



Webbridge

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F O R I T



Tokyo, Japan

 <https://webbridge.net/>

 info_webbridge@for-it.co.jp

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01 OVERVIEW

“Webridge” in a nutshell





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01 OVERVIEW



Webbridge
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1M
PARTNERS

10k
BRANDS

17Y
EXPERIENCES

**WE ARE
LEADING GLOBAL
AFFILIATE NETWORK**

01 OVERVIEW

ADVANTAGES of Webbridge

1

NO WORRIES,
EVEN IF
THE FIRST
CHALLENGE
ABROAD

BEGINNERS ARE WELCOME!

3

THREE PICs
ENGAGE WITH
YOUR BUSINESS

EXCLUSIVE SERVICE TEAM

5

DIVERSE
CASE STUDIES
ESPECIALLY IN
SOUTHEAST ASIA

HIGH SALES PERFORMANCE

2

PROPOSE
APPROPRIATE
METHODS
FOR YOU

GLOBAL MIND & STRATEGY

4

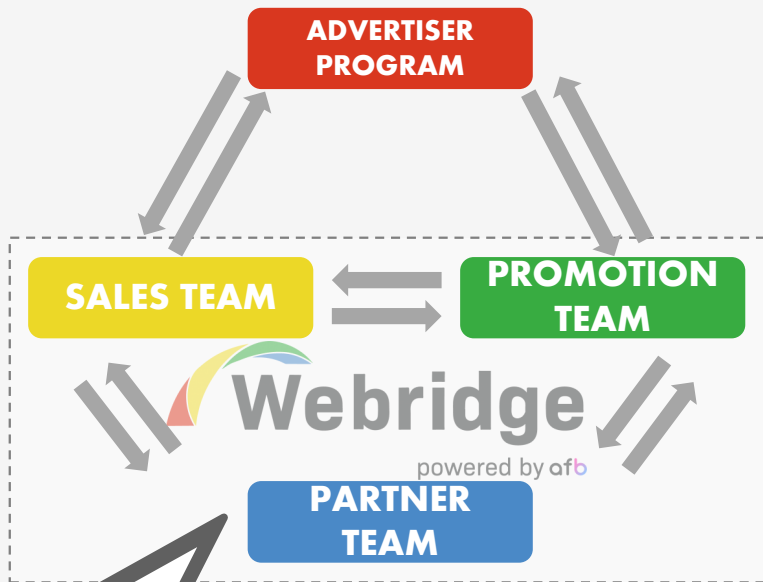
CONFIRM
EVERY STATUS
AT ANY TIME

REAL-TIME TRACKING

01 OVERVIEW

OUTLINE of Webbridge

**EXCLUSIVE SUPPORT TEAM
FOR EACH ADVERTISER or PROGRAM**

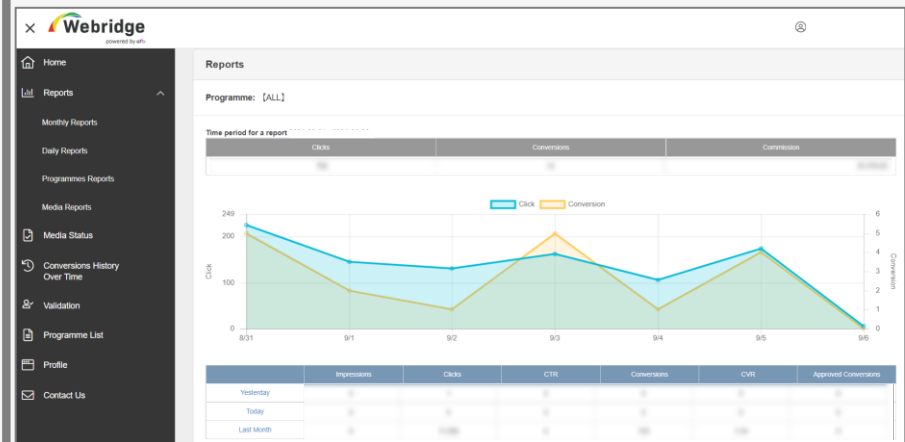


EXCLUSIVE SUPPORT TEAM

We will assign three or more PICs from every team for each advertiser or program. Leave it to...

1. **SALES** : Contacts and overall management
2. **PROMOTION** : Management of each promotion
3. **PARTNER** : Management of affiliated partners

**EASY TO CONFIRM REAL-TIME TRACKING
ANYTIME YOU WANT**



DASHBOARD SPECIFICATIONS

All transactions of the affiliate links issued from Webbridge are reflected on the dashboard in real time.

So, you can confirm the detailed status of your every program for any period such as the previous day or month, the current day or month you need at any time.

01 OVERVIEW

TRUSTED BY



and more...

※ Each partnership belongs to FORiT Inc., running Webbridge.

