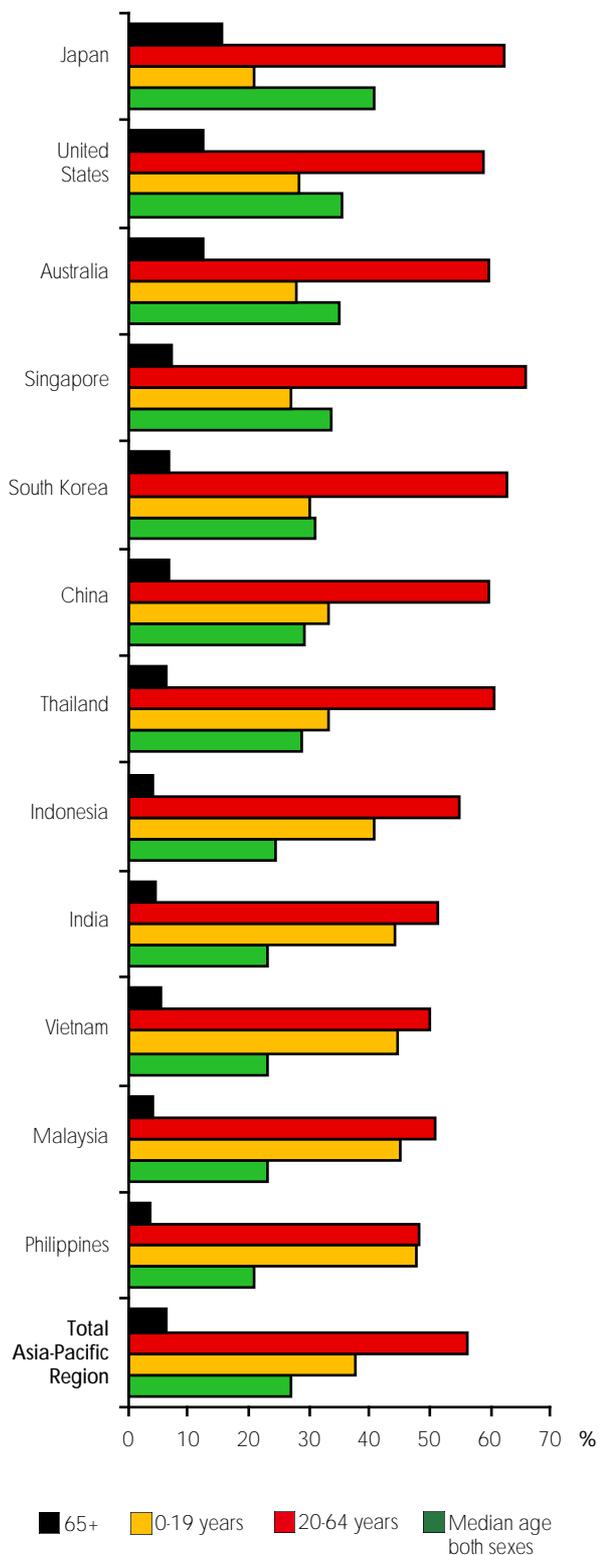


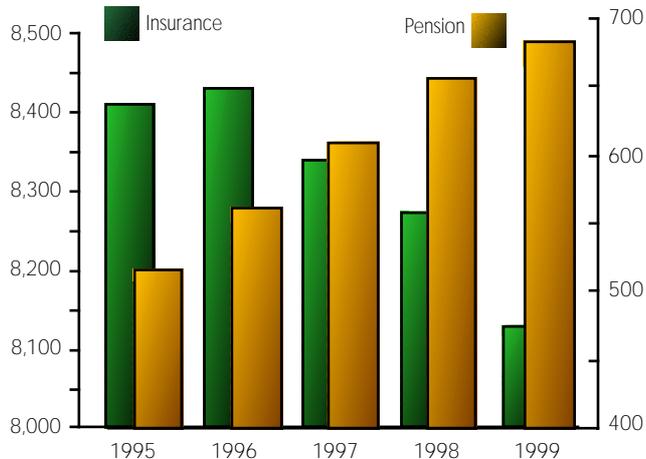
GRAYING-IST POPULATION: AGE DISTRIBUTION IN ASIAN COUNTRIES AND THE US, 1999

Source: USCensus Bureau, 2000



Compiled by Chieko Tashiro (chieko@japaninc.net)

