



CORPORATE PROFILE



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Message

- Social value created and supported by JPR

JPR is a business challenger and supporter for pet, pet owner, pet business and with pet social and community in Japan continuously.

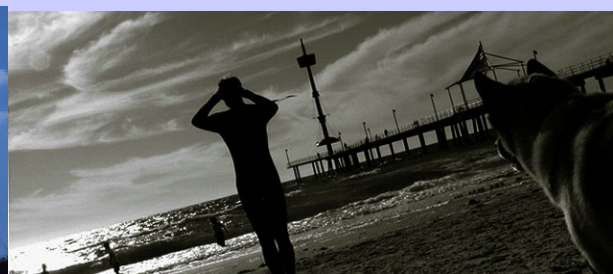
It has already passed some decades that we had recognized pet as the existence having some role in human being sociality and pet had been united in the structure of human being sociality. And now, the role of pet was changed as the social partner for human being ,and so, the life and culture with pet is in the common sense in the current sociality.

In recent years, since the big wave of change has been come in the pet industry and market in Japan, the new pet business development and creation has been born and new comer from other existing industry has been entered in the pet industry and market in Japan. The pet industry and market in Japan grown-up in the scale of over US\$ 10 billion and is respected as the popular industry and market in Japan as the same situation with Europe and U.S.A that is the pet advanced country in the world.

Therefore, in order to create and promote more abundant sociality and welfare with pet, the role and contribution of enterprising businessman which supply the commodity and service for pet and pet owners is very important thing and expected as a tractor. The response of such expectation must be realized through the more constructive business creation based upon the high quality and specialty of service and information about pet.

We, JPR Corporation Shall be a challenger for the realization of more valuable business to construct social prosperity with pet and a supporter for pet, pet owner and pet business by using our best knowledge and skill cultivated in the unrestricted and creative environment of our job. Our coming pleasure maybe in reaching the true with pet sociality and community with you who have the same wish as us.

President of JPR Corporation
Y. Namatame



Business Model of J P R

New pet business scheme will be born by JPR triangle elements such as Professional Personality, Own Business Development and Business Support for client need to help .

