



Alba Partners, Inc.

# Service Proposal

Alba Partners, Inc.



# Alba Partners is...

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- Alba Partners provides industry analysis, business segment analysis, equity strategy consulting, and other detailed services to help our clients find the best solution. Our consulting services enable our overseas corporate clients to explore business opportunities in Japan, People's Republic of China and other Asian markets, and our Japanese corporate clients to find business opportunities overseas.
- Our focus at Alba Partners has consistently been on providing business comparisons and analysis to enable our corporate clients to create value for their investors and shareholders. Alba Partners' clients are executive managements of major corporations.
- We also provide research and information on overseas markets, potential business partners, and support our clients in their negotiations with external parties. Our global network of overseas members and strategic partners ensure that our clients receive best-of-breed business development services in Japanese, English and Mandarin.

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# Service Plans



# 1 . Research

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- ▶ Alba provides customized research reports on market, industry and competitor and/or comparables in Japan and Southeast Asian countries.
- ▶ We answer quick queries regarding legal, tax and accounting practices in Japan, before you contact professional firms that specialize in each field.



## 2. Strategic Planning and Target Search

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We help our clients plan their strategy in Japan and other Asian markets.

▶ Our services include:

- (1) Providing consultation to brush up your strategy for localization
- (2) Creating a list of potential customers and partners based on our internal database and outside research
- (3) Conducting business due diligence and financial due diligence on the target companies

### 3. Access and Analysis

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We help our clients narrow down and access their target companies

▶ We help our clients with the following:

(1) Set up meetings with the target companies

(2) Help customize the presentation

(3) Offer a quick briefing session before the meeting

(4) Provide transportation, interpretation, and other services on the day of the meeting

(5) Follow up and provide feedback after the meeting

## 4. Website/Materials Support

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We provide first rate services to create, edit and/or revise the Japanese version of your corporate website, presentation materials and company brochure.

▶ Our services include:

- (1) Translation from English to Japanese and Mandarin (both traditional and simplified Chinese)
- (2) Customize design for Japanese and other Asian markets, works done by bilingual designer and programmer
- (3) Printing, delivering, updating materials upon request

## 5. Seminar support

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We assist clients in organizing corporate presentations in Japan by

- (1) Drawing up the project plan together
- (2) Choosing and booking the venue
- (3) Designing and setting up the exhibition booth
- (4) Booking a professional interpreter
- (5) Sending our invitation to potential customers and interested parties
- (6) Advising to sell materials (books, reports, etc.) at the site



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# Public Relations in Japan



# 1. Interview “PR Package”

~targeting major media

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► Our services include:

(1) Consultation before the interview

(2) Arrange a pre-meeting with the reporter

=>lead the interviewer to ask questions you'd like to be asked

(3) Offer advice on the selection of interview photos for publication

(4) Accompany our clients to the interview location and provide assistance at the site

(5) Follow up with the interviewer

# Press Release Support

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- ▶ Assist in the distribution of clients' news and press releases to 250+ correspondents in Japan
- ▶ Send press releases to 3000+ media and 9000+ correspondents in China
- ▶ Set up meetings with newspapers, magazines, and TV correspondents

# Major media correspondents in our network

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## 【Newspapers, TVs, Business Magazines】

NIKKEI Shimbun, NIKKEI Veritas, NIKKEI Business, NIKKEI Money, NIKKEI Woman, NIKKEI NET, Reuters, Bloomberg, Morningstar, Chubun Newspaper, FISCO, NNA, Dow Jones, Jiji Tsushin, J CAST, J SAT, Mainichi Newspaper, Economist, Sunday Mainichi, Asahi Newspaper, AERA, Tokyo Newspaper, Yomiuri Newspaper, Yomiuri Style Magazine, TV Tokyo, NHK, TV Asahi, Nippon Television Network, Fuji TV, AX-ON, TBS, TV Osaka

(approx 80+ TV programs)

## 【Other Magazines】

Weekly Toyo Keizai, Bungei Shunju, Weekly Bunshun, MONEY JAPAN, Tousei Keizai, Nikkin Money, GQ, BRUTUS, UOMO, MARISOL, CREA, GOETHE, UtsukushiiKimono, 25ans, Fujin Gaho, Waraku, ESQUIRE, GRACE, FACTA, Katei Gaho, Ryori Tengoku, Shuchu, BEGIN, STORY, GRAZIA, ADDICTUM, ACT4, Tokyo Walker, Takarajima, IMPRESSION GOLD,  
Other independent web news media

# Choose the best fit media for F&S

## ▶ Choice of media



**【Cost to run an ad & Circulation figures】**

	Cost (yen mil.)		circul (yen ,000)
	Color	Mono	
Nikkei newspaper	15	7	3040
Nikkei Sangyo Shimbun	5	2	160
Nikkei Veritas	10	6	80
Nikkei Business (magazine)	1.5	1	340



- ▶ Our long-standing business relationship with these media gives us the bargaining power to obtain a reduced rate for our clients

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# Members



# Team Alba

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▶ **Founder and CEO**

**Aska Takeuchi, CMA** has over 15 years experience in the financial/advisory industry. She visited 500+ companies through her experience as a banker and equity researcher in a wide variety of industries --telecommunication, construction, real estate, games & entertainment, machinery, materials, retail, food -and started advising the companies since she founded Alba Partners in January 2009. She has more than 11 years experience in investment and corporate banking with IBJ and Mizuho Financial Group, which included years as a credit analyst and as a fund analyst, reviewing and grading the performance of institutional investors. Aska is a graduate of the University of Tokyo and was an intern at McKinsey & Company. She is a Chartered Member of the Security Analysis Association of Japan (CMA).

