

Hakuhodo DY Media Partners Develops TAKARA-BACO, One-stop Solution-based Service Allowing Publishers to Offer Online Shopping with Zero Upfront Costs

Hakuhodo DY Media Partners, Inc. has developed TAKARA BACO, a one-stop solution-based service that helps publishing companies set up online shopping with zero upfront costs. The service is now available from Hakuhodo DY Media Partners, which is headquartered in Minato-ku, Tokyo and headed by Takashi Sato.

TAKARA-BACO is a package service that makes use of Hakuhodo DY Media Partners' planning and production capabilities and internet marketing knowledge, as well as the company's expertise and systems related to the mail-order business. Publishers can take advantage of these services in order to build e-commerce systems compatible with both personal computers and mobile devices, set up logistics operations, offer customer support, and take care of other fulfillment operations (the total workflow from taking product orders, picking, and distribution) without the need for an upfront investment.

Because TAKARA-BACO is a one-stop operation that covers all aspects of the online shopping business—including procuring products, receiving purchase orders, managing stock, distributing goods, handling payment, and online marketing, companies do not need to hire new personnel or increase their running costs in any way. Publishers can select products according their own content and editing and design capabilities, and produce their online shopping business however they see fit.

TAKARA-BACO also includes a customer database management feature that allows each participating publisher to carry out sales promotion activities and issue e-magazines, surveys, and other communication tools that target their readers and customers. This service not only expands profit opportunities for publishers' mail-order business, but also serves to better retain readership, boost the value of magazine products, and build brand value.

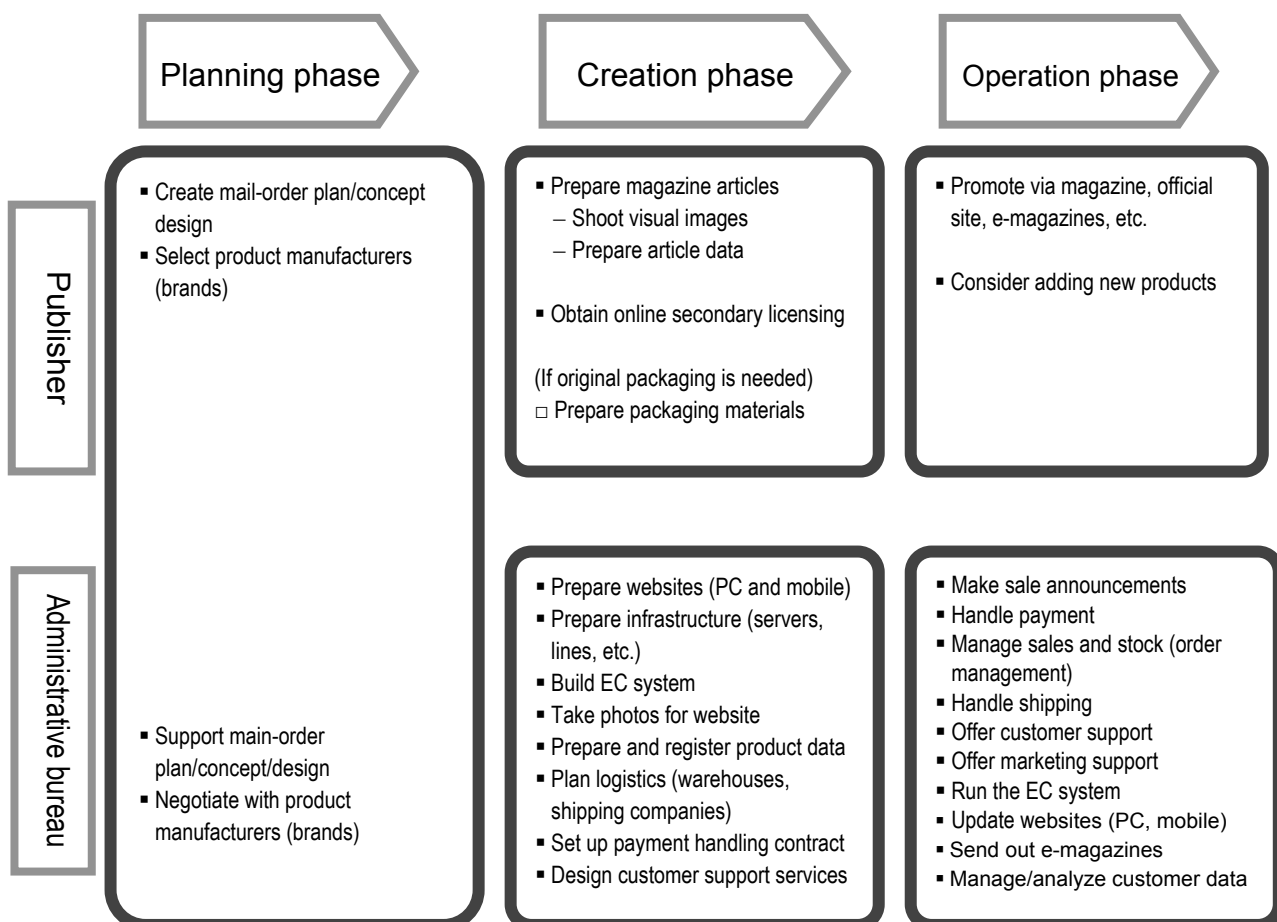
The first phase of online shopping expansion for TAKARA-BACO users is the launch of

the Very Market on Wednesday, April 7. Very Market allows users to purchase products in *Chibi Very* by Kobunsha, which is published separately from the company's *Very* magazine. The market uses the *Baby Shower and Family Celebrations Book* to showcase and sell added-value products selected by *Very* magazine to respond to the demand for tasteful and stylish gifts. Edited content from the book is thus linked to the company's online shopping business.

Hakuhodo DY Media Partners provides other services that add more value to publishers' content and content production ability. The company will continue to actively work to develop innovative platforms that help boost the value of magazine media by combining publishing with new forms of media such as the internet and other mobile digital services.

- **TAKARA-BACO process overview**

The administrative bureau provides fulfillment services, then the publisher can focus on selecting products according to the company's own content, editing, and production.



■ **For more information, contact:**

Hakuhodo DY Media Partners

Public Relations Department

c/o Kato/Yamasaki TEL: +81-3-6441-9347