

**Selamat petang!**

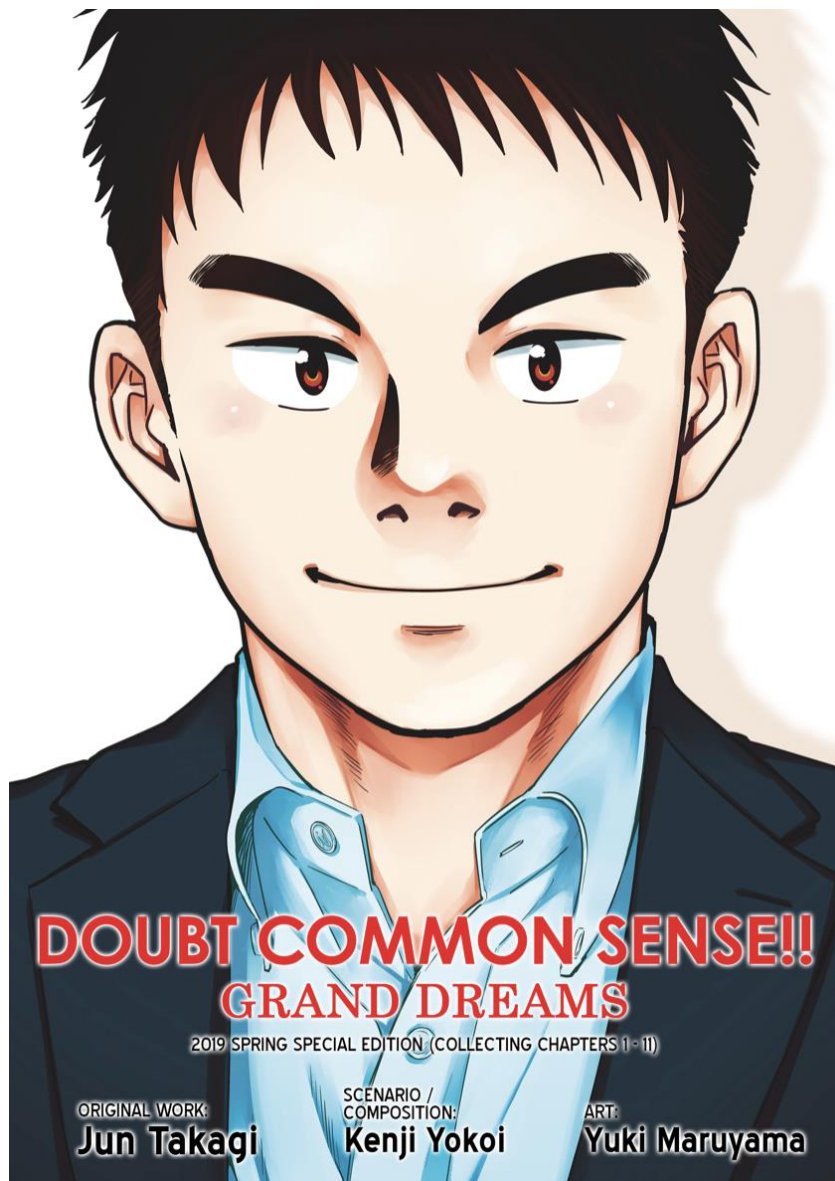


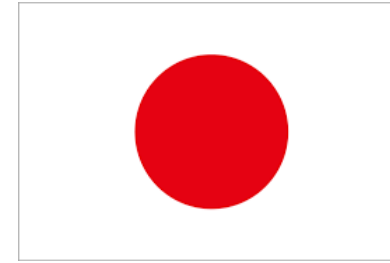
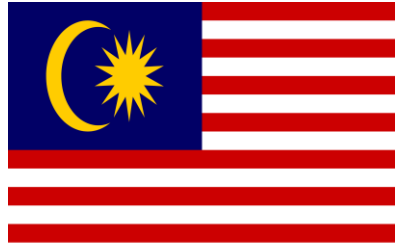
**JUN** Takagi



**Do you like MANGA?**

**To easily bridge the communication gap  
with foreigners,  
I have used Japanese culture,  
**MANGA**  
to explain our company's history  
and my personal story.**





**My FINAL GOAL is very simple**

**I would like to attract many tourists to Malaysia  
using Mobile Payment.**

# A worldly man with numerous entrepreneurial successes and failures across Southeast Asia.



Co-Founder  
Chairman & CEO  
Jun Takagi  
42 Years Old

- 1976: Born in Kyoto.
- 1992: Finishes school at 15.
  - On-the-ground experience doing recovery work after the Great Hanshin Earthquake.
- 1998: Joins Matsushita Electric Industrial Co., Ltd.
- 1999: Starts venture with friend (third-party marketing / PR agency).
- 2000: Starts social lending venture, which fails.
- 2000: Starts a distribution company for Softbank Yahoo! BB, which succeeds.
  - 2nd Quarter: Achieves second highest sales in the nation (out of 1,280 sales partners).
- 2005: Transfers ownership of the business and moves abroad to New Zealand.
- 2006: Starts support service for opening bank accounts overseas, which succeeds.
  - Supported a total of 20,000 people in New Zealand, Australia, Hong Kong, and Singapore.
- 2011: Starts venture to support Japanese companies expanding to Vietnam, which fails.
  - Provides support in the successful launch of a friend's restaurant.
- 2012: Establishes Japanese language education enterprise for university students in Cambodia.
- 2013: Starts a venture for Japanese-style pancakes in Taiwan, which succeeds.
- 2014: Travels and explores the world for eight months.
  - Discovers **M-Pesa in Kenya, Africa**
- 2016: Establishes NIPPON PAY (Present name NIPPON Platform) on his 40th birthday.
- 2017: Begins development of the NIPPON Tablet brand.
- 2018: Appointed Executive Director of Cashless Japan Society.