02 MARKET KEY FACTS

Data Analysis for Marketing Industry



powered by afb

F O R I T

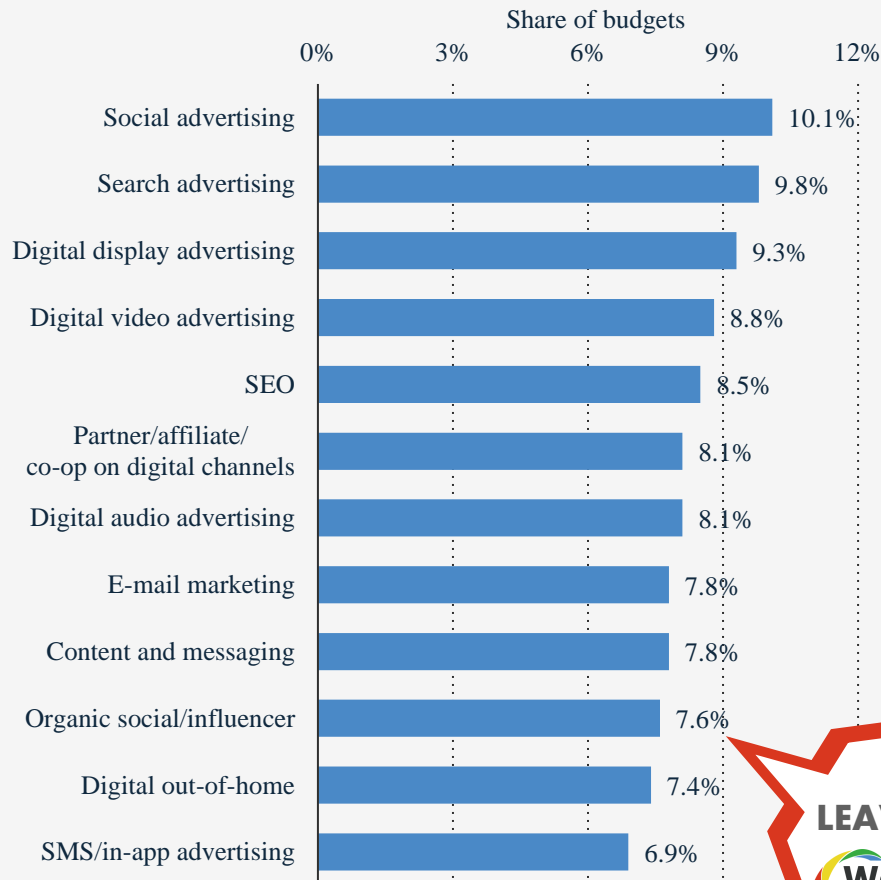


02 MARKET KEY FACTS

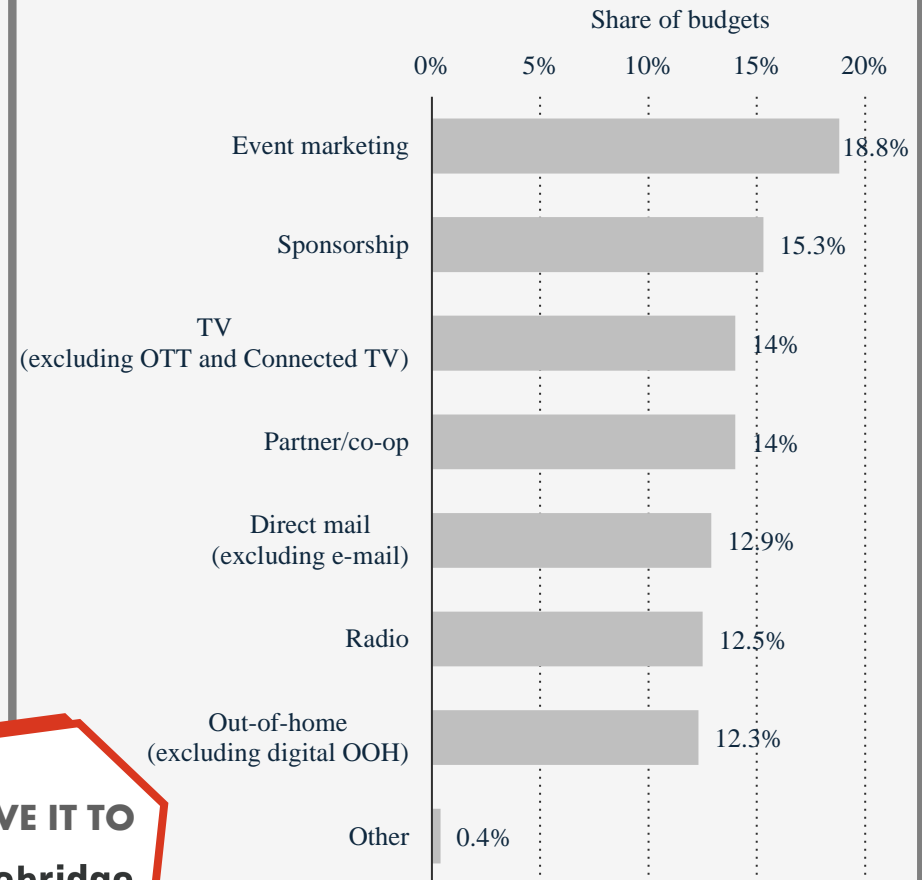
Data Analysis for Marketing Industry

<https://www.statista.com/>

ONLINE MARKETING BUDGETS ALLOCATION WORLDWIDE 2022



OFFLINE MARKETING BUDGETS ALLOCATION WORLDWIDE 2022



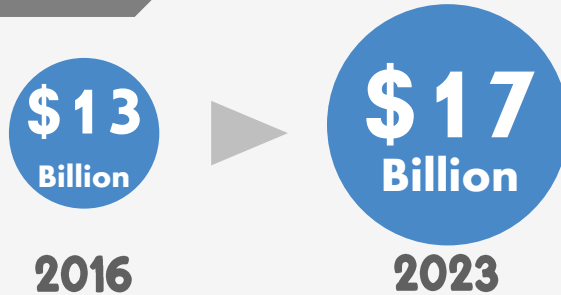
LEAVE IT TO
Webbridge
powered by ofb

02 MARKET KEY FACTS

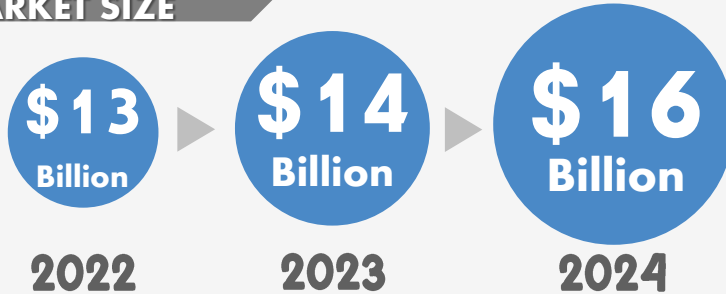
Data Analysis for Affiliate Marketing Industry^①

<https://www.statista.com/>

MARKET VALUE

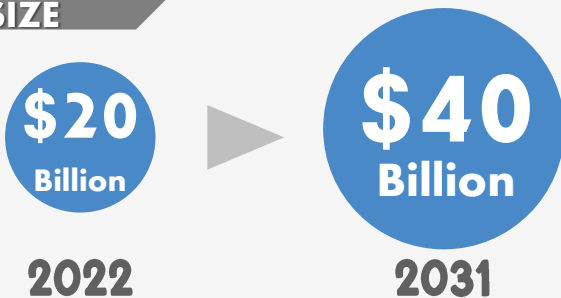


INDUSTRY MARKET SIZE

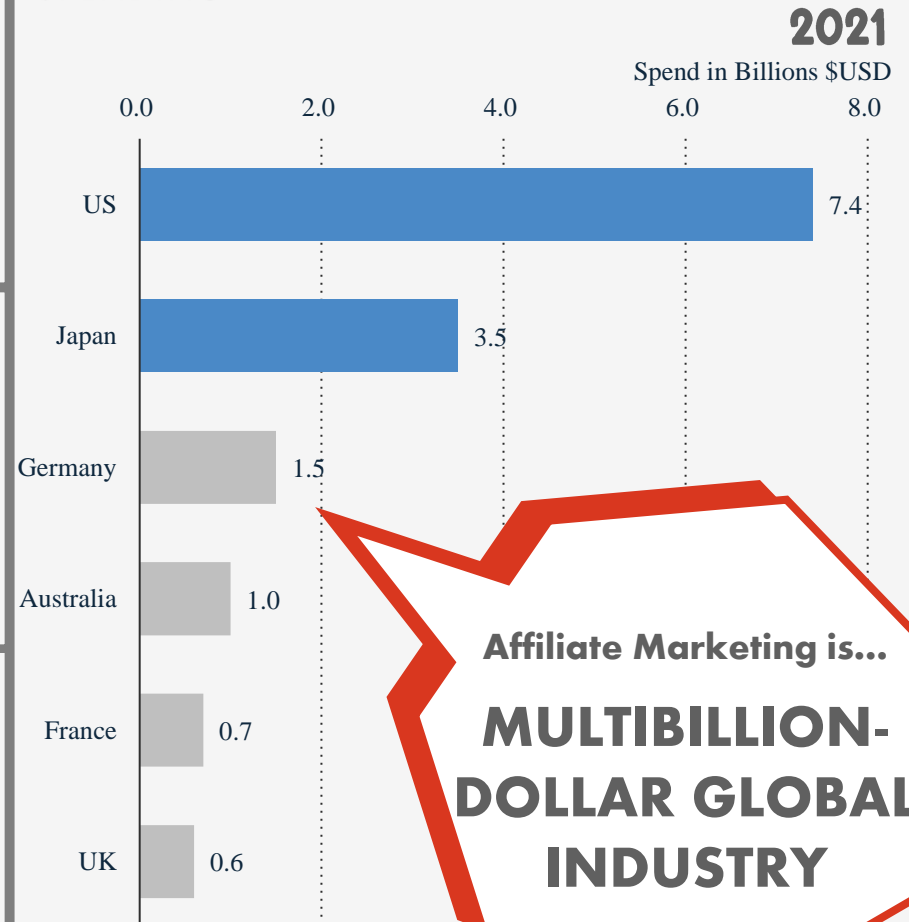


ASP* MARKET SIZE

*ASP : Affiliate Service Provider



THE LARGEST SPENDING



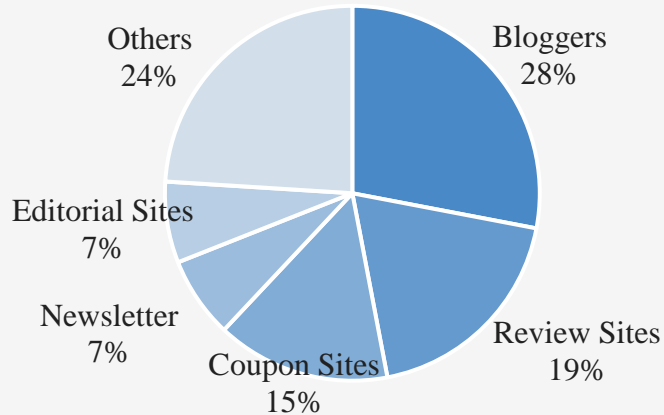
Affiliate Marketing is...
MULTIBILLION-DOLLAR GLOBAL INDUSTRY