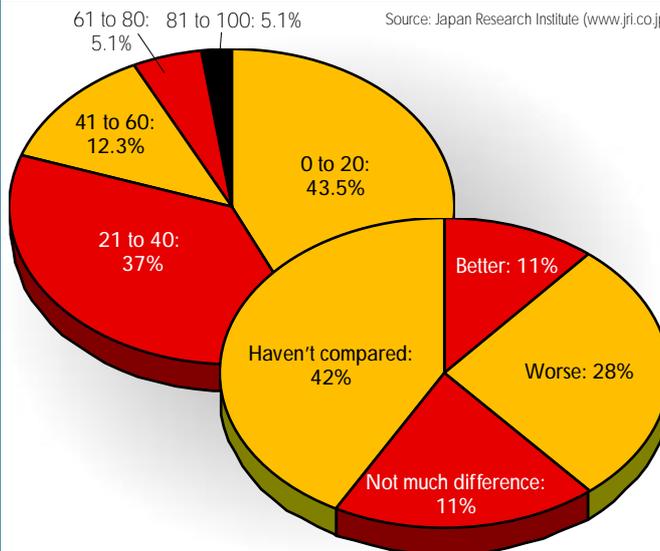
SOCIAL SECURITY: INSURANCE VS. PENSION
Number of life insurance vs. pension contracts started in Japan



Source: Ministry of Posts and Telecommunications (www.mpt.go.jp)

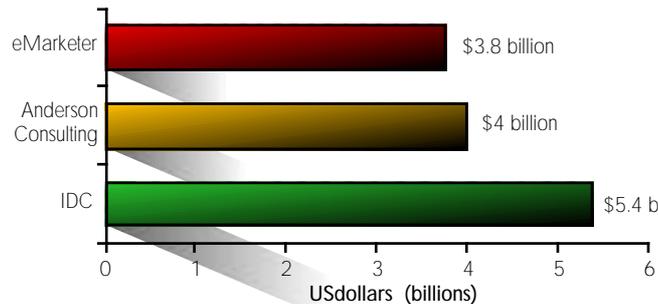
POLLING JAPANESE BUSINESSPEOPLE: HOW WOULD YOU GRADE YOUR COMPANY'S SITE ON A SCALE OF 1 TO 100? (TOP CHART)

Source: Japan Research Institute (www.jri.co.jp)



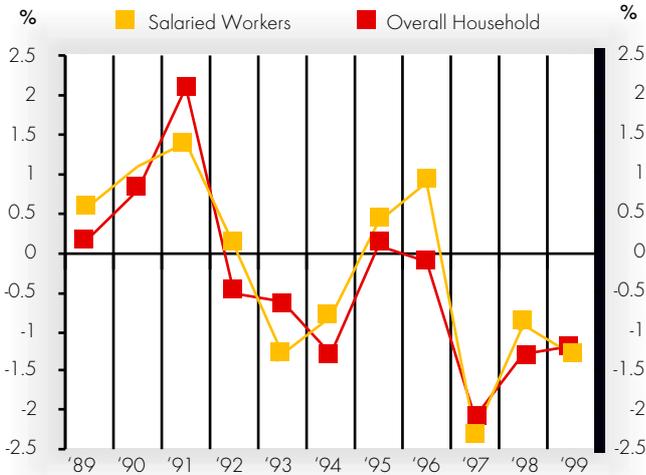
POLLING IT MANAGERS: HOW DOES YOUR SITE COMPARE TO OTHERS? (BOTTOM)