**I travelled around the world.  
Through my travels, I came across  
the Potential of Digital Payments.**

**There are 2 types  
of salesperson**





**Which type are you in this case?**



**My type is in this case  
I think is the **Good Chance**.**

**That's why  
I believed that I need to make  
the **Japanese society cashless**.**





Corporate Name	NIPPON Platform Co., Ltd.	
Headquarters	2-14-5-3F Kamiosaki, Shinagawa-ku, Tokyo, JAPAN	
Branches	Domestic: Tokyo, Osaka, Hokkaido, Fukuoka, Okinawa, Kumamoto, Ehime Overseas: China, Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Vietnam, India, Estonia	
Founded	10 September 2016	
Capital	502,487,400 JPY (Including Capital Reserves)	
Annual Sales	2.83 Billion JPY (Total Group Sales)	
Executives	Chief Executive Officer (Overseas): Jun Takagi CEO (Domestic): Shinsuke Hishiki Executive Vice President: Seiya Takamoto Executive Director: Tomoyuki Takeda Director (CTO): Yusuke Hatano Director (CSO): Shotaro Hosoya Director: Lu Dong	A portrait of Jun Takagi, the Chief Executive Officer (Overseas) of NIPPON Platform. He is a middle-aged man with dark hair, wearing a dark suit, white shirt, and a red tie. He is looking slightly to the right of the camera with a neutral expression.

# About NIPPON Platform

NIPPON Platform provides a platform for E-commerce and Brick and Mortar Stores via **Mobile Payment**, and has expanded our business in **12 countries**.

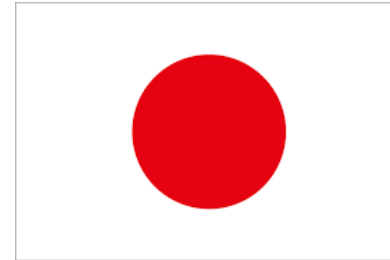


**We have an office in 12 countries.**

**We are trying to make an environment for the tourists to pay using their own mobile payment without using cash in each country.**