02 MARKET KEY FACTS

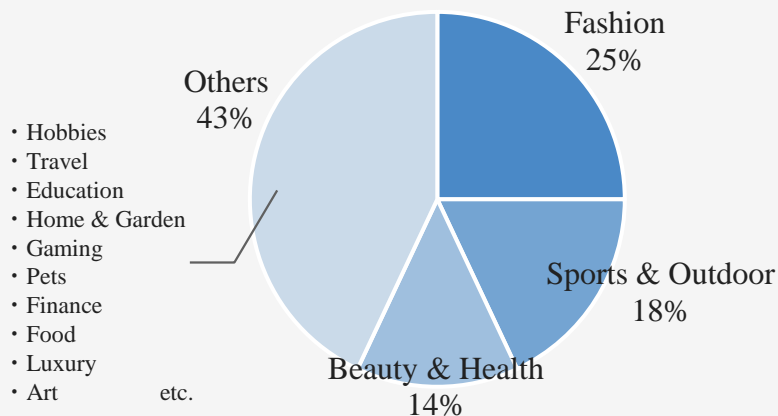
Data Analysis for Affiliate Marketing Industry②

<https://www.statista.com/>

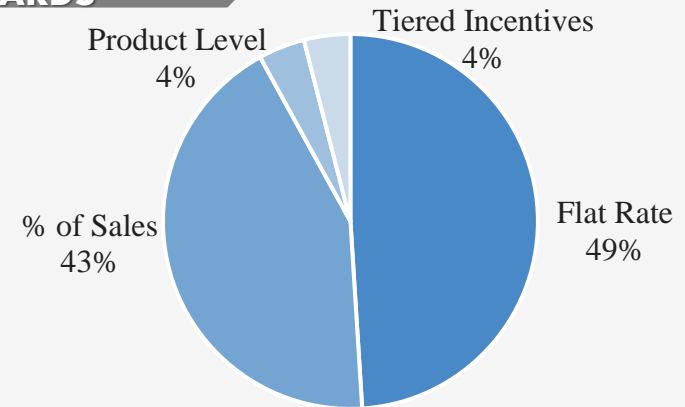
THE LEADING CHANNELS



TOP CATEGORIES



MONETARY REWARDS



• Flat Rate

→Fixed amount commission of US\$〇〇 per sales unit

• % of Sales

→Fixed rate commission of 〇% of sales amount

• Product Level

→Commission depends on product or SKU

• Tiered Incentives

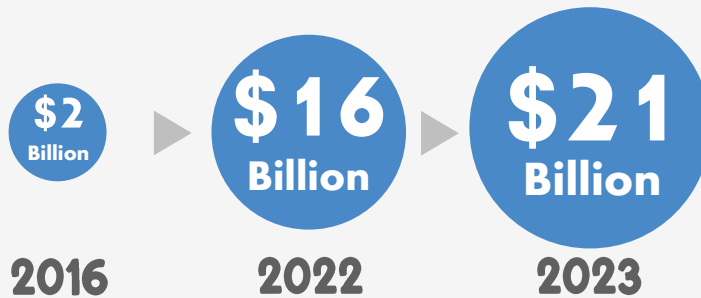
→Tiered commission based on the total sales units

02 MARKET KEY FACTS

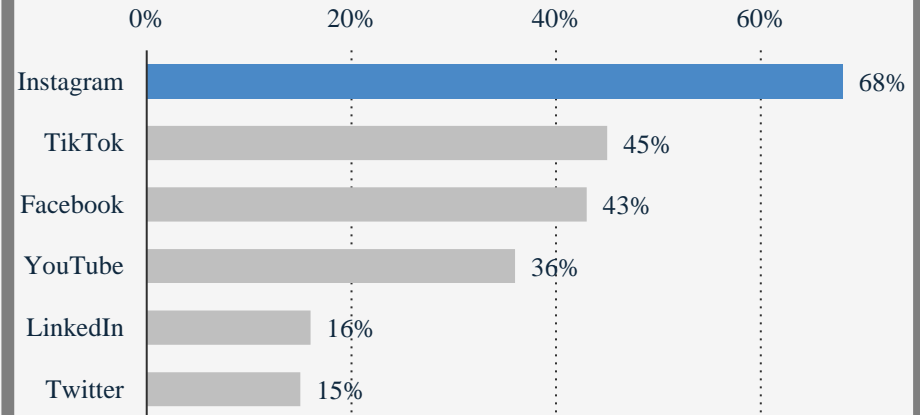
Data Analysis for Influencer Marketing Industry^①