AMOUNT OF E-COMMERCE IN JAPAN, 1999: COMPARATIVE ESTIMATES

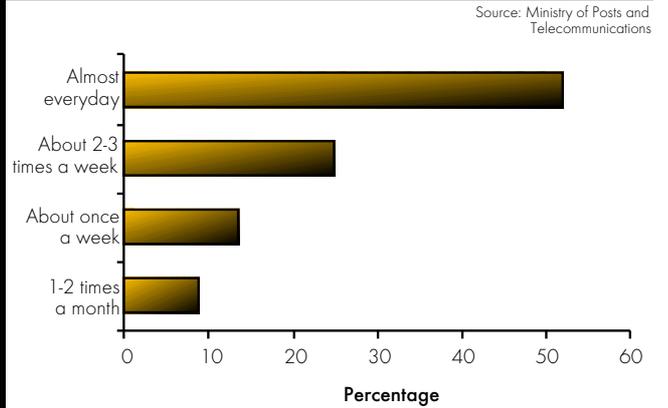


Source: eMarketer

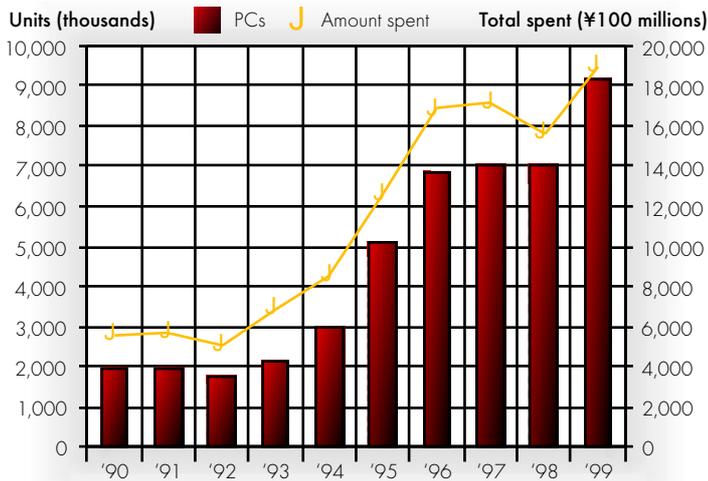
CONSUMER SPENDING IN JAPAN



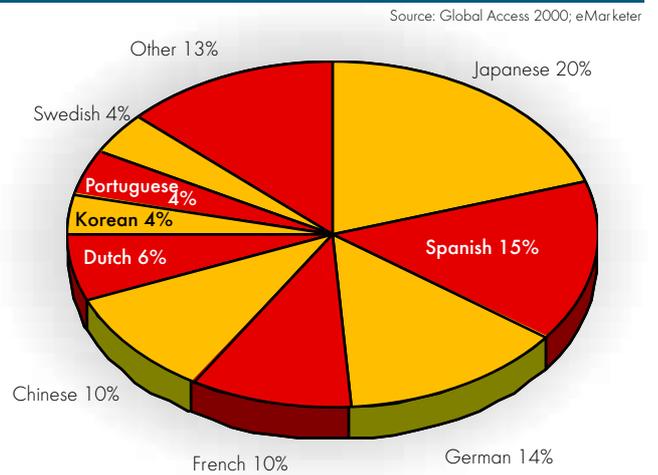
JAPAN INTERNET USAGE, 1999



COMPUTER CONSUMPTION IN JAPAN PC UNITS AND AMOUNT SPENT

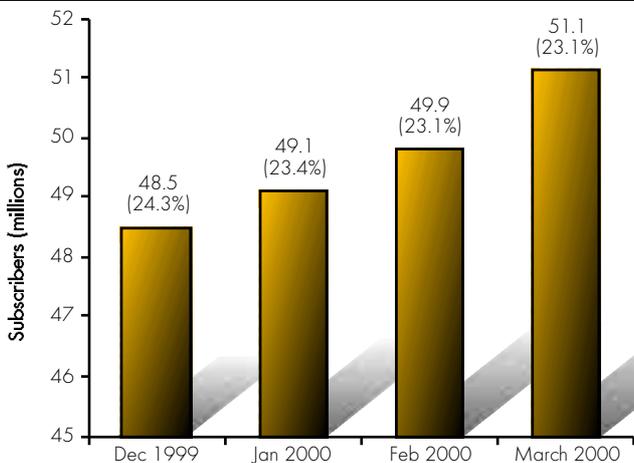


NON-ENGLISH INTERNET CONTENT BY LANGUAGE, 2000



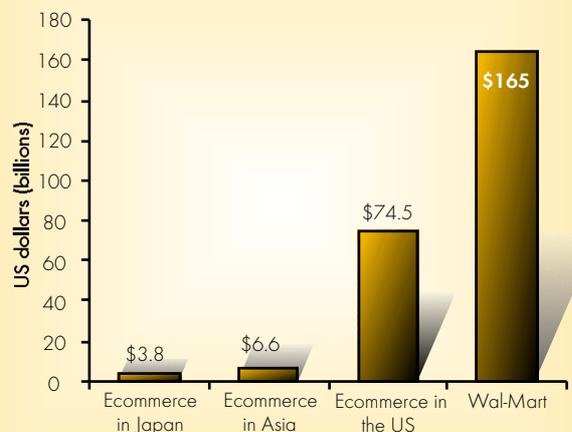
Source: Japan Electric Industry Development Association

NUMBER OF CELL PHONE SUBSCRIBERS (MONTHLY INCREASE)



Source: Ministry of Posts and Telecommunications (www.mpt.go.jp)