# Phase1

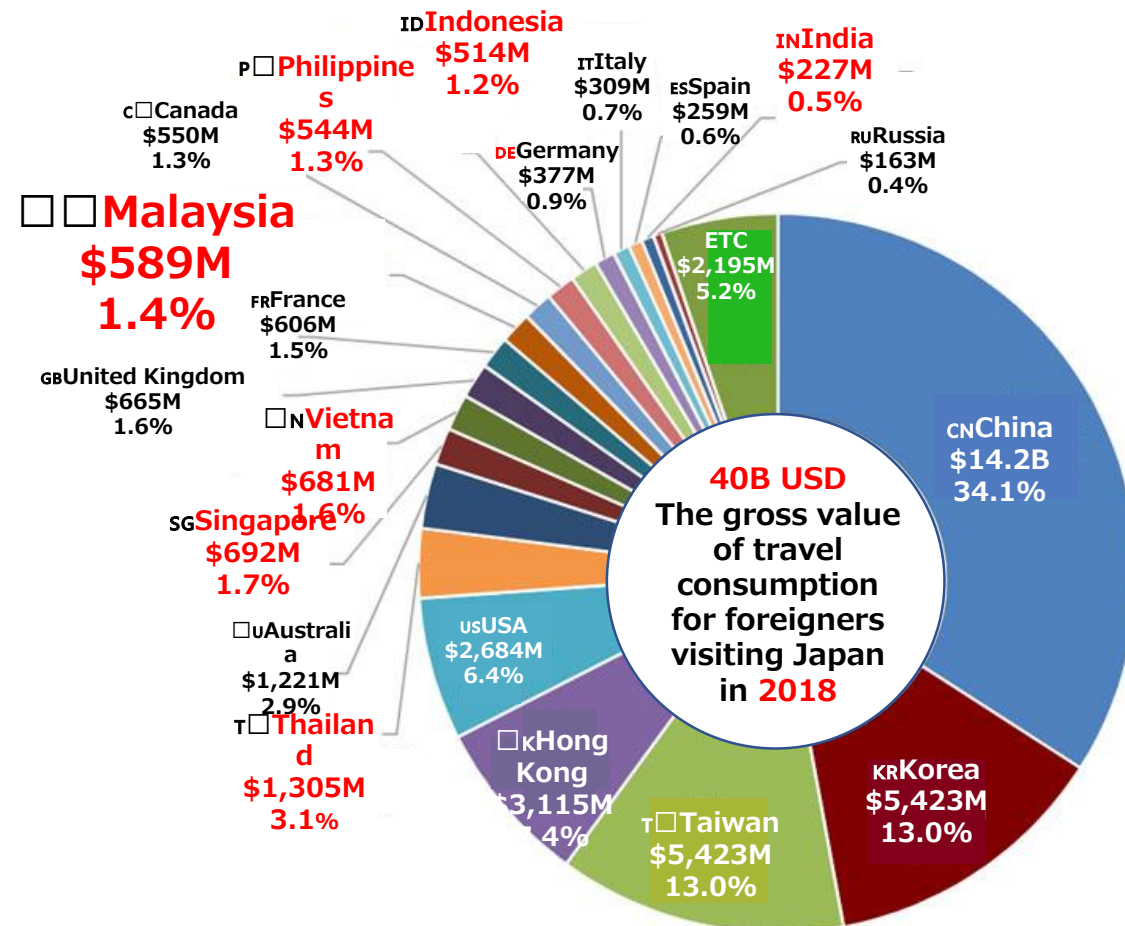
## Tourists to **JAPAN**





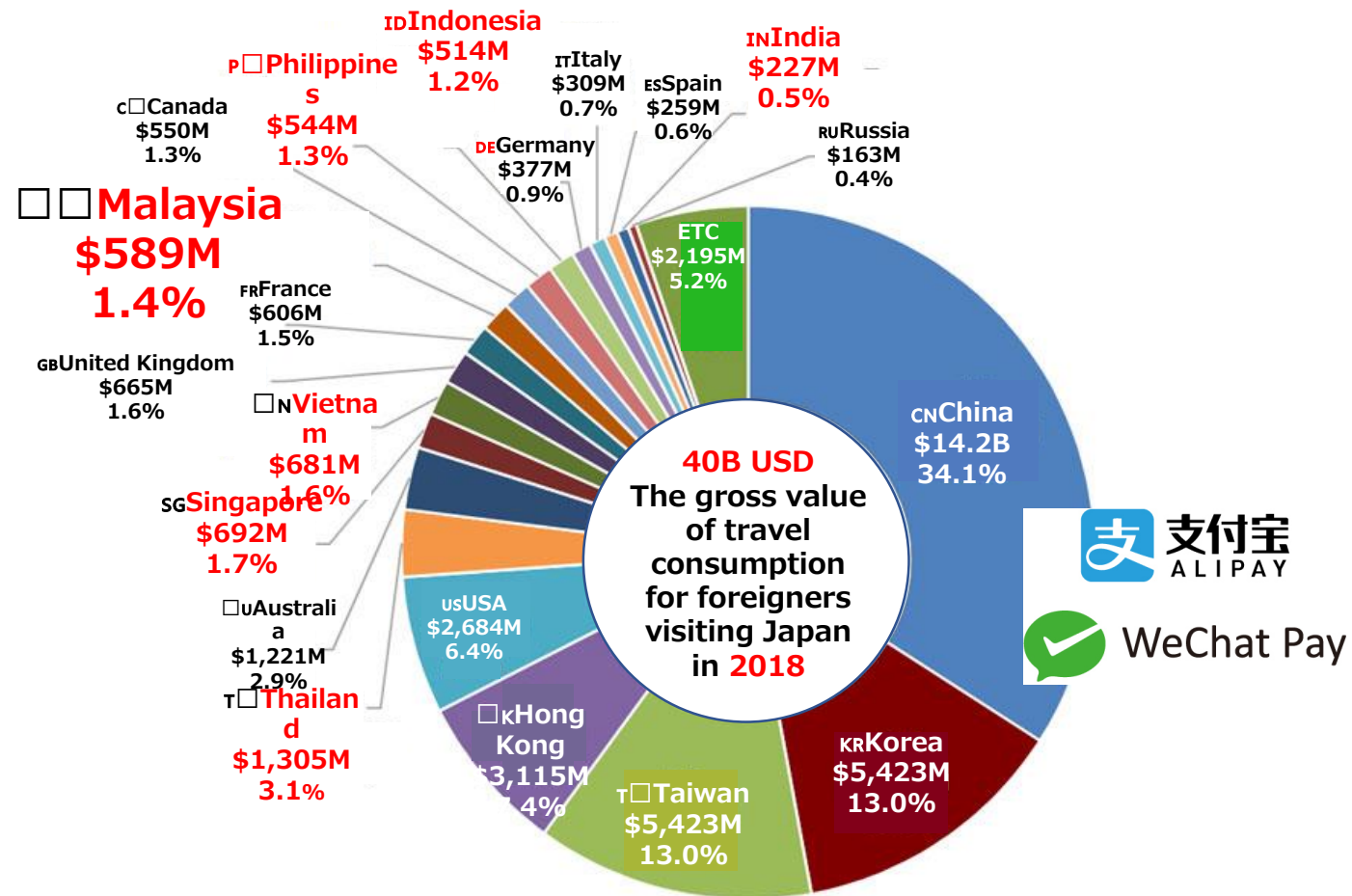
**My first GOAL is very simple**

**I would like to attract many tourists to Japan  
using Mobile Payment**



Based on the Japanese government statistics, this chart shows the number of tourists who visited **Japan** in 2018.

**What is your **VIEWPOINT**  
on this chart?**



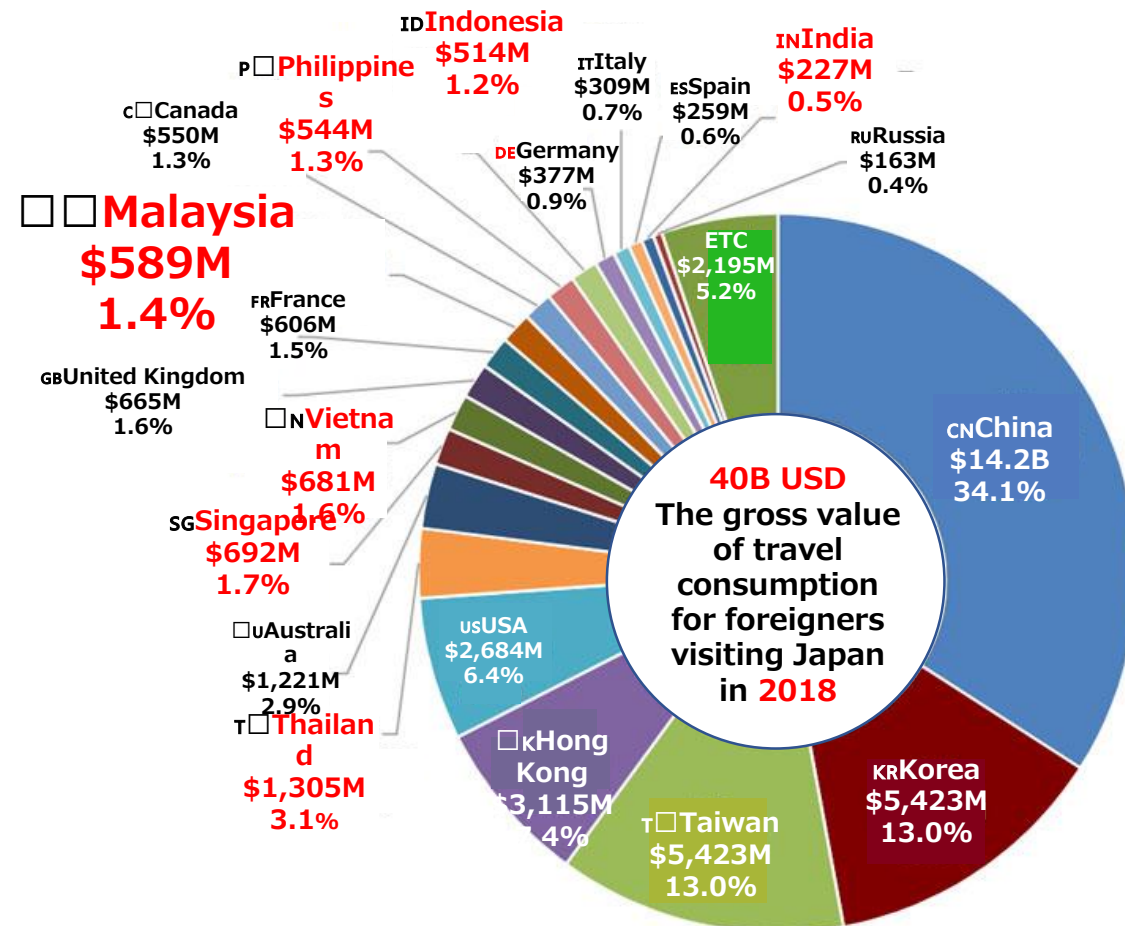
**China** is the number 1 at **34.1%**.