<https://www.statista.com/>

INDUSTRY MARKET SIZE

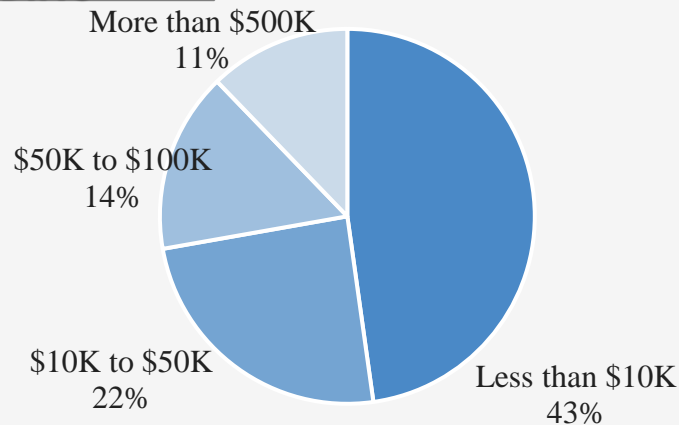


THE LEADING CHANNELS

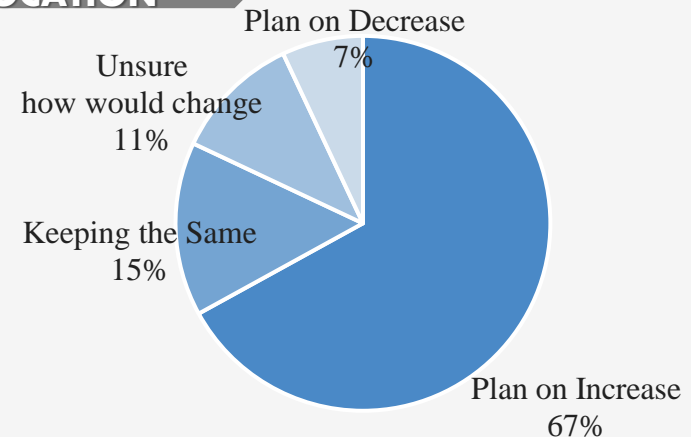


AMOUNT OF SPENDING

Spend in \$USD



BUDGET ALLOCATION

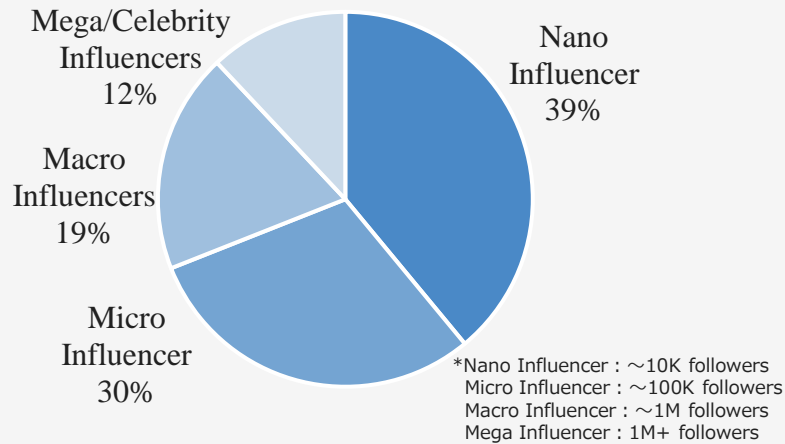


02 MARKET KEY FACTS

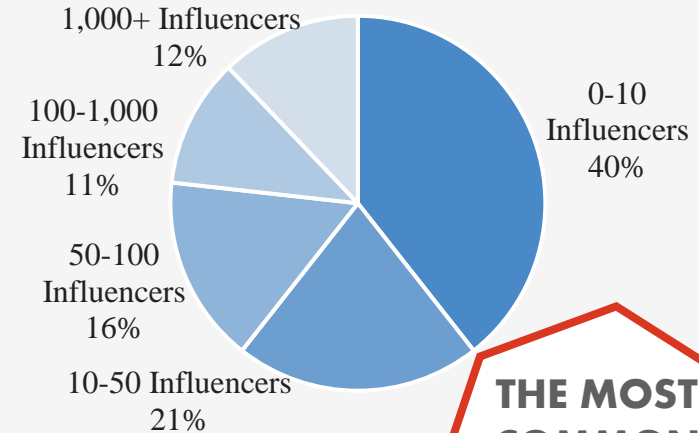
Data Analysis for Influencer Marketing Industry②

<https://www.statista.com/>

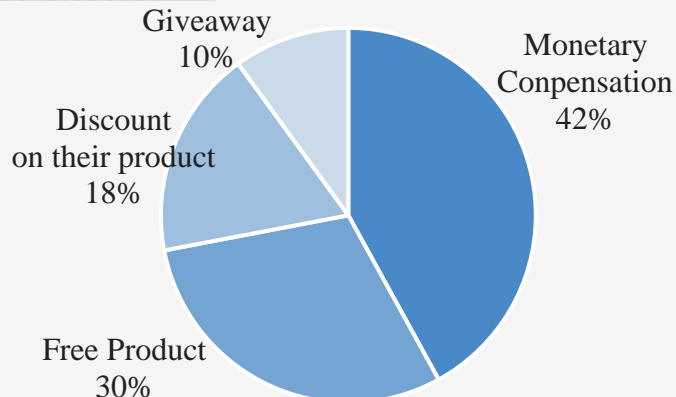
TYPES OF INFLUENCER



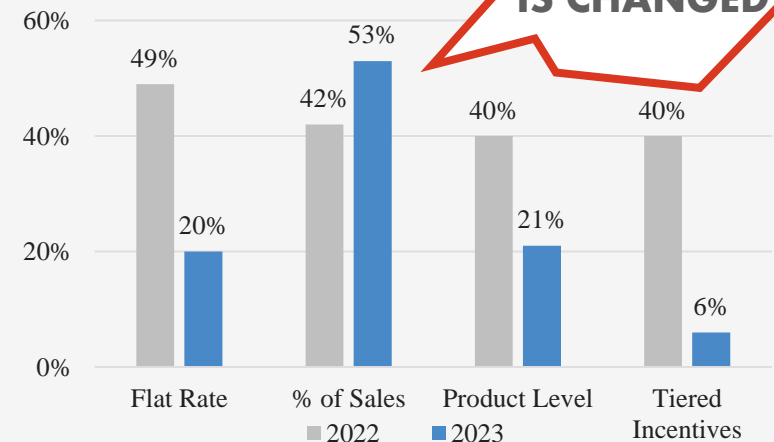
NUMBER OF PARTNERSHIP



WAYS TO BE A PARTNER



MONETARY REWARDS



THE MOST COMMON METHOD IS CHANGED

03 CHOOSE THE BEST

Webridge × Digital Marketing Strategies



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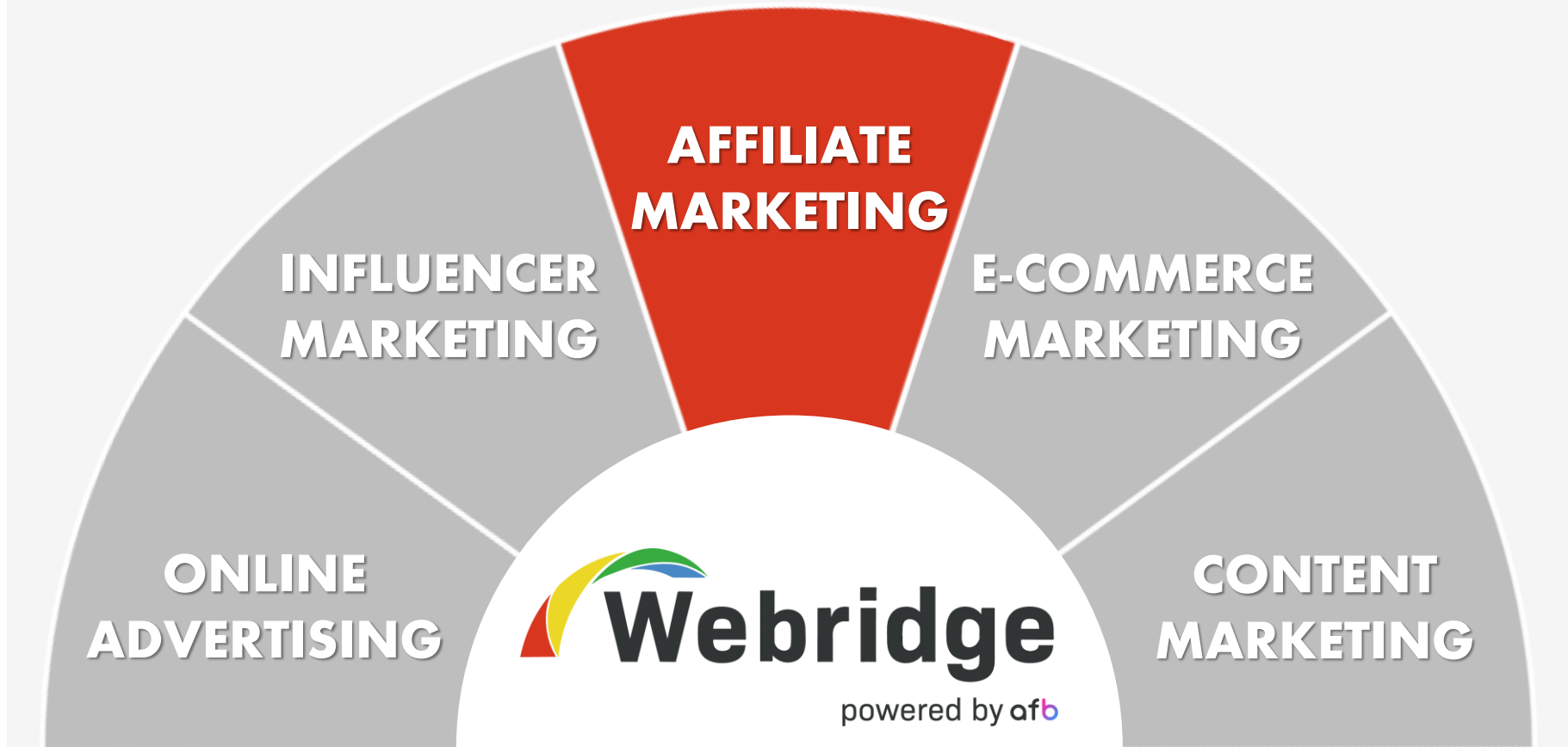
F O R I T