▶ **Principal**

**Yoko Uchida, CMA** has over 20 years experience in strategic planning and financial controlling. Her broad experiences in SONY include capital raising, IPO and equity planning for both foreign and domestic subsidiaries. Fluent in English, she established a distributor subsidiary in the Philippines at SONY. She is a graduate of the University of Kyoto and holds an MBA from Aoyama Gakuin University. She is a Chartered Member of the Security Analysis Association of Japan (CMA).

▶ **Principal**

**Kayoko Kitamura**, has over 10 years experience in investor relations as well as corporate communications. She was one of the leading project members of Sony Financial Holdings Inc's IPO at TSE in 2007, as dispatched from Sony's IR division. She started her career in Itochu Corporation, and was sent to National Taiwan Normal University in 1996 and worked at one of Itochu's subsidiaries in mainland China. She joined IJ and contributed to the listing of its affiliate at US NASDAQ in 2000. Fluent both in English and Chinese, and strong communications skills with financial and accounting knowledge.

▶ **Principal, California office**

**Chako Ando, CFA** has over 10 years of investment banking and capital markets experience. Ms. Ando was a VP in the M&A department of Daiwa America; manager of a venture capital investment fund for the Industrial Bank of Japan; and a VP of credit control with Sumitomo Bank Capital Markets. Ms.Ando has also been a CFO of an online trading system provider and a consultant for numerous Silicon Valley firms. She is a CFA Charter holder and has passed the Series 65 investment advisor exam. A Tokyo native, Ms.Ando obtained her MBA at Stanford.

▶ **Principal**

**Tomoya Takeda** has over 15 years experience in the banking business. He started his career at Industrial Bank of Japan as a foreign exchange administrator and a coverage officer of mid to large scale companies at Mizuho Financial Group. He is in charge of material production side of Alba, including IR materials and Website creation. He is a Chartered Member of the Security Analysis Association of Japan (CMA).

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▶ **Senior Analyst**

**Yuriko Shirakawa** has over 15 years experience as quantitative analyst in investment banking both in London and Tokyo, along with strong knowledge of strategic trading and derivative theories in interest rate and FX. After obtaining a BS from Gakushuin University in 1996, she started her career at Industrial Bank of Japan, and later worked for BNP Paribas Tokyo and London. She was also a research associate at University of Cambridge in 2009.

▶ **Senior Analyst**

**Yuko Ito** worked in Shanghai for eight years including Teijin Group and Hitachi Group. Before working in Shanghai, Yuko worked in Malaysia for three years. She studied at Beijing Language and Culture University and National Taiwan Normal University.

▶ **Senior Analyst, California Office**

**Yukio Sakaguchi** has 30 years background in device physics, cleantech, semiconductor, and software. He started his career at Hitachi's semiconductor division in Japan, then Silicon Valley. He was a successful entrepreneur for 10 years in Tokyo, raised VC equity funds and developed unique products. He is in charge of technology analysis at Alba and introduces ventures from Silicon Valley.

▶ **Advisor**

**Bob Schneider** is editor of Data Interactive, the Hitachi XBRL blog. He worked in the equity research department of Morgan Stanley for six years, including three years as Supervisory Analyst of the firm's Tokyo office. As senior analyst and writer for a Tokyo IR firm, he wrote the MD&As for more than 100 annual reports of over 30 companies. He spent two years as an external auditor and is a CPA (inactive status) in the State of New York. Mr. Schneider has passed both the Series16 (supervisory analyst) and Series 65(investment adviser) exams. He holds an MBA from Columbia University in accounting.

▶ **Senior Fellow**

**Kaori (Kerrie) Yagi** has over 25 years experience of corporate strategy and business development. Prior to joining Alba, Kerrie was Partner at Polaris Capital Group, Tokyo based buyout fund, where she was in charge of investment, management/IR of the portfolio companies. Before Polaris, she was General Manager of Global Alliances Office at Sony Corporation, responsible for alliance strategy and execution with overseas IT and Media companies. She also covered international marketing of the professional products, including three years experience of planning and controlling at Sony of Canada Ltd. She is currently Advisor for Polaris, Senior Fellow at Quantum Leaps Corporation, and Consultant at Mckinny Rogers. Kerrie received BA in International Relations from The University of Tokyo.



# Corporate Info

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