KEEPING IT ALL IN PERSPECTIVE AMOUNT OF REVENUE, 1999



Source: eMarketer

COMPARATIVE ESTIMATES: ASIAN INTERNET POPULATIONS (MILLIONS)

	1999	2003
Japan	16.50	44.75
China	3.57	43.95
South Korea	1.95	5.68
Taiwan	2.65	3.55
India	0.84	2.99
Hong Kong	1.95	2.57
Singapore	0.84	1.24
Malaysia	0.73	1.08
New Zealand	0.64	0.77
Philippines	0.38	0.68
Thailand	0.27	0.56
Vietnam	0.01	0.34
Indonesia	0.13	0.23
Sri Lanka	0.02	0.04
Bangladesh	0.01	0.01
Total Asia Pacific*	35.03	114.38

*Includes Australia

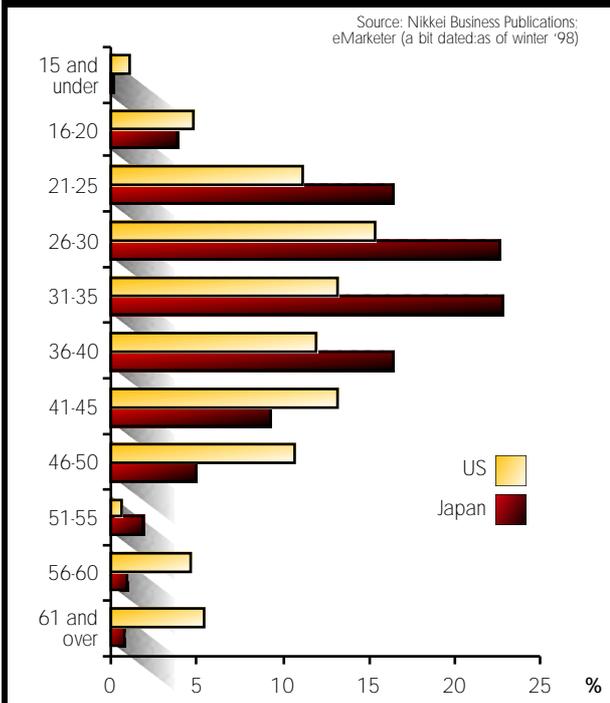
Source: Computer Economics, 1999; eMarketer