03 CHOOSE THE BEST

Webridge × Digital Marketing Strategies①

With **AFFILIATE MARKETING** business as the mainstay, Webridge can provide digital marketing strategies specializing in **CROSS-BORDER E-COMMERCE MARKETING, INFLUENCER MARKETING, SOCIAL MEDIA MARKETING, ONLINE ADVERTISING, CONTENT MARKETING.**

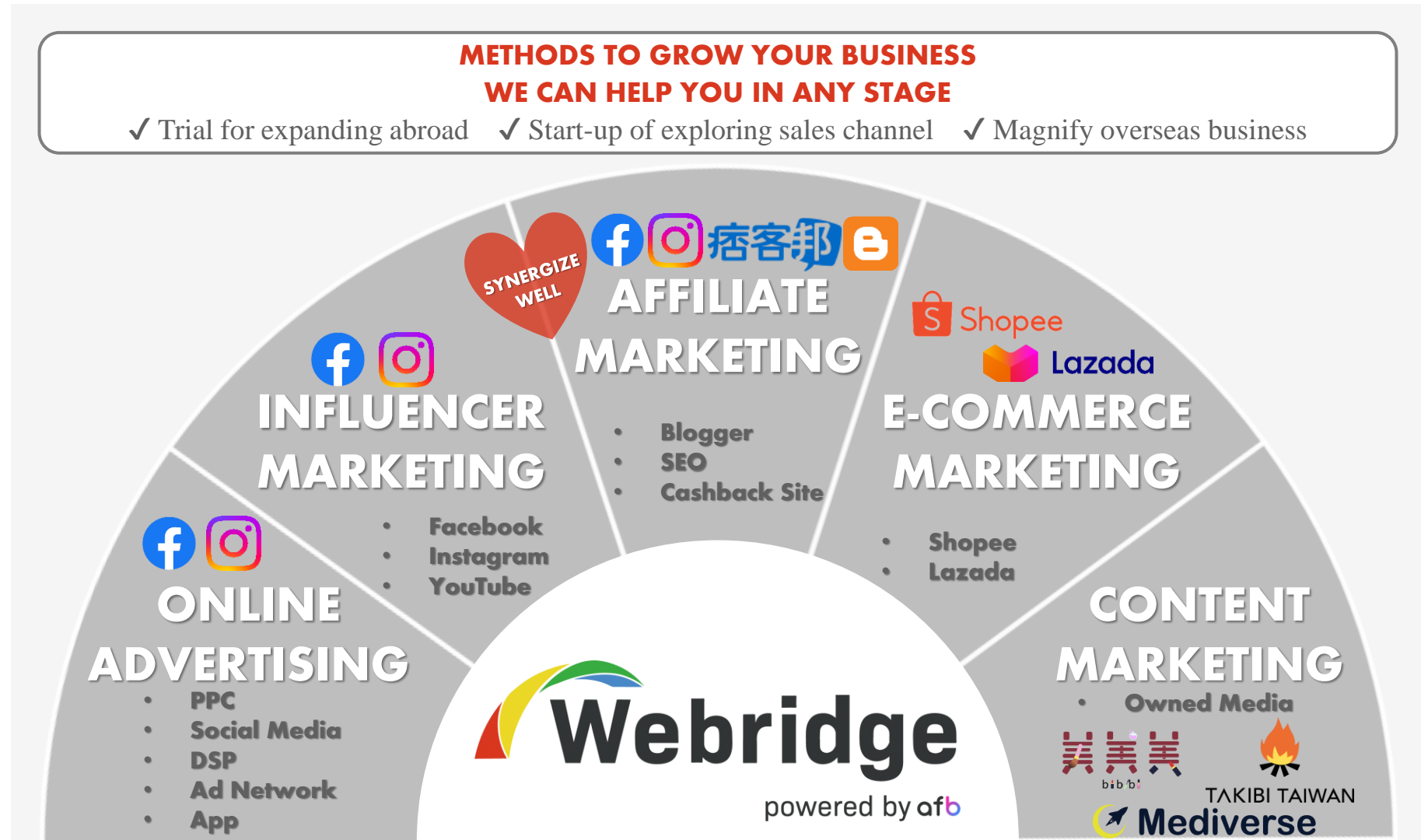


03 CHOOSE THE BEST

Webbridge × Digital Marketing Strategies②

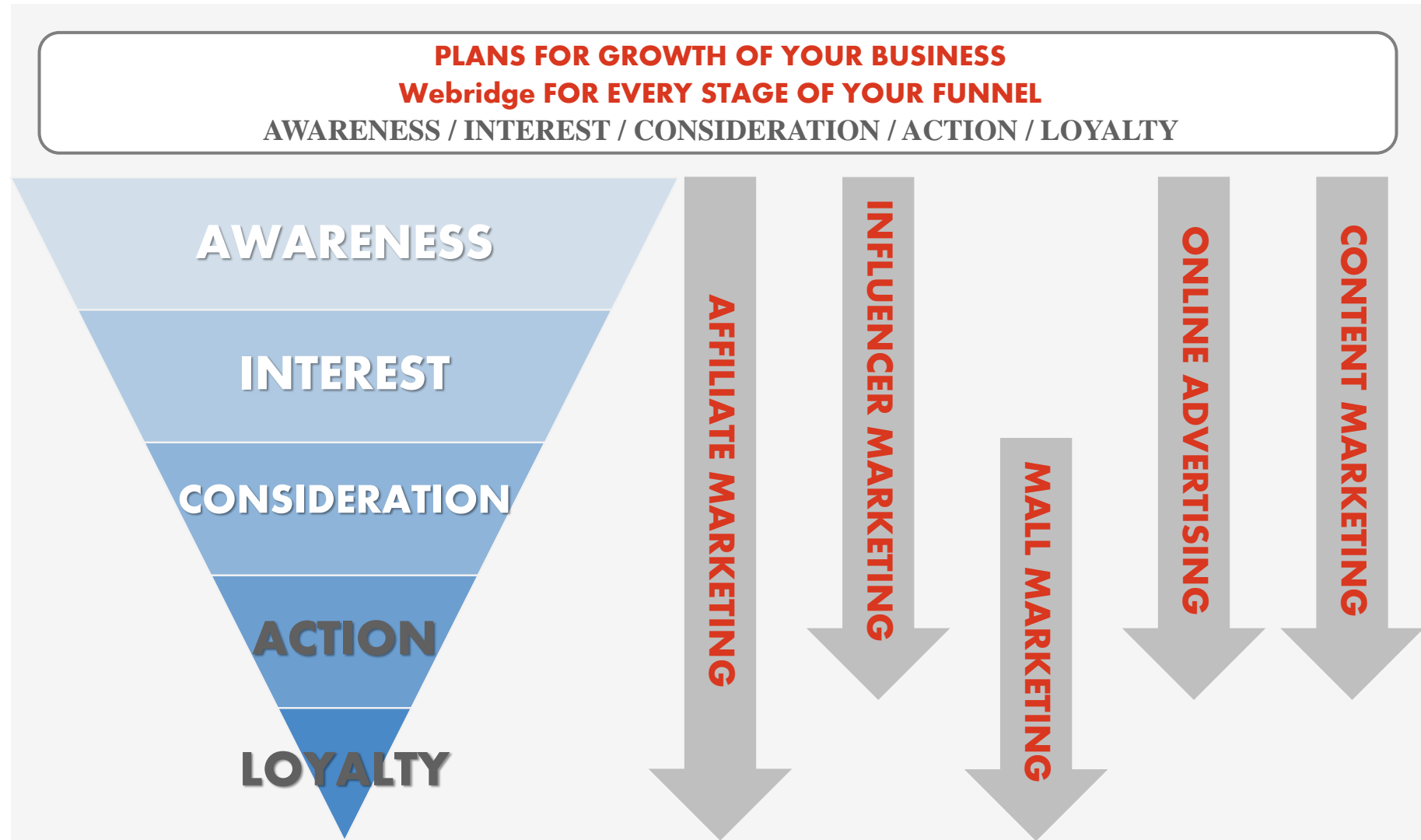
**METHODS TO GROW YOUR BUSINESS
WE CAN HELP YOU IN ANY STAGE**