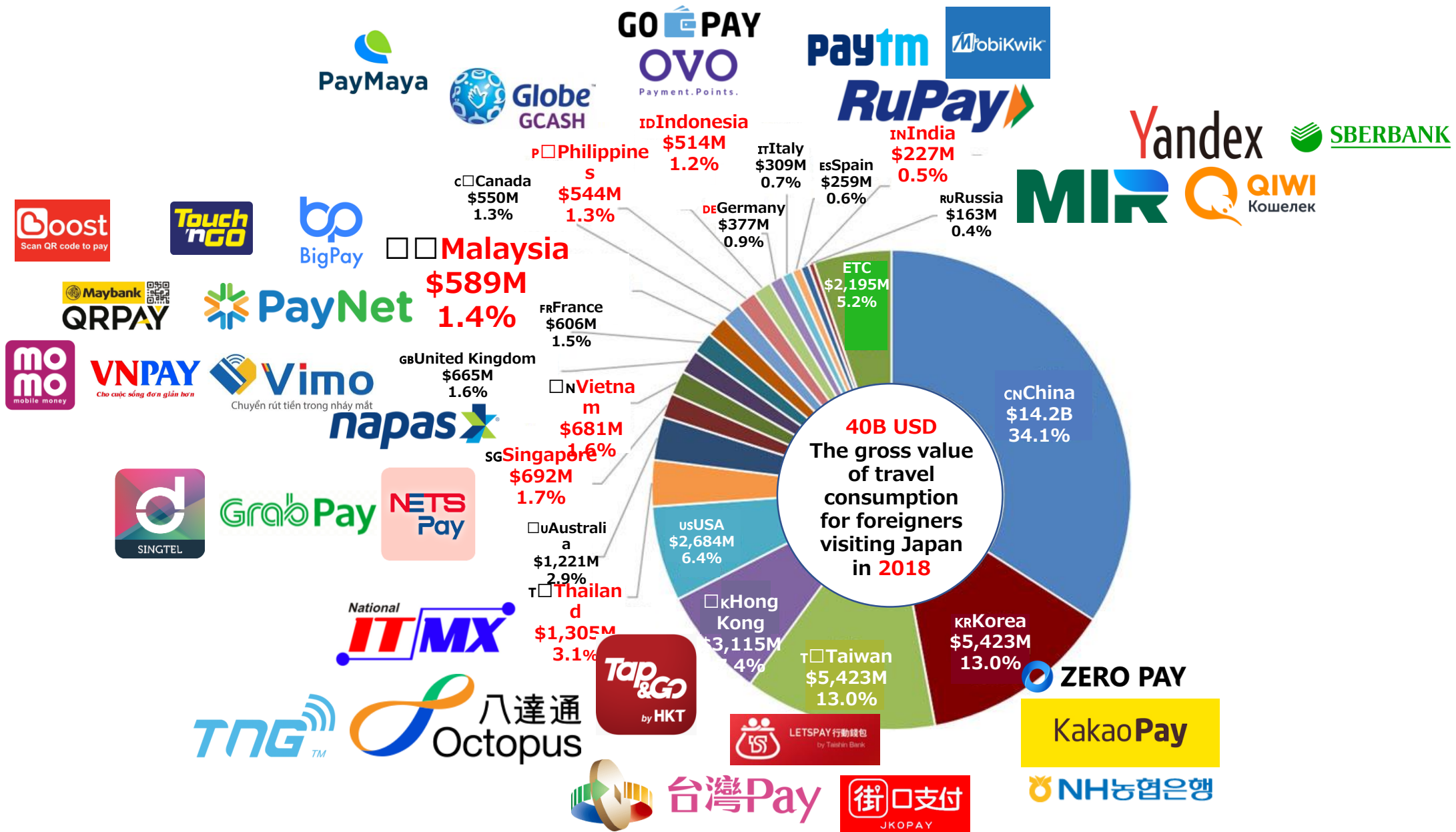
There's no doubt that they are a big market.

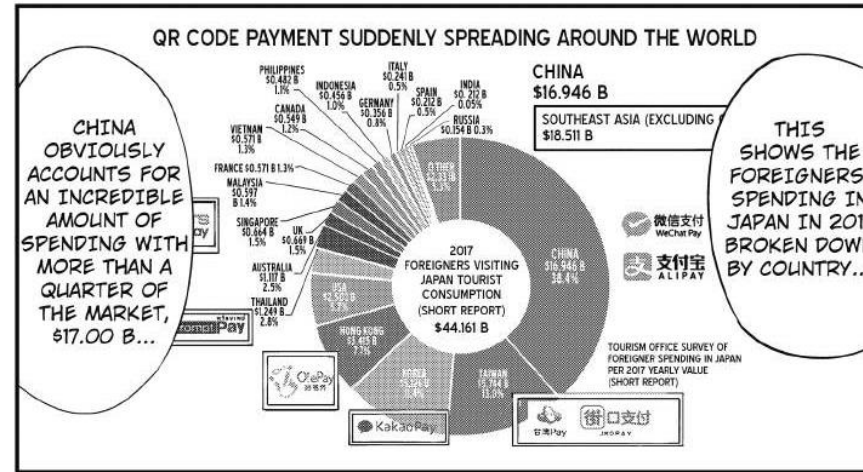
**BUT**

How about the **Other Countries**?