QUICK STATS: JAPAN

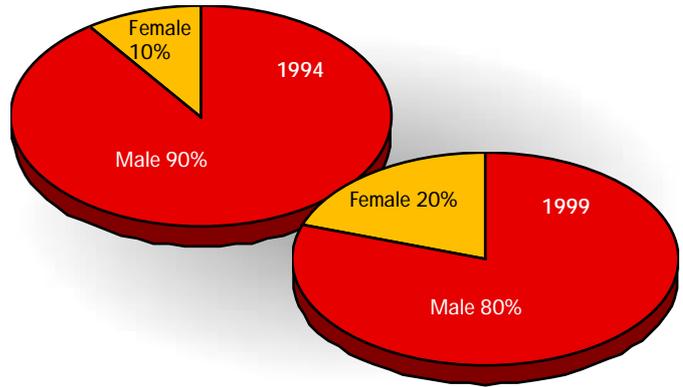
Total population (millions)	126.18
Adult population (millions)	102.64
Gross Domestic Product (billions)	\$3,913.30
GDP per capita	\$30,720.00
Active adult Internet users (millions)	10.30
Percent of active adult Internet users	10.40
E-commerce revenue (millions)	\$3,779.10
E-commerce per adult population	\$36.82

Source: eMarketer

INTERNET USERS IN JAPAN AND THE US BY AGE GROUP

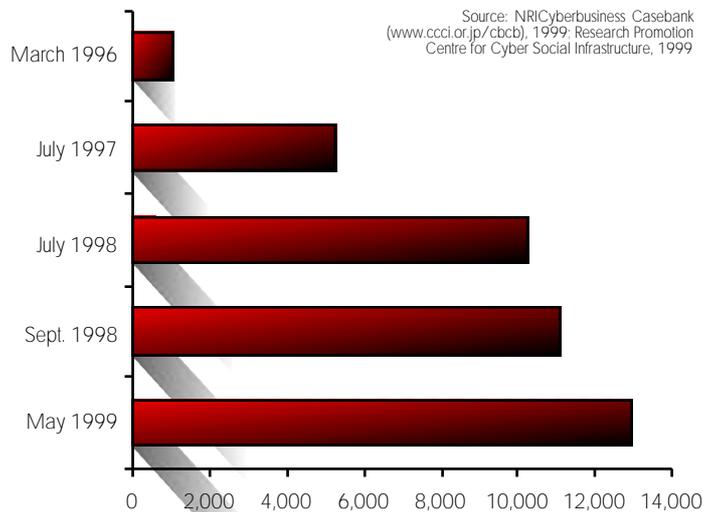


RATIO OF MALE TO FEMALE INTERNET USERS IN JAPAN

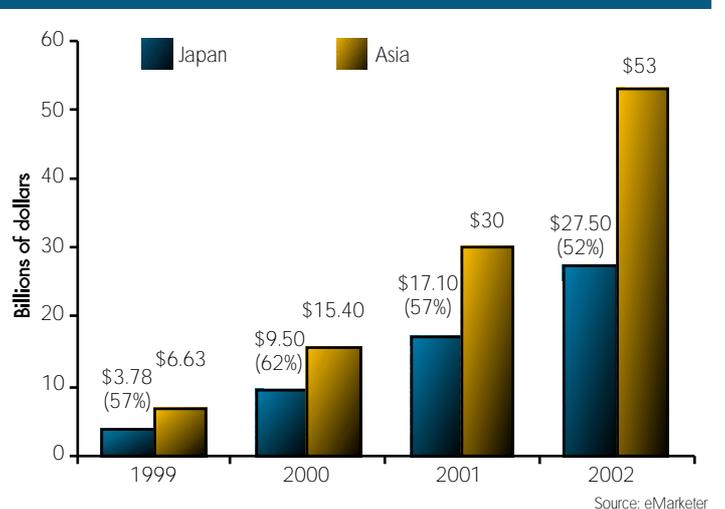


Source: Goldman Sachs

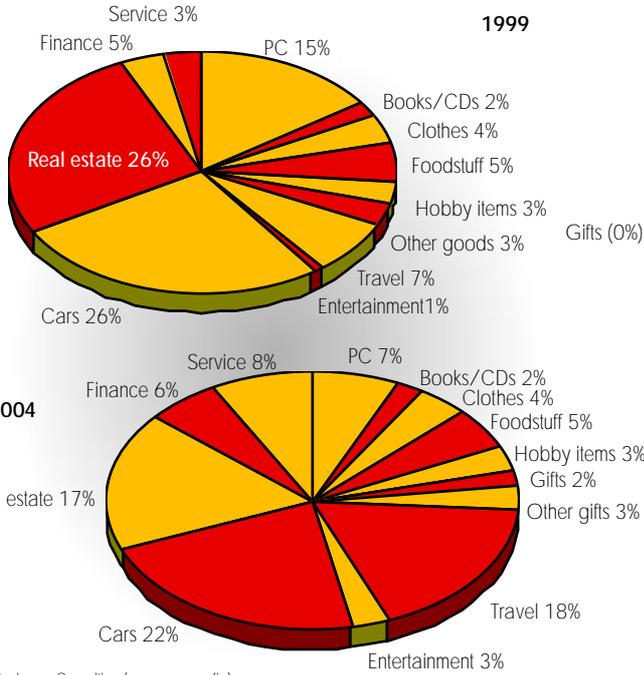
NUMBER OF ONLINE SHOPS IN JAPAN



ECOMMERCE REVENUES FOR JAPAN AS A PERCENTAGE OF THE ENTIRE PACIFIC REGION

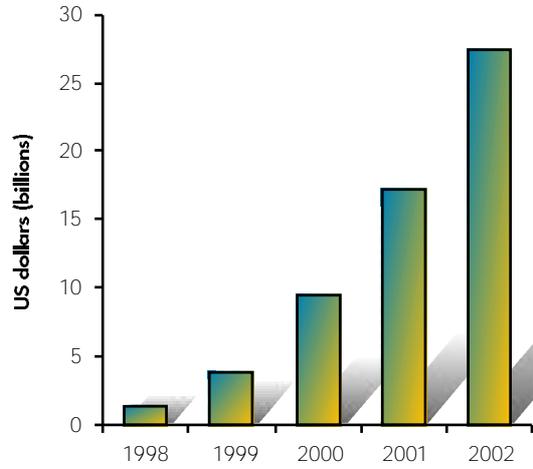