✓ Trial for expanding abroad ✓ Start-up of exploring sales channel ✓ Magnify overseas business



03 CHOOSE THE BEST

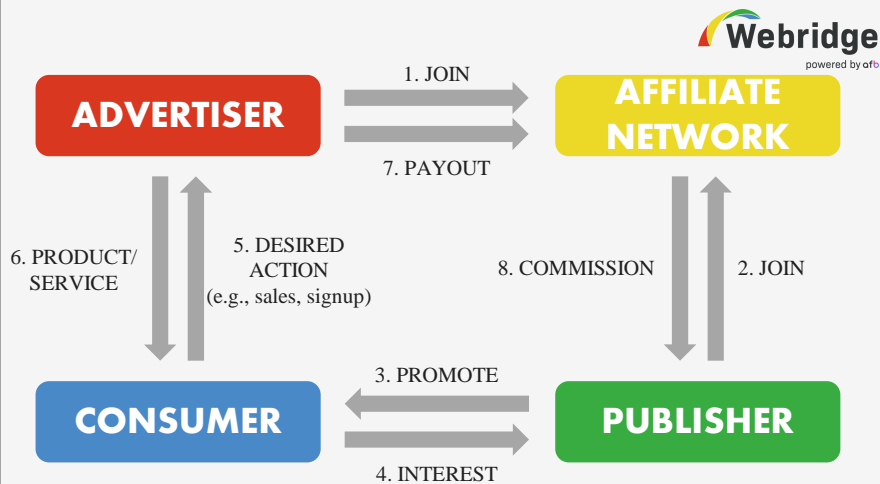
Webbridge × Digital Marketing Strategies③



03 CHOOSE THE BEST

How does “AFFILIATE MARKETING” work ?

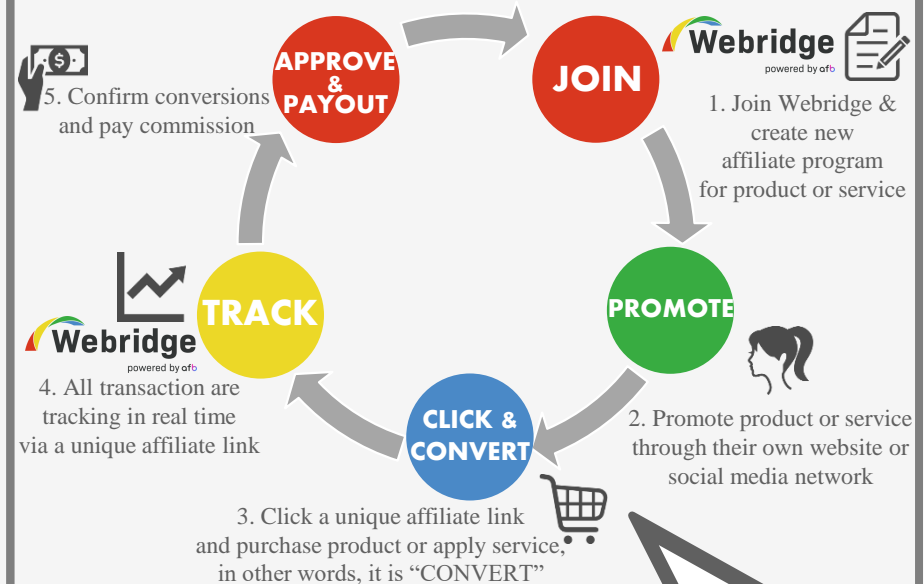
FOUR KEY PLAYERS OF AFFILIATE MARKETING



MECHANISM ①

Generally, “Affiliate Marketing” is performance-based digital advertising strategy, and there are four key players ADVERTISER pays commission only when CONSUMER completes a predetermined action (=conversion point) like purchasing product via a unique affiliate link.

AFFILIATE GETS A COMMISSION, YOU GET A SALE!



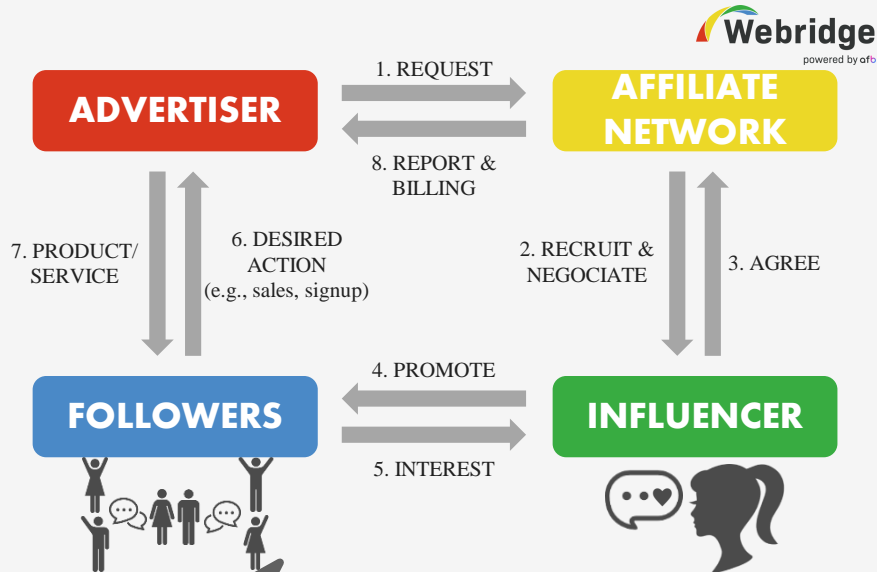
MECHANISM ②

1. ADVERTISER : Create an affiliate program
2. PUBLISHER : Promote on their own network
3. CONSUMER : Desired action via an affiliate link
4. Webbridge : Track all transaction in real time
5. ADVERTISER : Confirm orders and pay commission

03 CHOOSE THE BEST

How does “INFLUENCER MARKETING” work ?

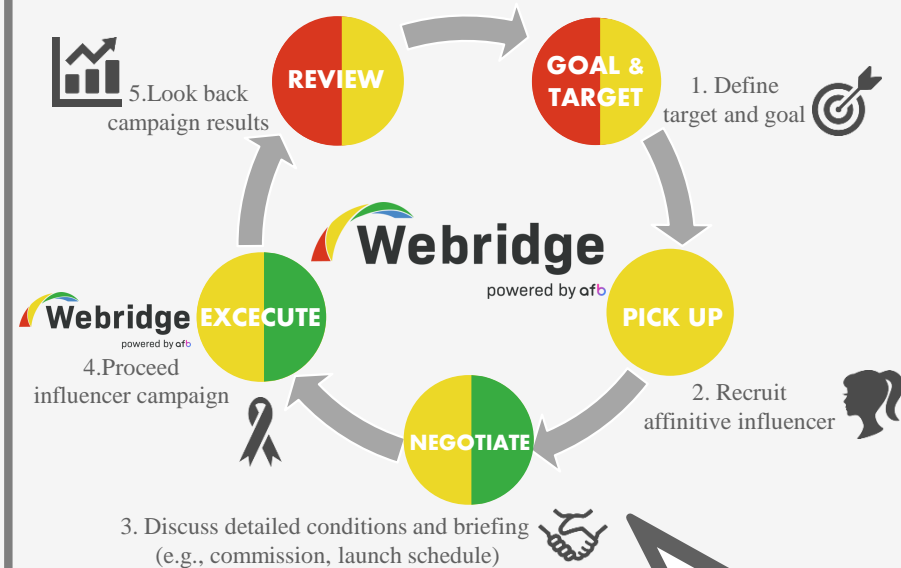
FIVE BENEFITS OF INFLUENCER MARKETING



MECHANISM ①

Collaborate with influencers who has their own networks (=followers) can be expected to have many positive effects, such as **expanding awareness, enhancing reliability, motivating purchase intention, building a long-lasting relationship, unlimited chances of going viral.**

