
Research/ Analysis
Site production
WebEngine Accelerating Web Business
Promotion
System Deployment
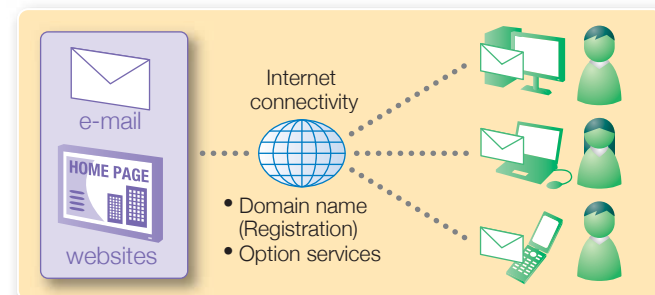Maintenance/ Operation

"BizTool" Solutions to Improve Business Operations

BIGLOBE helps stimulate organizations through versatile services including agile intranet, communication tools such as e-mail and corporate private websites, and network security services. It backs up over-all corporate IT operations with extensive outsourcing services – from infrastructure to SaaS features.

Applications
Communication tools
Security services

BizTool
Consolidating IT Operations

Internet connection
Intranet
Data center
Network/Infrastructure

■ Wealth of services for SMBs

"BIGLOBE Office Service" provides everything SMB customers need with respect to the Net, including Internet connectivity, domain names, e-mail, websites, security, groupware, and more.

e-mail
HOME PAGE
websites

Internet connectivity
• Domain name (Registration)
• Option services

New Businesses & Business Collaboration

● "New businesses" to propose new value

"Photo Communication" Online Photography Service via PC and Mobile Phone Linkage

"Photo Communication," a new service, links PCs with mobile phones. A subscriber can save photos in an online album, browse them at anytime on a mobile phone, a PC or a TV screen and share them with family and friends.

Save in an online album
ALBUM
BIGLOBE
Cross Appliance

Browse photos in a slideshow
Share photos with family and friends.
Browse photos and edit an album via PC

"Carbon Diet" Visualizes Home CO_2 Emissions

BIGLOBE has developed "Carbon Diet" a project to reduce home power consumption, in conjunction with NEC Corporation. This project was initiated as a trial among our employees, but it is now being employed at local governments as a trial service.

CO_2 reduction measures
Visualization
[Ordinary home]

● "Business collaboration" to explore new possibilities together with clients

Universal Studios Japan® & BIGLOBE

Official fan club membership management linked to e-mail promotion

In order to invite visitors to the theme park and to create regulars by organizing an official fan club, Universal Studios Japan® asked BIGLOBE to develop a membership management system. The system sends timely and personalized birthday greetings, campaign information and other e-mails to more than 1.5 million members in order to raise the repeater rate. E-mail handling and large-volume membership management are stably performed within BIGLOBE's robust and secure data center.

Scheduled mailings
Birthday greetings
Campaign info

Tokyo Broadcasting System Television, Inc. & BIGLOBE

On-demand service platform that integrates mobile sites

Mobile sites interacting with popular TV programs on Tokyo Broadcasting System Television (TBS) must be able to deal with traffic surges. In the past, TBS built and managed multiple sites for each content type. However, they have decided to integrate them in order to improve the quality of services and the level of personal information protection.
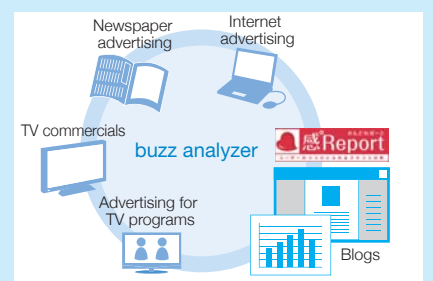TBS has chosen BIGLOBE's "On-demand Service Platform." "Now we can stay on top of sudden concentrated access to our site," they said.

