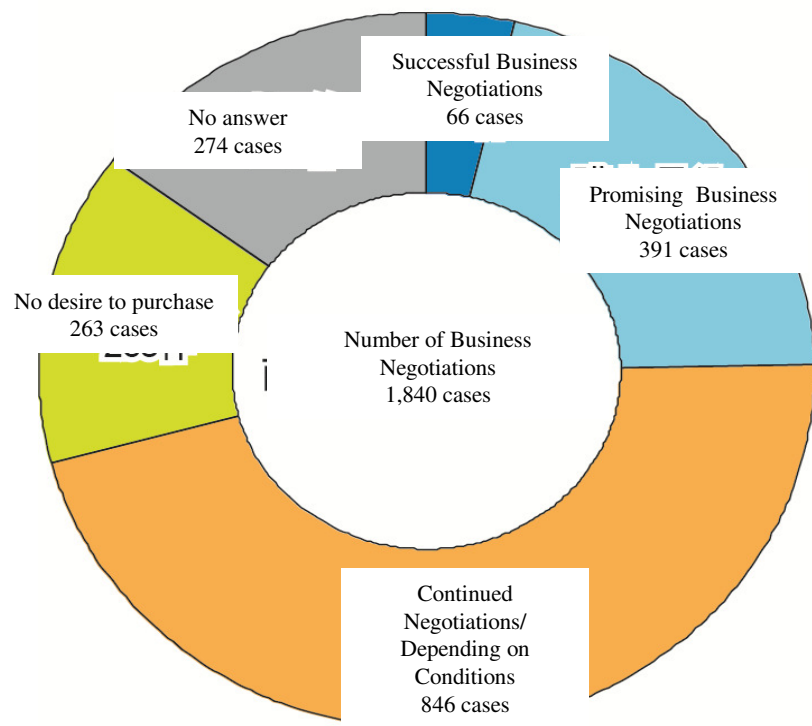


Business Negotiations (as of December 5, 2013)

State of Business Negotiations According to Buyer Questionnaire Results

Results of Business Negotiations
According to Questionnaire for Buyers



Number of Data	Cases	%	Accumulative Total %
Successful business negotiations	66	3.6	3.6
Promising business negotiations	391	21.3	24.8
Continued negotiations/ According to conditions	846	46.0	70.8
No desire to purchase	263	14.3	85.1
No answer	274	14.9	100.0
Total	1,840	100.0	

● Ratio of business negotiations was **3.6%** (66 cases). With Promising Business Negotiations, this figure rose to **24.8%**. With Continued Negotiations and the Negotiations May be Successful Depending on Conditions, this figure rose to **70.4%**.

State of Successful Business Negotiations (Follow-up after one month)

State of Business Negotiations According to Results of Supplier Questionnaire

Results after one month

Successful Business Negotiations

66 cases (3.6%) → 95 cases (5.25%)

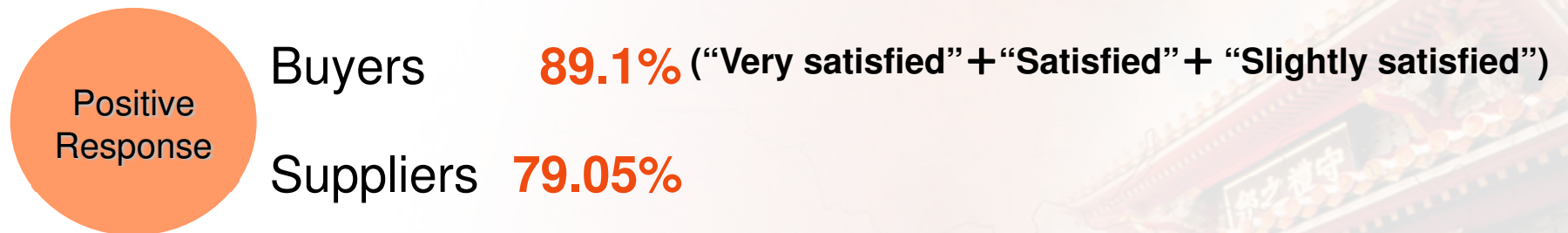
Promising Business Negotiations

391 cases (21.3%) → 400 cases (21.7%)

*Cumulative Total 26.9%

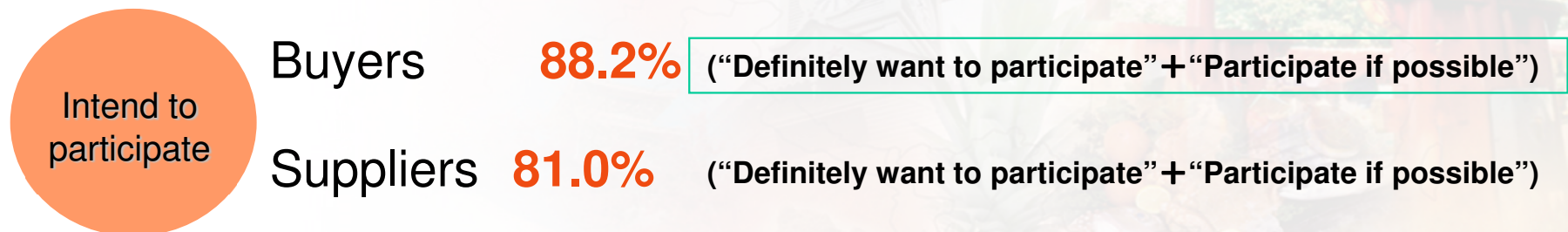
Level of Satisfaction for the 2013 Pre-Trade Fair

Business Negotiation Form (Business matching at the fair, Administrative operations)



※Even among “Satisfied,” some respondents asked for improvements in schedule, etc.

2014 Okinawa Pre-Trade Fair



Even among respondents who chose “I cannot say either way,” some companies indicated potential intention to participate by stating that they would decide according to progress in business negotiations.

Questionnaire Results