THE MOST EFFECTIVE WAY TO SUCCESS



MECHANISM ②

1. ADVERTISER : Define Target and goal
2. Webbridge : Recruit influencer goes well with campaign
3. Webbridge : Discuss details and influencer briefing
4. PUBLISHER : Post and promote product/service
5. ADVERTISER : Look back campaign result

03 CHOOSE THE BEST

Launch “ONLINE MARKETPLACE”

https://www.for-it.co.jp/assets/documents/shopee_promotion.pdf
https://www.for-it.co.jp/assets/documents/lazada_promotion.pdf

POPULAR MARKETPLACES IN SOUTHEAST ASIA



Taiwan



Singapore



Malaysia



Thailand



Indonesia



Philippines



Vietnam

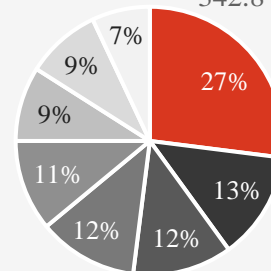


<https://www.shopee.jp/>
<https://lazada.jp/>

MONTHLY VISITS BY REGION IN 2022



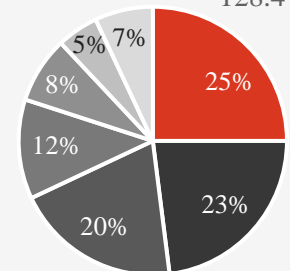
342.8 Million



■ Indonesia ■ Vietnam
■ Taiwan ■ Philippines
■ Thailand ■ Malaysia
■ Brazil ■ Others



128.4 Million



■ Philippines ■ Thailand
■ Indonesia ■ Vietnam
■ Malaysia ■ Singapore
■ Others

LAUNCH LOCAL MARKETPLACE

“Shopee” and “Lazada” are two major online marketplace in Southeast Asia. Taking advantage of these local online marketplace’s own consumer attraction power, which is useful for **start-up of overseas business**, **test marketing** and **encouraging repeated purchase**.

04 CASE STUDIES

Past Performances



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F O R I T



04 CASE STUDIES

Past Performances

REMARKABLE PERFORMANCES

※ Each figure is monthly performances.

SKINCARE
(ALL-IN-ONE A)

4,000_{cv}

HEALTH CARE
(DIET FOOD)

3,000_{cv}

HAIR CARE
(SHAMPOO)

2,000_{cv}

SKINCARE
(BEAUTY SERUM)

1,500_{cv}

SKINCARE
(ALL-IN-ONE B)

1,500_{cv}

SERVICE
(ENTERTAINMENT)

1,000_{cv}

FASHION
(LUXURY BRAND)

900_{cv}

SHOPPING SITE
(DAILY NECESSITIES)

600_{cv}

SKINCARE
(WHITENING)

500_{cv}

BEAUTY CARE
(EYELASH SERUM)

500_{cv}

BEAUTY CARE
(SUPPLEMENT)

500_{cv}

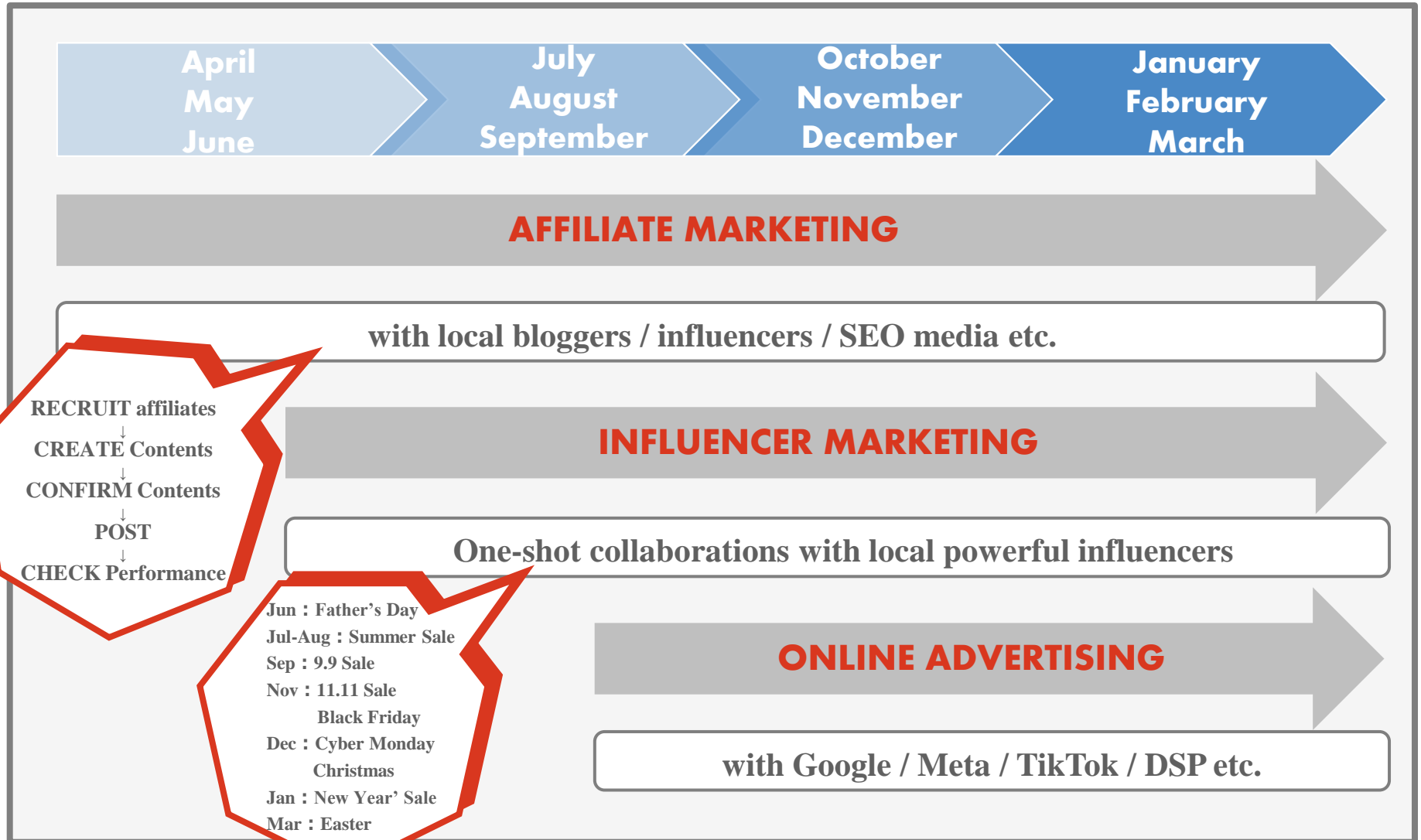
HEALTH CARE
(PREGNANCY)

100_{cv}

and more...

04 CASE STUDIES

Annual Schedule (sample)



05 INFORMATION

Suite of Services



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F O R I T



05 INFORMATION

Suite of Services

INITIAL FEE
Us\$480

- ✓ Open new account on Webridge
- ✓ Create new affiliate program
- ✓ System integration
- ✓ Setting tracking tags
- ✓ Do tracking test

+

MONTHLY FEE
Us\$380

- ✗ Add extra affiliate program*
- ✓ Utilize a dashboard of Webridge
- ✓ Run a campaign (once a month)
- ✓ Assign exclusive service team
- ✓ e-mail newsletter (once a week)

*Adding extra affiliate program will be charged.