TBS
On-demand Service Platform

Hakuhodo DY Intersolutions Inc. & BIGLOBE

"Kando Report" allows multifaceted analysis of the spread of word-of-mouth information and its influence

Hakuhodo DY Intersolutions Inc. has developed an analysis service called the "buzz analyzer." This innovative service can be used to comprehensively analyze the effect of Internet and mass advertising, and the influence of word-of-mouth information postings including blogs, search counts and PR exposure. BIGLOBE's "Kando Report" was selected as the blog analysis engine for "buzz analyzer" and it is built in as the service's core function. High marks have been given for the advanced blog analysis technology that is even able to identify the reason behind popularity.
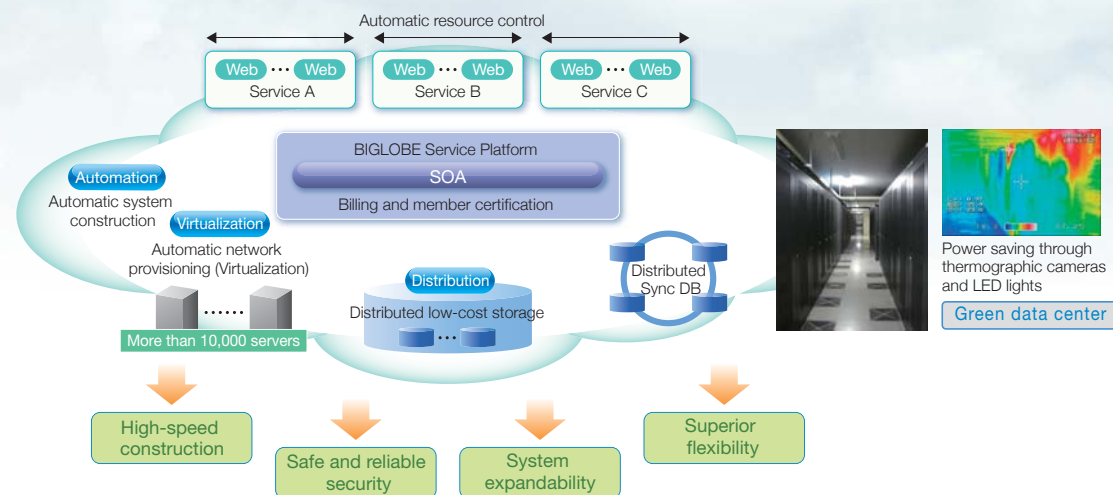
Newspaper advertising
Internet advertising
TV commercials
buzz analyzer
感Report
Advertising for TV programs
Blogs

BIGLOBE Service Platform

A concentration of reliability, stability and flexibility for high-quality cloud computing services together with eco-friendly energy saving features

Advanced BIGLOBE Service Platform to Support Cloud Computing

The BIGLOBE Service Platform is a collection of advanced IT technologies. This platform allows the construction of highly secure IT systems on a cloud computing system with a high level of speed and flexibility. Also, the BIGLOBE Data Center has improved its operation efficiency by virtualization, automation and distribution, and realized high expandability and reliability of operation. In addition, we have realized the highest level of domestic energy conservation by using the most advanced eco-friendly equipment.

Automatic resource control

Web ···· Web — Service A
Web ···· Web — Service B
Web ···· Web — Service C

BIGLOBE Service Platform
SOA
Billing and member certification

Automation
Automatic system construction

Virtualization
Automatic network provisioning (Virtualization)

Distribution
Distributed low-cost storage

Distributed Sync DB

More than 10,000 servers

Power saving through thermographic cameras and LED lights

Green data center

High-speed construction

Safe and reliable security

System expandability

Superior flexibility

BIGLOBE Ecology Promotion Activities

BIGLOBE promotes activities that positively reduce environmental impact in order to preserve the irreplaceable environment of our Earth. The search service "BIGLOBE Search" has adopted the concept of carbon offsets, and is planting a eucalyptus tree for every one million searches. We also take our customers on tours so that they can experience our tree-planting program firsthand.

By planting trees, carbon dioxide generated by Web searches is absorbed.

Web search services with low environmental impact

Planting eucalyptus trees on Kangaroo Island, Australia.

NEC Forest

Promotion of Environmental Management Activities

ISO14001

An international standard that specifies an environmental management system for reducing and preventing the generation of environmental effects and risks from organizational activities, products and services.
Issued by the Japan Quality Assurance Organization (JQA)
BIGLOBE was certified in 2007.