Does that mean they are of lesser value?









**We had 2 turning points**

**1st turning point was  
partnership with  
amazon pay**





We got a license to use **amazon pay**  
in Brick and Mortar Stores in Japan.  
They chose **JAPAN** first,  
and then they chose **NIPPON Platform**.

amazon pay



 **NIPPON**  
Platform



**2nd turning point was  
partnership with**

**NETS**

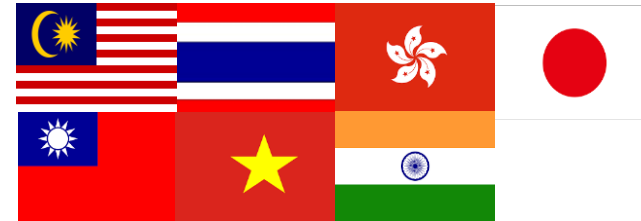


We got a license to use **NETS**  
in **7 countries** as strategic partner.  
They chose **JAPAN** first,  
and then they chose **NIPPON Platform**.

**NETS**



**NIPPON**  
Platform



# First Trial in Japan: NIPPON Platform Partners with **NETS** to Enable **NETS** QR Payments in Japan



**NETS: Mr. Alvin Seck**

**NIPPON Platform: Mr. Jun Takagi**

**We are trying to make an environment for  
Singaporean tourists to pay using **NETS Pay**  
without using cash in **7 countries**.**



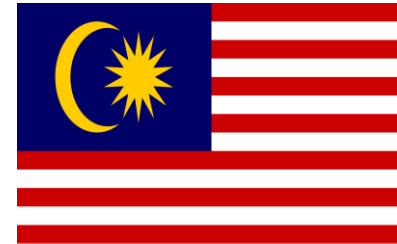


We are trying to make an environment for Singaporean tourists to pay using **NETS Pay** without using cash in **7 countries**.



# Phase2

## Tourists to **MALAYSIA**



**Using Mobile Payment is a way  
to attract tourist to Malaysia.**



MIR

Yandex



paytm



Vimo

Chuyển rút tiền trong nháy mắt

VNPAY



NETS



OVO

Payment.Points.



by HKT



街口支付

JKOPAY

LETSPAY 行動錢包

by Taiwan Bank



mobile money



八達通

Octopus



PayMaya

GCASH



GrabPay



GO PAY

Payment.Points.



KakaoPay



ZERO PAY

NH농협은행



amazon pay



pring

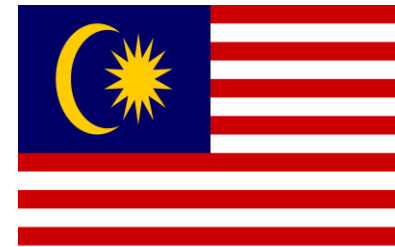
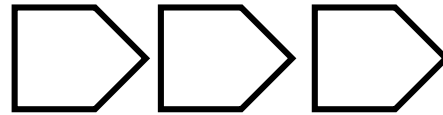