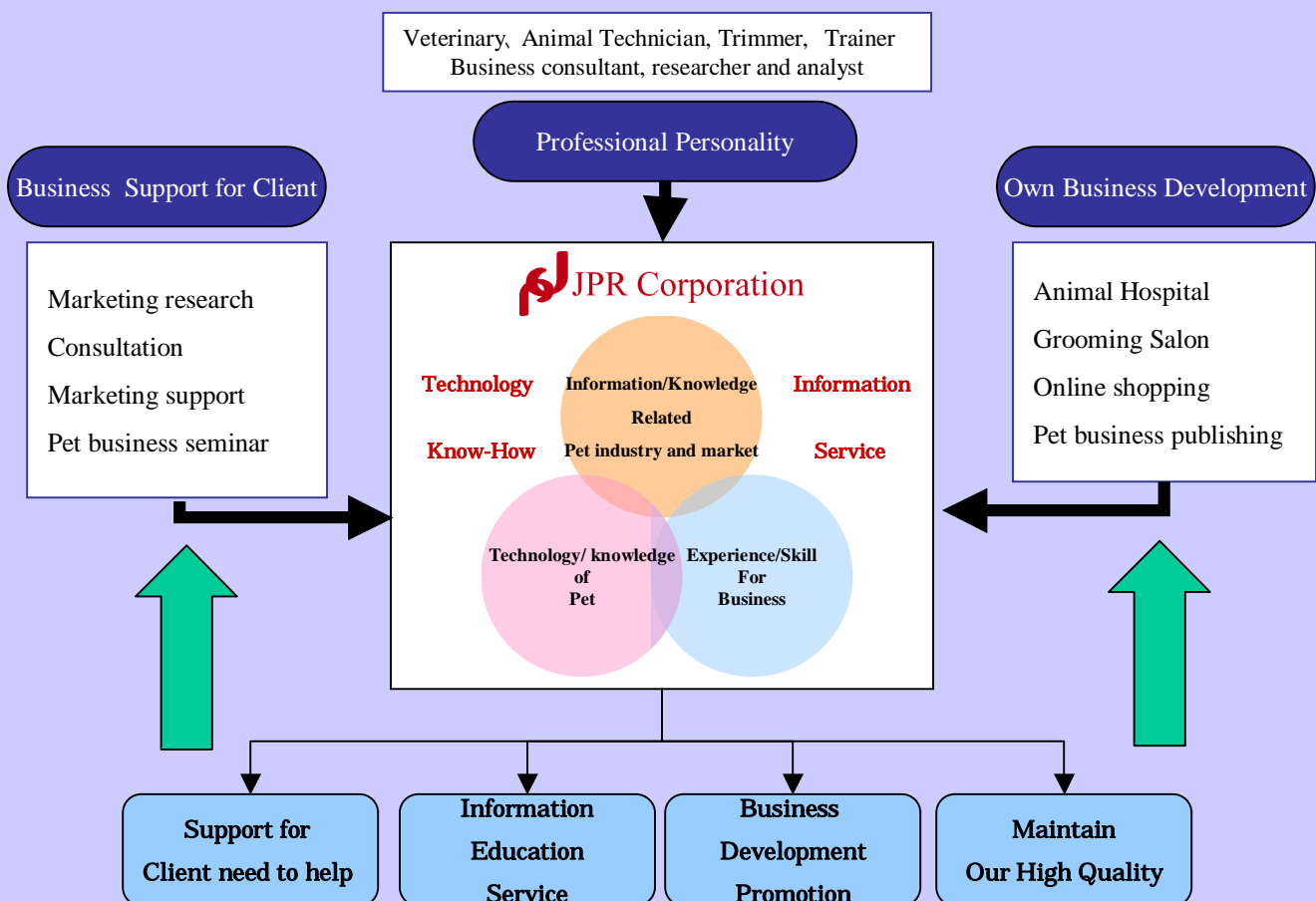
We are all of professional staff and specialist related pet and pet business.

J P R business and service should be executed by the base of knowledge and technology from our own veterinary and pet business specialists.

We are always thinking that persons who needs help concerning pet should be all of our client and so, our help and support for such persons should be our business and service. As we have ability of presenting the client the alternative solution ways as our job's mission, we would be selected client helper and supporter of business and service by the client.

In the evolving and growing pet industry and market in Japan, we have the objective to be as No.1 company among the pet business field through the providing with our high quality business skill and business solution from professional personality and business development. So that, we are establishing as the below business model and cycle.

Business Model & Cycle of JPR



Business Domain

We, JPR Corporation is a company of supplying total solution for pet, pet owners and pet business through our information and service based upon the highest veterinary technology, business know-how, knowledge about pet.

JPR Corp. has deployed the following three businesses, mainly in Kanagawa Prefecture, that target general pet owners:

Animal

hospitals, pet grooming salons and pet hotels, and online shopping and media information services.

We have also deployed corporate management support services that include “marketing research”, “management consultations”, “business development consultations”, and “marketing support” based on our experience and knowledge

with pet businesses accumulated in the field.

JPR business summary

Animal hospital business managing the “PRIMO Animal Hospital Group”

The service business for pets and pet owners by “Pet Salon Combi” as pet grooming, and hotel, “Pet Clinic.Com” as a leading online provider of pet supplies and pet care information.

Management and business support for new entrant companies/businesses.

