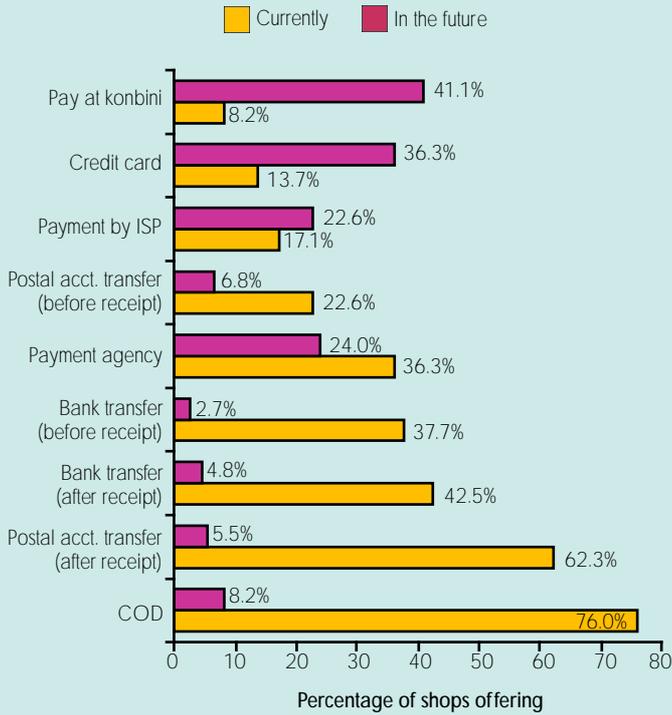
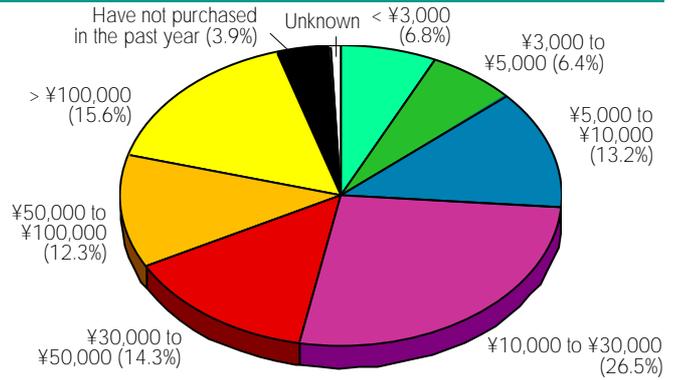


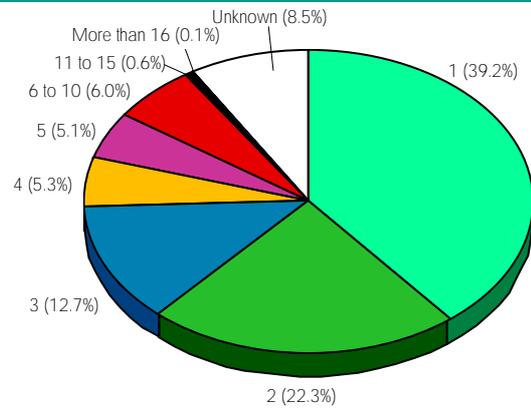
PAYMENTMETHODS PROVIDED BY JAPANESE E-COMMERCE SITES



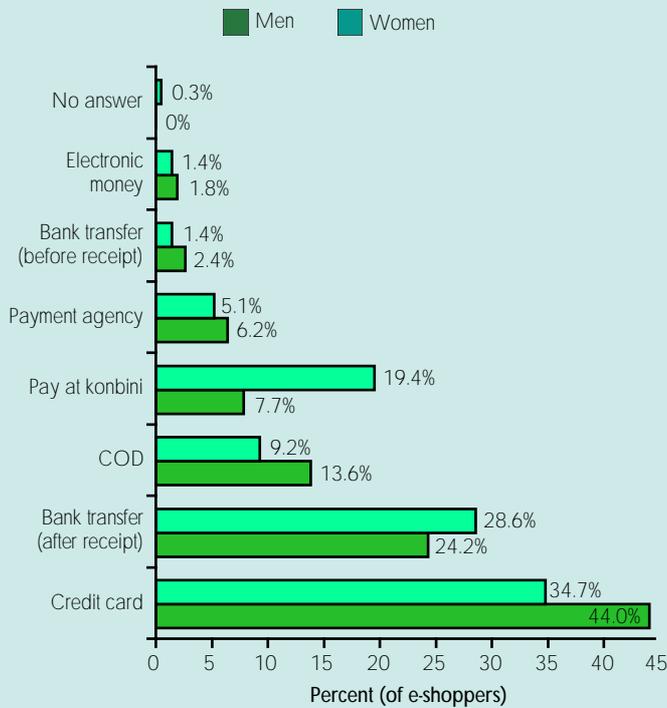
AMOUNT JAPANESE ONLINE SHOPPERS SPENT LAST YEAR