pring



**How should we **ATTRACT** tourists?**

**For Example**  
**Singaporean tourists to Malaysia**  
**using Mobile Payment**



**NETS**

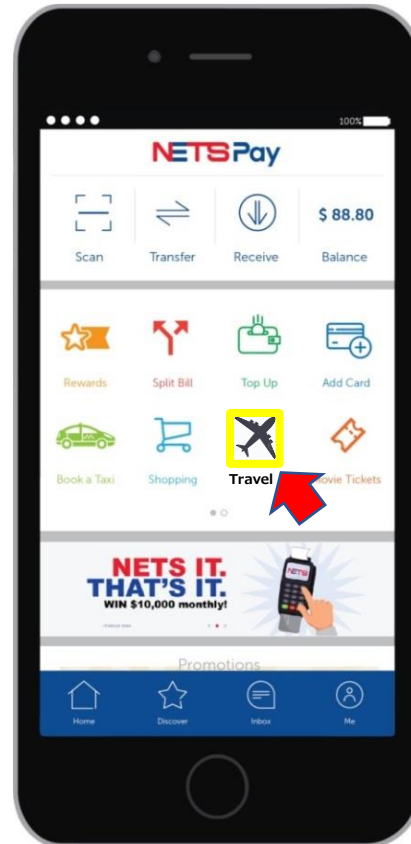


**TOURISM  
MALAYSIA<sup>®</sup>**

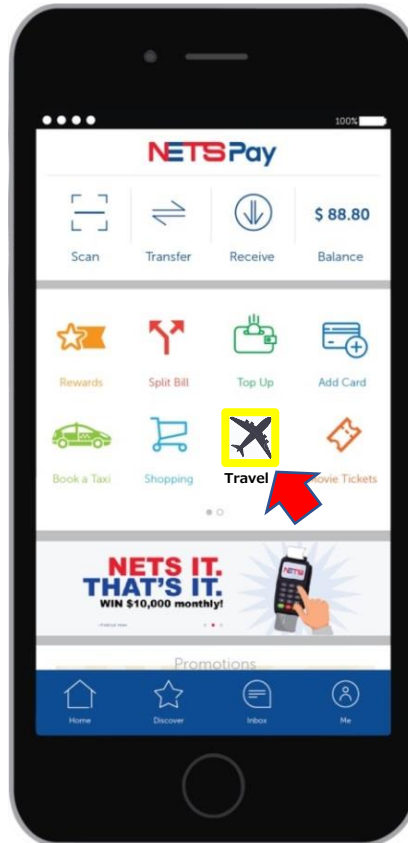


# NETS Travel

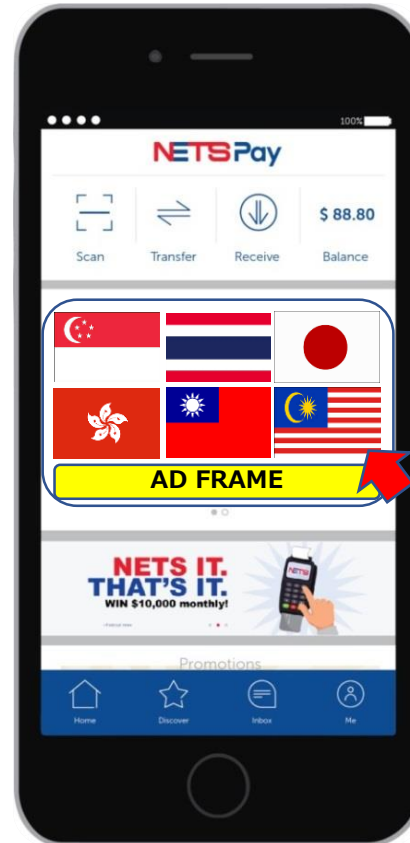
## Our image of your new service



- We can sell the AD frames to Government, Local government, Tourism association and Private companies.
- Through **NETS Travel**, users can purchase tickets and reserve services.



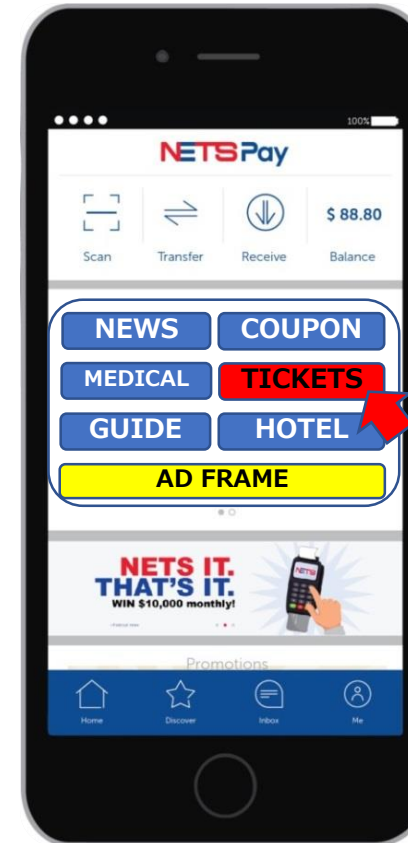
**Step1**  
The user will choose  
**"TRAVEL"**



**Step2**  
The user will choose  
**"COUNTRY"**

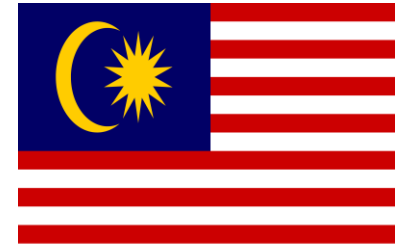
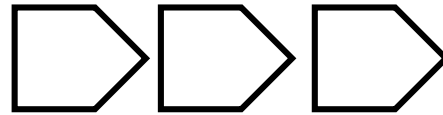
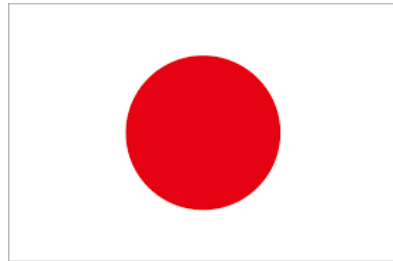


**Step3**  
The user will choose  
**"Tourism Malaysia"**



**Step4**  
The user will choose  
**"COUPON & SERVICE"**

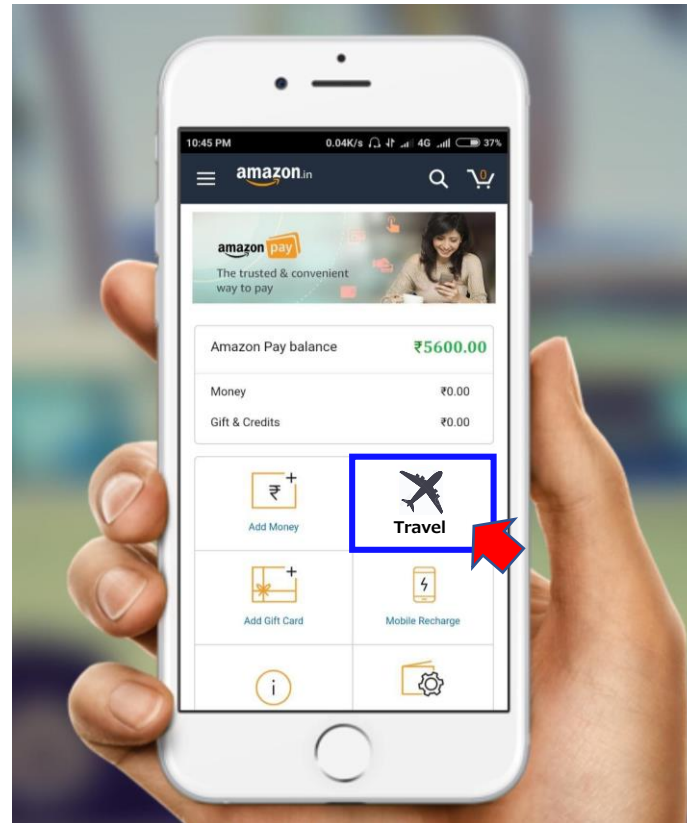
**For Example**  
**Japanese tourists to Malaysia**  
**using Mobile Payment**