Consultation/advisory services

Marketing research/collection of clinical trial data

Marketing support/publishing

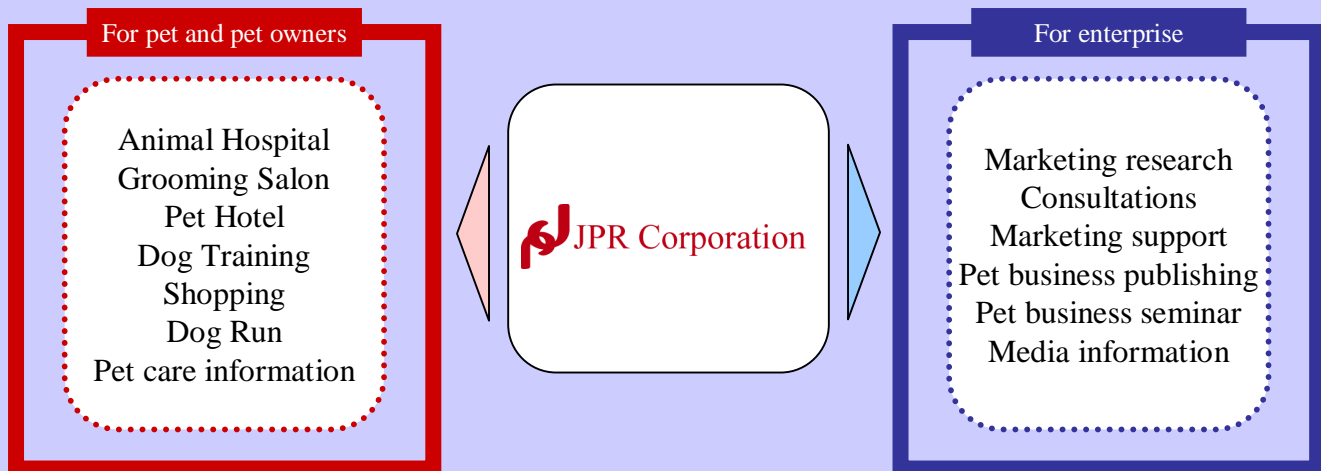
Media information/education service business.

Management of the pet industry news site: “JPR Pet Industry News”

Publishing business for parties involved in the pet industry: “Pet Business Books”

Management of the pet business seminar: “JPR Pet Academy”