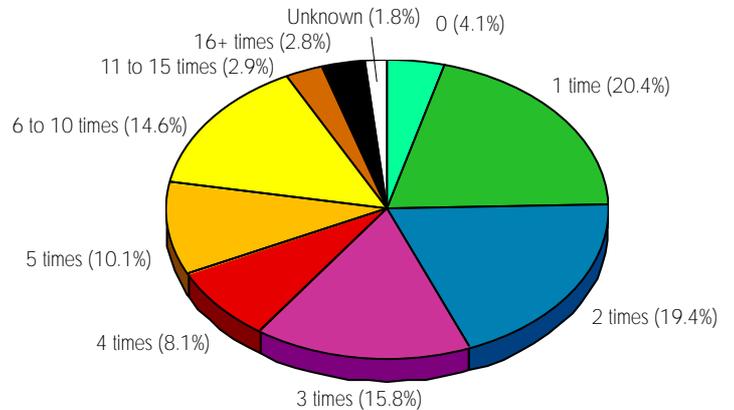
NO.OFSITES JAPANESE E-CONSUMERS SHOPPED AT LAST YEAR



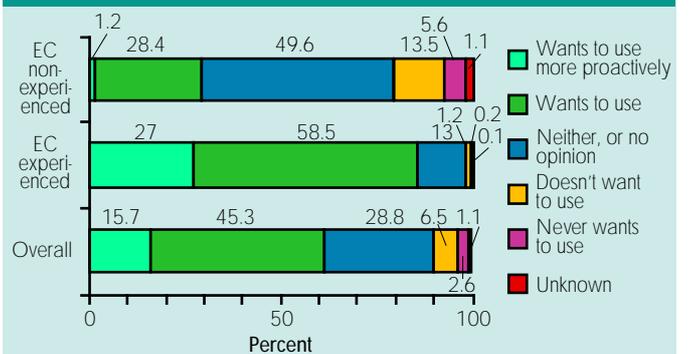
PAYMENT METHODS DESIRED BY JAPANESE ONLINE CONSUMERS