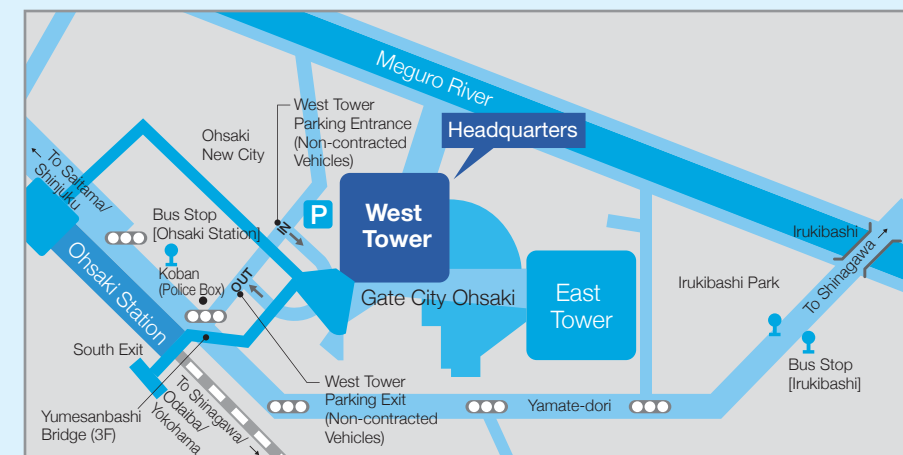Registration number: JQA-EM5912

EcoLeaf Logo

EcoLeaf is a registered environmental label for translating the environmental load of services and products into quantitative data for disclosure and for promoting consideration of the environment among users in their selection and use of services and products.
Issued by the Japan Environmental Management Association for Industry (Ministry of Economy, Trade and Industry)
BIGLOBE was certified in 2006.

No. BU-06-001

Corporate Profile

Company Name	NEC BIGLOBE, Ltd.
Established	July 3, 2006
Representative	Hisao Iizuka, President
Business Details	Information services using networks such as the Internet; information provider services and related businesses
Main Office	Gate City Ohsaki, West Tower, 11-1, Osaki 1-chome Shinagawa-ku, Tokyo 141-0032 Phone: 03-6479-5511 http://www.biglobe.co.jp/
Capital	10.4 billion yen
Main stockholders	NEC Corporation, Sumitomo Corporation, Daiwa Securities Group Inc., Sumitomo Mitsui Banking Corporation, Dentsu Inc., Hakuhodo Inc.
Employees	Approximately 500
Affiliated Companies	CyberWing Corporation Auraline Corporation BIGLOBE Capital Co., Ltd. Tougenkyou, Inc.

Meguro River

West Tower Parking Entrance (Non-contracted Vehicles)

Ohsaki New City

Headquarters

To Saitama/ Shinjuku

Bus Stop [Ohsaki Station]

West Tower

Irukibashi

Koban (Police Box)

Ohsaki Station

Gate City Ohsaki

East Tower

Irukibashi Park

To Shinagawa

South Exit

West Tower Parking Exit (Non-contracted Vehicles)

Bus Stop [Irukibashi]

Yumesanbashi Bridge (3F)

To Shinagawa/ Odaiba/ Yokohama

Yamate-dori

Reinforcing Protection and Security of Personal Information

Since we commenced providing our services, BIGLOBE has considered the safe collection and appropriate handling of personal information to be one of its social obligations, and has conducted consistent management of personal information registration, use, storage, and disposal through the use of high-level security standards. We will continue to reinforce our protection measures for personal information in the future, in order to provide a safe and reliable service that considers the perspective of our clients.

Privacy Mark

System that approves companies that appropriately handle personal information to a set standard.
Japan Information Processing Development Corporation (Ministry of Economy, Trade and Industry)
BIGLOBE was certified in 2000.
Re-certified as NEC BIGLOBE in 2006.

21000300(03)

Safe Security ISP Mark

Signifies that customer service and security measures regarding Internet connection services are up to a set standard.
Internet Connection Service Safety & Security Promotion Association (Ministry of Internal Affairs and Communication).
BIGLOBE was certified in 2002.

License number: T0001

Information Security Management System (ISMS) Conformity Assessment Scheme

Certification by a third-party certifying authority in regard to the implementation of an information security management system (ISMS) conforming to the international ISO/IEC 27000 standard.
Japan Information Processing Development Corporation (Ministry of Economy, Trade and Industry)
Certified as BIGLOBE Internet Data Center in 2002.

Registered Scope of Activities: Construction and operation of data center at BIGLOBE Data Center