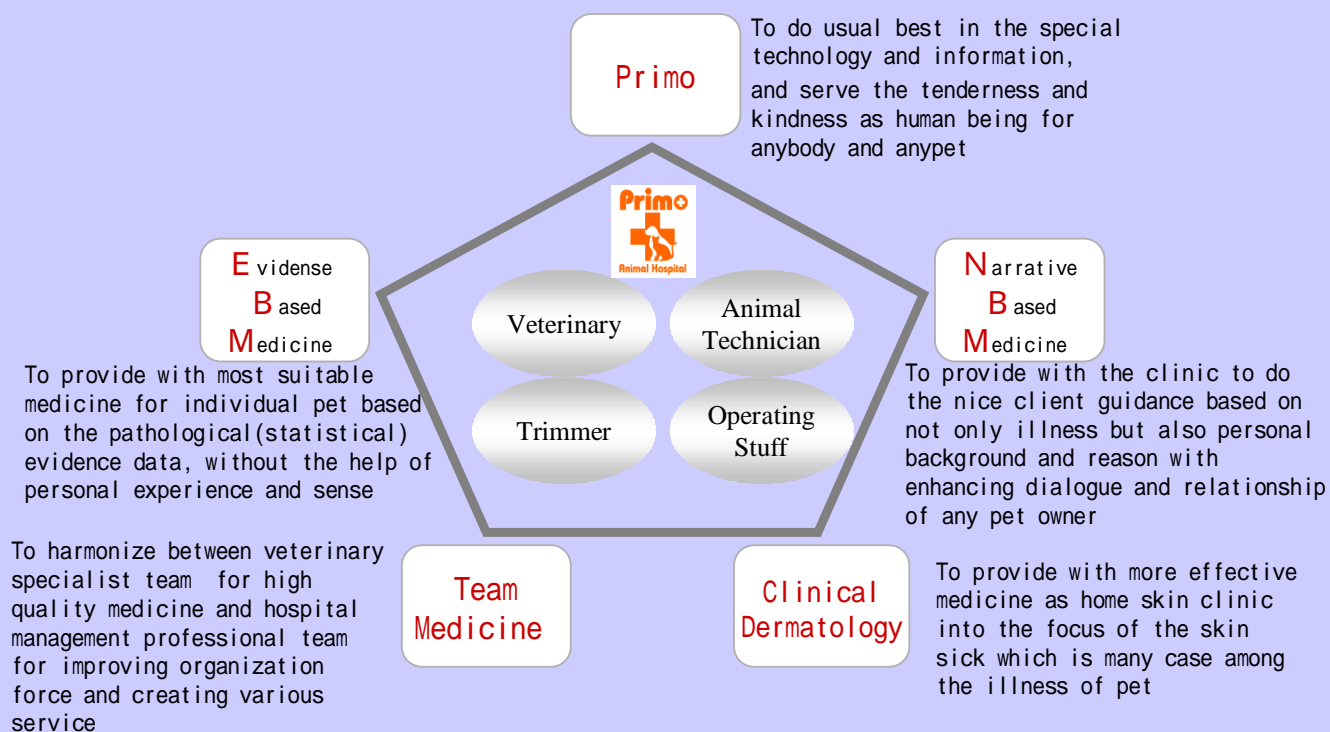
Business Domain of JPR



Primo Animal Hospital

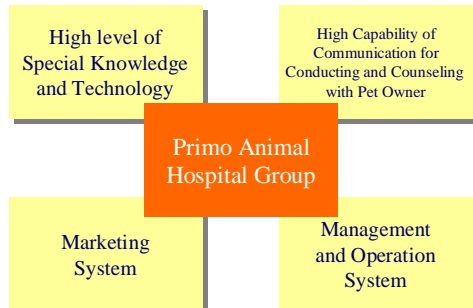
We aim No.1 Animal Hospital in the Kanagawa region with 5 key words of 『Primo』 『E B M』 『N B M』 『Clinical Dermatology』 『Team Medicine』

The mission of Primo Animal Hospital is the realization of the comfortable with-pet life in peace of mind upon more pet owner by using our special technology, information and service. In order to be selected as an animal hospital in first(Primo) when needs help about pet, we act such 5 key words in medicine, response and job in practice.



Facility&Function

In addition to high level of medicine technology, we enhance the communication with pet owner, the marketing activity to be known by much more pet owners and the management and operation system in our animal hospital.



Primo Animal Hospital Group

<p>Primo AH Sagamiharachuo since Mar. of 2008</p> <p>4-11-45, Higashifuchinobe, Sagamihara-city, Kanagawa Prefecture No holiday 9:00 ~ 21:00 http://central.jrpet.com/ Annex: Pet Salon Combi(Trimming)</p>	<p>Sagamihara Primo AH since Oct. of 2003</p> <p>2804-9 1F, Tana, Sagamihara-city Kanagawa-prefecture No holiday 9:00 ~ 21:00 http://primo.jrpet.com/ Annex: Pet Salon Combi(Trimming)</p>
<p>Sagamiohno Primo AH since Feb. of 2007</p> <p>2-4-8, Wakamatsu, Sagamihara-city Kanagawa Prefecture No holiday 9:00 ~ 21:00 http://primo1.jrpet.com/ Annex: Pet Salon Combi(Trimming)</p>	<p>Imakoga Primo AH since Apr. of 2005</p> <p>209, Imkoga, Onga-country, Fukuoka-prefecture Holiday:Thur 9:00 ~ 20:00 http://petvillage.jrpet.com/ Annex: Pet Village(Trimming)</p>

Pet Clinic.Com Operating

Veterinarian only can provide with select goods and special information.

Operating of internet shopping and information site for pet owner

Primo Pet Clinic Select Shop

This shopping site is valuable shopping market that only true safety and high quality commodities is selected based on the original selection standard with special analysis by the professional eyes of veterinarians of Primo Animal Hospital Group. And the special information to get for the health of own pet is very ample in the site.

<http://www.petjpr.com/shop/>



Dr. Kawano Clinical Dermatology Laboratory

This site is the special dermatology information site for pet owner to be supervised by Dr. Kawano who is a dermatology professional veterinarian, Head of Primo Animal Hospital Sagamihara-chuo and GM of Veterinary Science Dept of JPR Corp.