TIMES JAPANESE E-SHOPPERS BOUGHT ONLINE LAST YEAR

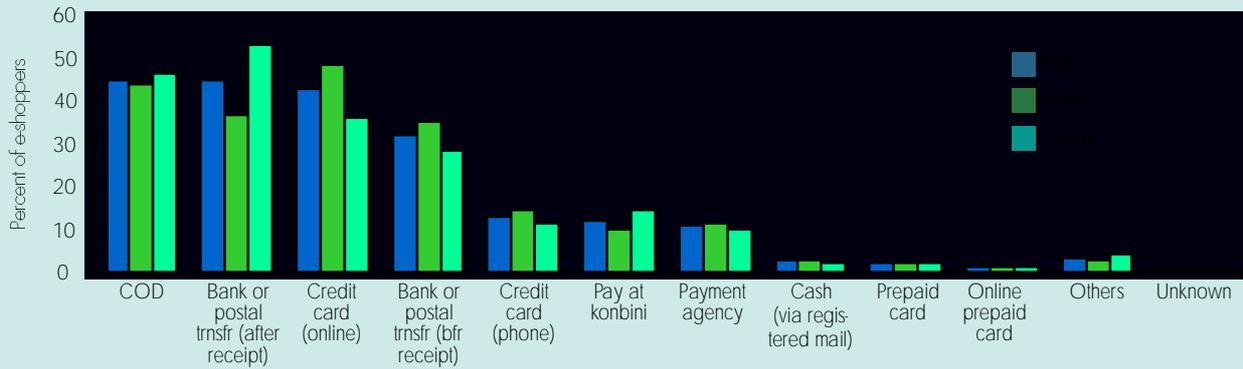


DESIRED DEGREE OF E-COMMERCE USE AMONG JAPANESE

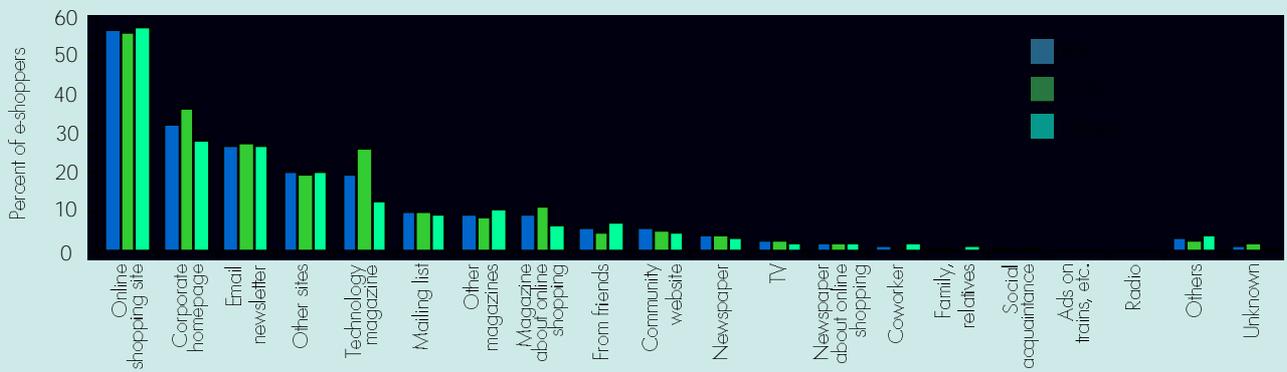


Source for all except the two charts directly above: "Internet Shopping Opininaire," InfoCom Research, www.commerce.or.jp. Source for the two charts directly above: "Internet Shopping Research," www.fujitsu.co.jp/hypertext/fri/cyberfujitsu Research Institute.

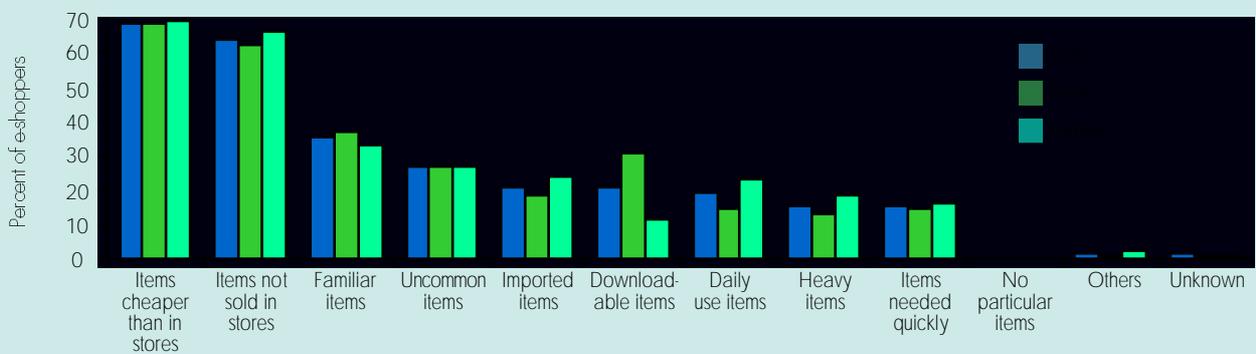
METHOD USED TO MAKE ONLINE PURCHASES LAST YEAR



WHERE ADVERTISEMENT WAS SEEN



TYPES OF ITEMS JAPANESE ONLINE SHOPPERS WANT TO BUY OVER THE NET



PROBLEMS JAPANESE ONLINE SHOPPERS HAVE WITH BUYING OVER THE NET

