

7dream.com established on February 1, 2000

Seven-Eleven Japan Co., Ltd., NEC Corporation, Nomura Research Institute, Ltd. (NRI), Sony Corp., Sony Marketing (Japan) Inc., Mitsui & Co., Ltd., Japan Travel Bureau, Inc. (JTB), and KINOTROPE, INC. have established 7dream.com, a new company to undertake a full-scale development of the electronic commerce (EC) market.

Reference

Outline of 7dream.com

- 1.Company Name:** 7dream.com (URL: 7dream.com)
- 2.Establishment:** February 1, 2000
- 3.Address:** 1-4, Shibakoen 4-chome, Minato-ku, Tokyo, Japan
- 4.Paid-in Capital:** 5 billion yen
- 5.Business:** System operation and EC sales of merchandise, services, and information.
- 6.Capital Participation:**
- | | | |
|--------------------|-------------------|--------|
| Seven-Eleven Japan | 2,550 million yen | (51%) |
| NEC | 650 million yen | (13%) |
| NRI | 650 million yen | (13%) |
| Sony | 325 million yen | (6.5%) |
| Sony Marketing | 325 million yen | (6.5%) |
| Mitsui & Co. | 300 million yen | (6%) |
| JTB | 100 million yen | (2%) |
| KINOTROPE | 100 million yen | (2%) |

7.Directors and Auditors

| | | |
|-----------|-------------------|--|
| Chairman | Toshifumi Suzuki | (Chairman and Chief Executive Officer, Seven-Eleven Japan) |
| President | Shiro Komi | (Advisor, Seven-Eleven Japan) |
| Director | Katsuhiko Ikeda | (Senior Managing Director, Seven-Eleven Japan) |
| Director | Makoto Usui | (Director, Seven-Eleven Japan) |
| Director | Masahiro Tada | (Senior Consultant, NEC) |
| Director | Masaru Enomura | (Chief Consultant, NRI) |
| Director | Naoya Hatai | (Manager, Sony Marketing) |
| Director | Hirokazu Mizukami | (General Manager, Mitsui & Co.) |
| Auditor | Noritomo Banzai | (Managing Director, Seven-Eleven Japan) |
| Auditor | Toshiaki Yuba | (Vice President, NEC) |
| Auditor | Akihisa Fujinuma | (Managing Director, NRI) |
| Auditor | Toru Watanabe | (General Manager, Sony) |

- 8.End of Fiscal year:** December 31
- 9.Number of employees:** 60
- 10.Development Schedule**
- | | |
|---------------------|---|
| June 2000 | Internet web site brought on-line |
| October 2000 | Start of introduction of multimedia terminals to 7- |

Eleven stores

Spring 2001 Completion of introduction of multimedia terminals