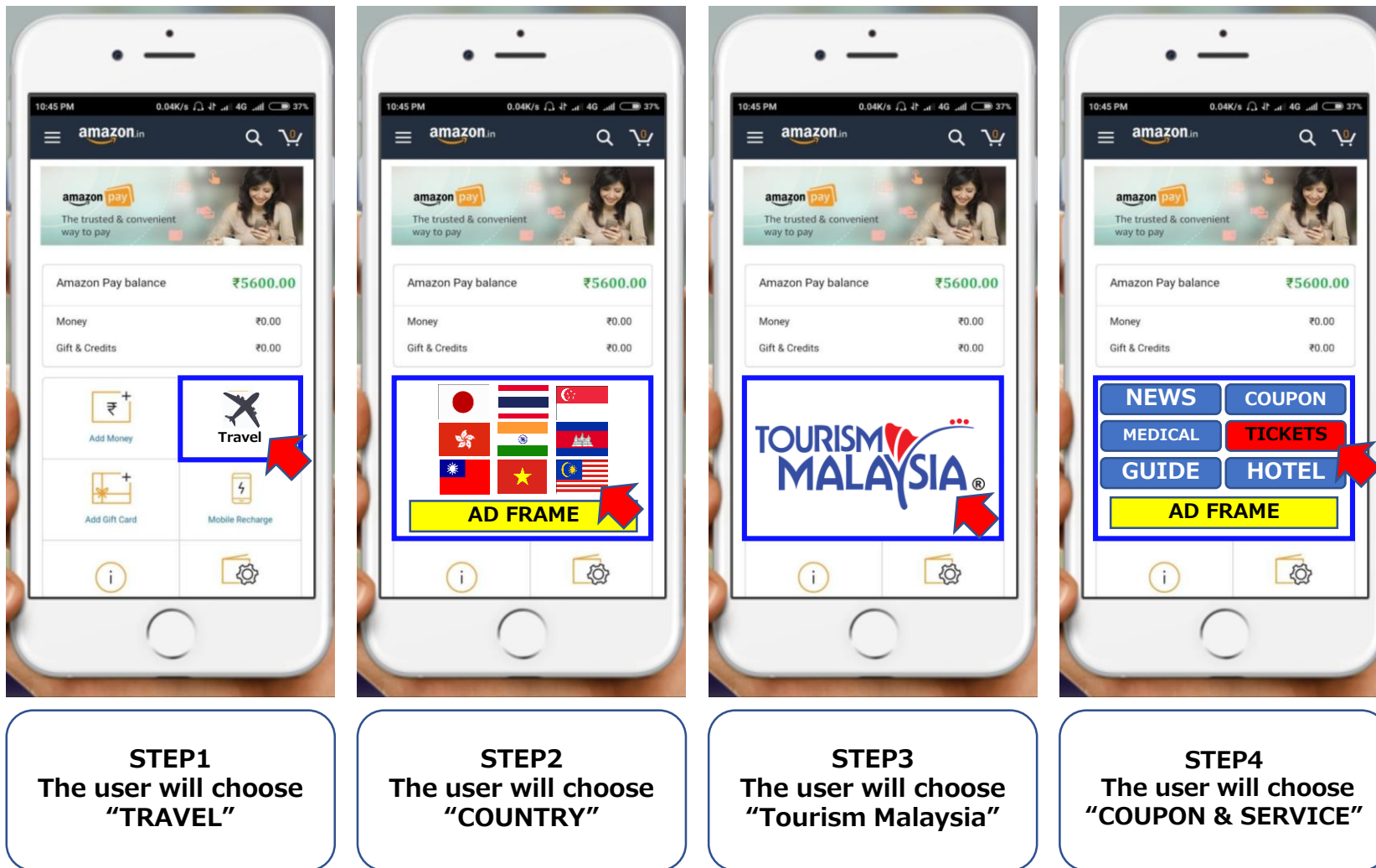




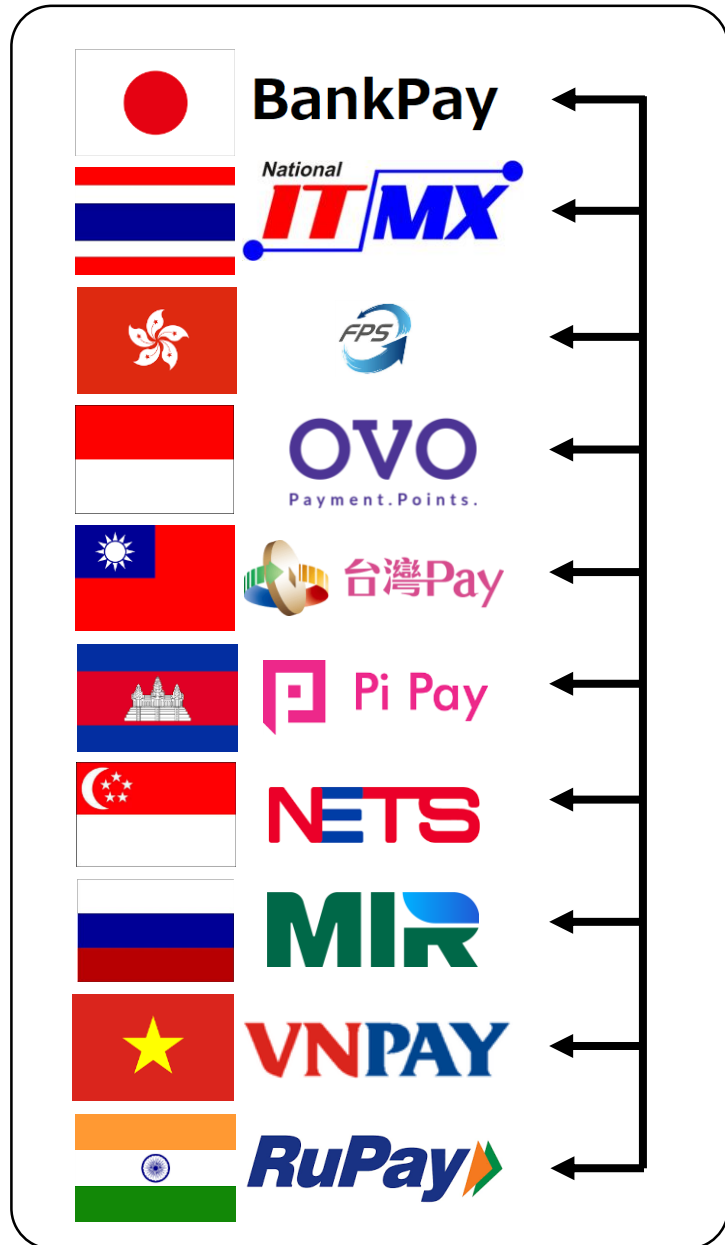
# AmazonTravel

## Our Idea of Your New Service

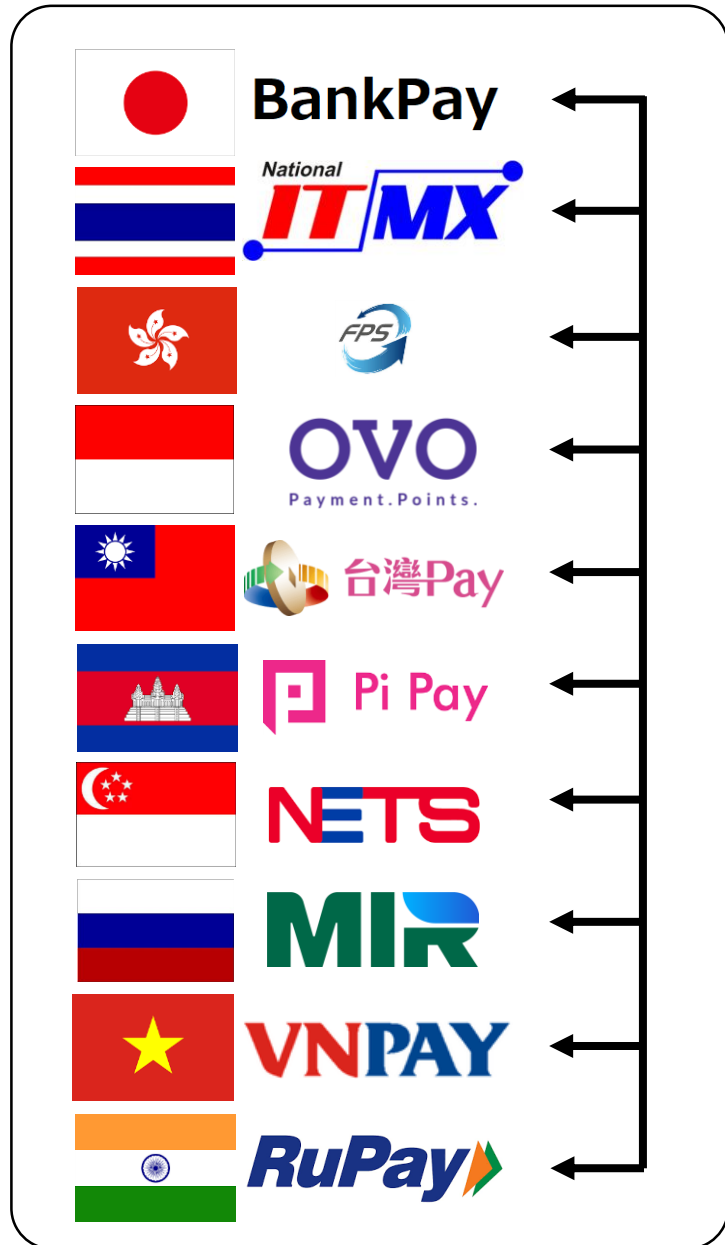




- We can sell the AD frames to Government, Local government, Tourism association and Private companies.
- Through **AmazonTravel**, users can purchase tickets and reserve services.



**FACILITIES**



**FACILITIES**



**Did you notice?**

# **“FACILITIES”**

**can be used by tourists  
who have easy access to the platform  
and merchants are not burden by heavy  
fees and hidden costs.**

**“TOURISM MALAYSIA”**

can gather **DATA** easily  
using Questionnaires and/or Coupons  
&

can promote directly to their users  
using their **DAILY APP**