This site is providing the valuable information about skin sick which are popular illness for pet and is many reason why come to animal hospital. The mechanism, medical treatment, usual care and Several knowledge about skin of pet, etc is known at this site.

<http://www.petjpr.com/skin-labo/>



Lovely Dog & Cat Clinic Counseling Room

This site service is to reply for question about pet health care from any pet owner through e-mail. In case of no need to come animal hospital but anxious about health of pet and want to be counseled about it, any pet owner can use this service in easy mind and free of charge also. Veterinarian of Primo Animal Hospital Group will response always in hearty sense same as being in animal hospital.

<http://www.petjpr.com/suzuki/health/soudan/>



Pet Column "Illness and it's Prevention"

This site is veterinary medicine information site which is leant in delight and easy to understand for any pet owner. The contents is written in the style of column in the point of view by pet owner and in collecting the accurate knowledge from veterinarians of Primo Animal Hospital Group. This site is able to research necessary column for user from many ample columns by using the key word of the symptom or portion name of body in considering with usability.

<http://www.petjpr.com/column1/>



Information & Education Service Operating

To provide with the practical and necessary contents of information and education for pet business and pet owner through the backbone of JPR activity and experience

JPR Pet Industry and market News

This site is only one site of business news in Japan about the pet industry and market mainly in Japan the following contents.

Topics of Industry and Market New commodity and Service Event and Seminar Business Trend Professional Technology and Science Media, in addition to these 6 field news information, highlight of pet business and interview article with key person in pet industry and market to be paid attention is published in this site.

<http://news.jpmpet.com/>



Petmy

This site is the pet community site for consumer with the contents of the e-learning by a flash adventure game under the theme of with pet sociality.

This site is co-operating with ISAO Corporation which have ample experience of out-sourcing business for online game. This site is able to use as a back-up tool for any pet community.

<http://news.jpmpet.com/>



Pet@Career Navi

This site is the matching site between wanted and seeking employment for only pet industry with no duty the largest in Japan.

This site is extend to increase firmly the number of register and the access of user in reason of all of free charge for wanted company and seeking person, high usability and excellent security management.

<http://www.petcareer.com/>



JPR Pet Business Publishing

This is the excellent and convenience education materials for pet businessman to be summarized the knowledge and know-how cultivated by JPR in professional field of pet business and veterinary.

[Seminar, Text or suitable style of material]

- ・『Outline of Pet Industry and Market in Japan 2007』
- ・『How to start Pet Business from Zero』
- ・『Veterinary Medicine Communication』 etc.



The Supporting and Solution Service for the enterprise to enter in pet industry and market newly

To develop and create business and earning in pet industry and market

For the enterprise which have an intention to enter in pet industry and market and to develop and create new business and new commodity, we will provide with the supporting and solution service from the making plan to business build-up with not only one stop base but also partial base.

Upon the client request, we will do the best effort to support and help the client business in order of rising the success probability by using our business know-how such as knowledge, experience, skill media tool and personal connection.etc.

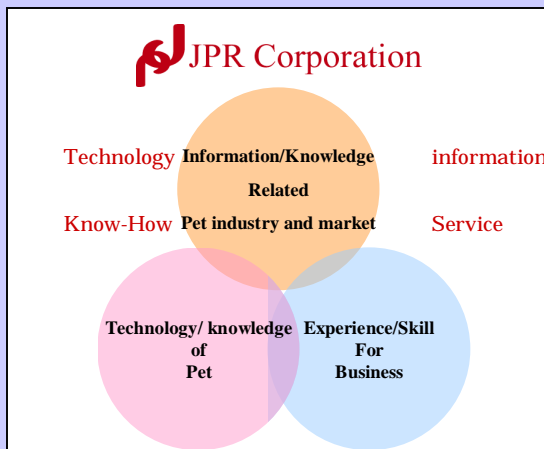
Job Flow of New Development Business in Pet Industry and Market