ECOMMERCE CATEGORIES AS PERCENT OF OVERALL AMOUNT SPENT ONLINE IN JAPAN



Source: Andresen Consulting (www.ac.com/jp)
 Note: Out of \$3.3 billion for 1999 and \$6.7 trillion projected for 2004.

ECOMMERCE REVENUES IN JAPAN



Source: eMarketer

COMPARATIVE ESTIMATES: ONLINE ADVERTISING EXPENDITURES IN ASIA (MILLIONS OF US DOLLARS)

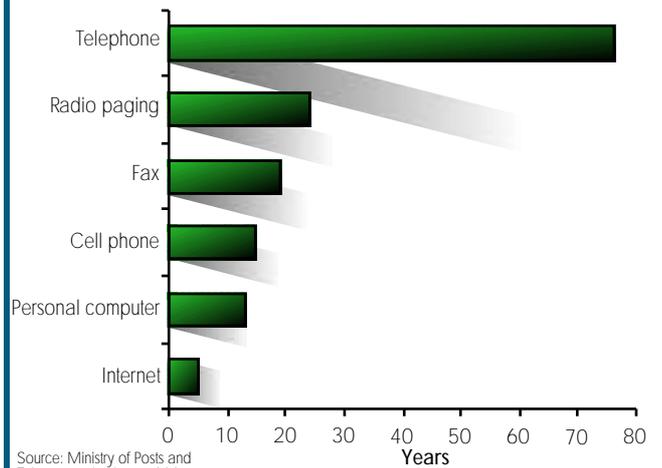
	1999	2000	2001	2002	2003	2004
Japan	\$117	\$234	\$459	\$789	\$1,262	\$1,944
China	8	16	40	100	220	440
South Korea	5	13	25	48	86	145
Taiwan	4	10	20	38	68	116
Other Asia-Pacific*	9	23	48	90	161	272
Total Asia-Pacific**	\$166	\$346	\$691	\$1,235	\$2,070	\$3,332

*Excluding Australia

**Including Australia

Source: Forrester Research; eMarketer

TIME TAKEN TO REACH 10 PERCENT PENETRATION IN JAPAN



Source: Ministry of Posts and Telecommunications, 1999