**Improving the financial technology  
will give convenience to the users**

**These days,  
Most Asian Countries are having  
their own **Banking Platform****





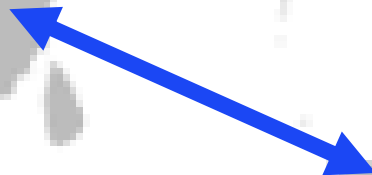
BankPay



**Between 2 platforms,  
each country is capable of  
producing a New Service**

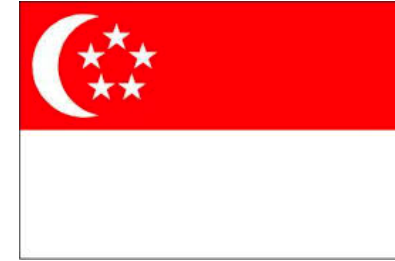


# For Example Between India and Singapore





**RuPay**



**NETS**



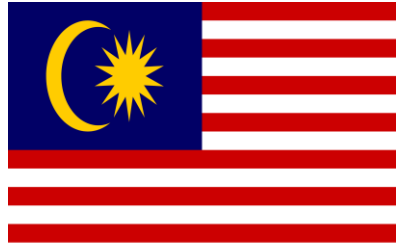
They have launched the **New Service** to develop economically between them.

# My Proposal Between Malaysia and Japan

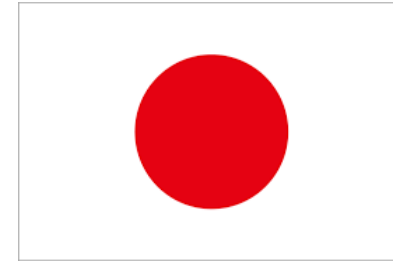


BankPay





 PayNet



BankPay

**Why don't we try to create a  
New Service  
to develop economically?**

**Thank you for listening to me**