Object of Client

Enterprise to examine the commodity and service for 『Animal Hospital』 and/or 『Veterinarian』
 Enterprise to examine the commodity and service for the pet specialist such as 『Trimming Salon』 『Pet Shop』
 Enterprise to examine the development, import and sales for pet owner
 Enterprise to examine the shop or store business and special service business related pet
 Enterprise to examine the internet site for pet information, community, research, shopping and/or contents for pet
 Enterprise to examine the business entry to animal hospital business from human hospital business

Job Menu (Upon client request, to provide for necessary portion as our job)



- Providing with the service as follows
- 1 . JPR's pet business education materials
 - 2 . Seminar for training or investigation
 - 3 . Advisory service
 - 4 . Consulting service (Project basis)
 - 5 . Market investigation/Marketing research
 - 6 . Clinical examination ' Medicine testing
 - 7 . Marketing support
(SP Tool/Advertising/ P R/Contents Providing)

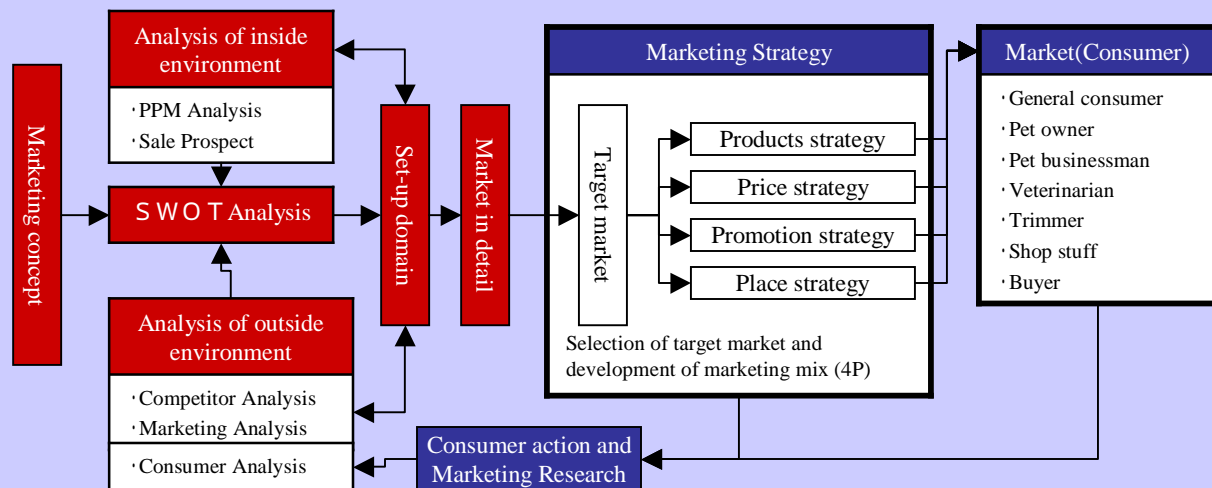
The Supporting and Solution Service for the existing enterprise in pet industry and market

To grow up the business with optimizing the sales and marketing activity

For the existing enterprise in pet industry and market which have intention to grow-up the sales amount of commodity and/or service and to jack-up the current sales and marketing activity by new marketing method and/or more extend of promotion.

Upon the client request, we will do the best effort to support and help the client business in order of rising the success probability by using our business know-how such as knowledge, experience, skill media tool and personal connection.etc.

Basic Structure of Marketing Strategy in Pet Industry and Market

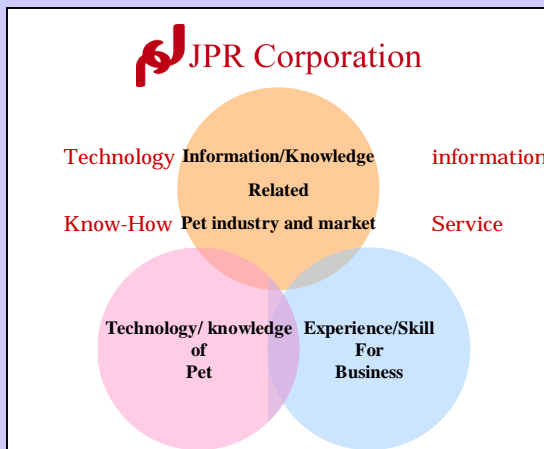


Object of Client

Enterprise to examine market orientation and sales promotion of commodity (medicines/equipment and facility/supplement/shampoo) and/or service (education /management /administration) for animal hospital and veterinarian

Enterprise to examine market orientation and sales promotion of commodity (pet food/pet supplement/pet goods/shampoo) and/or service (pet insurance/home facility/pet training/health care/education/media business) for direct pet and pet owner

Job Menu (Upon client request, to provide for necessary portion as our job)



Providing with the service as follows

- 1 . JPR pet business education materials
- 2 . Seminar for training or investigation
- 3 . Advisory service
- 4 . Consulting service (Project basis)
- 5 . Market investigation/Marketing research
- 6 . Clinical examination ' Medicine testing
- 7 . Marketing support
(SP Tool/Advertising/P R/Contents Providing)

Our service for the foreign enterprise

To examine about , approach to and enter in the pet industry and market in Japan

1. Japan pet industry market research

Provides a research service that analyzes the possibility of entering the Japanese market. We report on the current condition of the Japanese market by collecting and analyzing up to date data that suits your aims and is relevant to entering the Japanese market such as competition research, sales estimates, and the voice of consumers.

2. Japan pet business publishing

We have published some books analyzing the Japanese pet industry and market from the economical and sociological points of view such as market structure, analysis of characteristic consumer activities of pet owners, customer target analysis method, etc.

3. Support for entry into the Japanese pet market

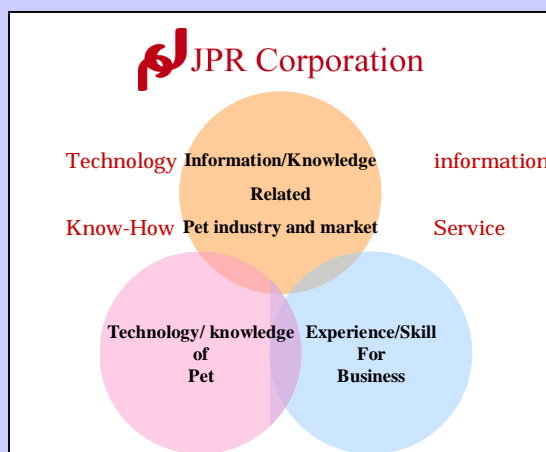
• Sales representative service by Fax & Tel

We can promote your products and services in the Japanese market and to Japanese companies on your behalf. Direct promotions are made by fax and e-mail, and the telephone after listing the most suitable companies for you from the information on pet business support companies and animal hospitals that we have.

• Accompanied sales support

We support sales promotion of your products/services by accompanying your sales staff on sales visits. We visit the most effective targeted companies selected from data on pet business support companies and animal hospitals that we have with your staff, thus allowing the most effective sales promotion.

Job Menu (Upon client request, to provide for necessary portion as our job)



Providing with the service as follows

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Corporation Summary

Corporation Summary (as of Jan. 2008)

Company name J P R Corporation

HQ Location P/N 231-0058 Stork Tower Ohdoori –Kouen 5F,2-15-1,Yayoi-cho, Naka-Ku, Yokohama-shi Kanagawa-ken
TEL:+81-45-232-9230 FAX:+81-45-232-9234 E-mail:info@jprpet.com

Establishment June 18,2003

C a p i t a l Yen 15,000,000

Employment 44 (As of April. 2008)

C l i e n t Medicine manufacturer, Medical-device manufacturer, Animal hospital, Pet food manufacturer, Pet supplies manufacturer, Trading Company, Pet insurance, Pet publishing, Animal college etc...

Management

P r e s i d e n t Y.Namatame [D.V.M, Certified Management Consultant]

Vice President K.Bushimata [D.V.M, GM of Animal Hospital Business Dept.]

D i r e c t o r K. Hattori [GM of Pet Business Support Dept.]

D i r e c t o r K. Kawano [D.V.M, GM of Veterinary Science]

Organization