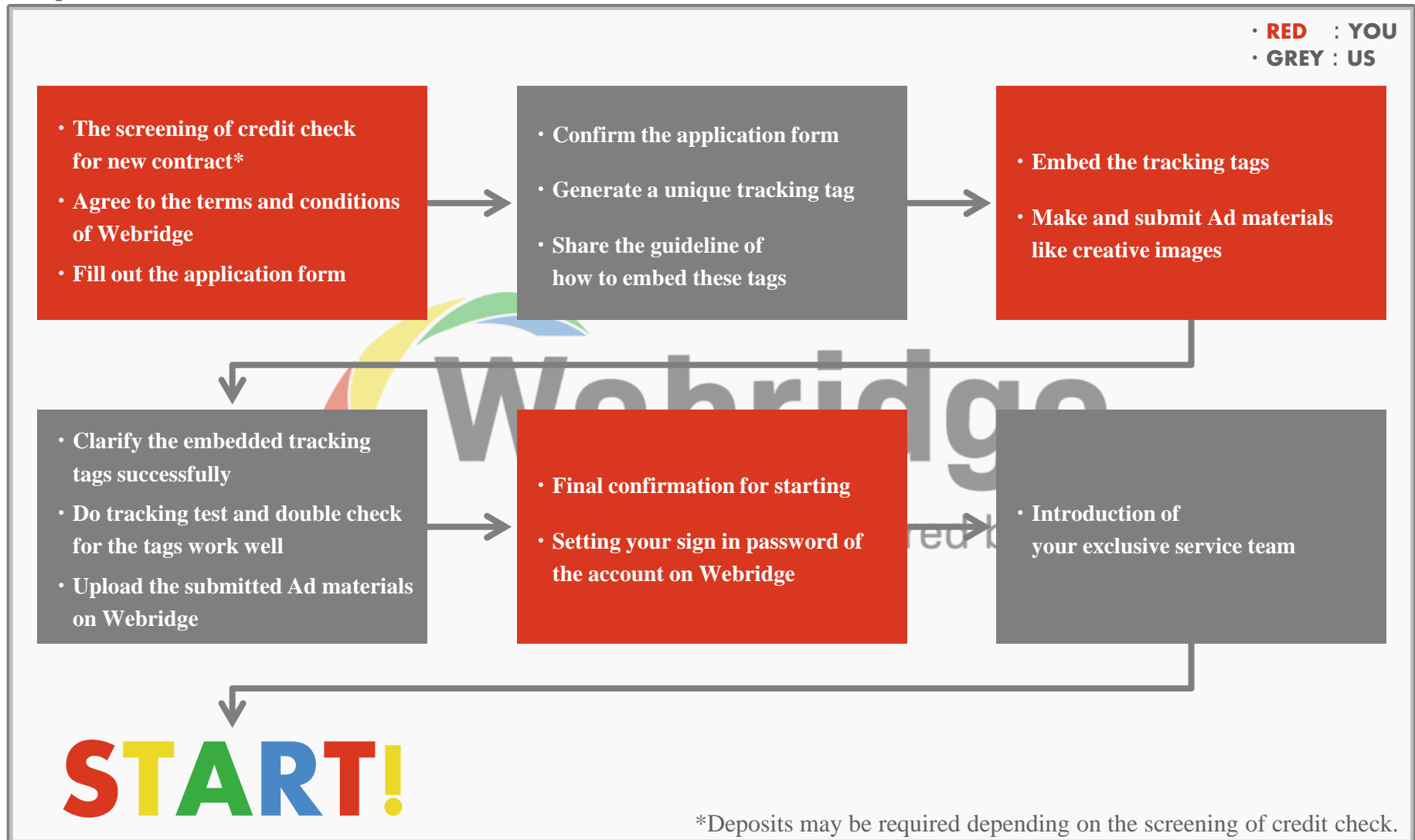
NOTES

- As this service is BtoB transactions, all listed prices are excluding tax.
- Initial fee is one-time charge, just charged on the first month of the application. Whereas monthly fee is charged on the following every month.
- The contract period is set at more than six months to verify the performances. After the end of first period, its contract will be automatically renewed every six months. In case, you would like to terminate the contract, please inform us at least one month before the renewal date.
- Just a friendly reminder, deposits may be required depending on the screening of credit check for our new contract.

05 INFORMATION

Welcome to join us!

Implementation Guide



Ready to join us?



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ADVERTISER

Eager to
EXPAND your brand globally
and **BOOST** your business



PUBLISHER

Eager to
COLLABORATE with brands
and **MONETIZE** your contents



Sign up for FREE!

We are confident in what we can do for you

Bring value to your brand or service and
boost your business

Deal with all the tasks you will encounter
in affiliate marketing

Get started with



powered by af**b**

Visit our website



APPENDIX



COMPANY PROFILE

インターネットを通じて
人と人をつなぎ
社会に新しい価値を創造する

CONNECT PEOPLE THROUGH THE INTERNET
CREATE NEW VALUE TO OUR SOCIETY

Corporate Name

FORiT Inc.
株式会社フォーイト（福藝特股份有限公司）

Capital

10 Million Yen (JPY)
※ July 2023 at present

CEO

Takeharu Yoshizawa

Business Details

Performance Technology Network Business
Internet Advertising Agency Business
Ad Network Business
Media Business
App Promotion and Development Business
Global Marketing Business
Website M&A Business
Influencer DX Business

Office



Headquarters
〒150-0044
9F, E-Space Tower, 3-6 Maruyamacho, Shibuya-ku, Tokyo

Western Japan Branch
〒542-0076

27F, Namba Sky'O, 5-1-60 Namba Chuo-ku, Osaka

Kyushu Branch
〒810-0801

11F, Gates Fukuoka, 3-7-24 Nakasu, Hakata-ku, Fukuoka

Local Subsidiary



FOR IT DIGITAL TAIWAN INC.
〒11052, 14F, No.51, Section2, Keelung Rd, Da'an District,
Taipei City, TAIWAN

FORIT DIGITAL SDN.BHD.

B-1-2 Northpoint Office, No.1 Medan Syed Putra Utara,
Mid Valley City, 59200 Kuala Lumpur, MALAYSIA

COMPANY INTRODUCTION

FORiT Inc. was established in April 2010 with the aim of becoming a next-generation media network company. Our core business is two affiliate platform service 【afb】 and 【Webridge】.

【afb】 is Japan domestic service launched in 2006 which has been ranked the highest satisfaction score by high-income partners for 11 consecutive years by Affiliate Marketing Association Survey. Based on these experience, finally we have released an overseas edition 【Webridge】 in 2019.

To solve various issues faced by each of our clients, we are expanding our business not only in Asia, but other regions as well with a goal of further magnify the scope of our business.



No worries even if it is the first challenge for expanding into foreign market!






We can help robustly your business abroad, like trying test marketing, exploring sales channels and magnifying business after the advance into overseas market.

We started our business for overseas in 2017 and established two local subsidiaries the year 2018 in Taiwan and the year 2020 in Malaysia. Focusing on the global affiliate service 【Webridge】, we are developing multiple service in the field of digital marketing.

We can propose appropriate methods from a glocal (global+local) perspective.

As one of Japanese leading companies in the digital marketing industry, we have been concentrated on expanding our business in the cross-border field with all-related companies since 2012.

As of 2023, we have established four local subsidiaries and partnered with local companies below.

- | | | |
|---|------|--|
|  | 2012 | Established local subsidiary in Shanghai, China |
|  | 2017 | Established local subsidiary in Cebu, Philippines |
|  | 2018 | Established local subsidiary in Taipei, Taiwan |
|  | 2019 | Business Alliance in Vietnam |
|  | 2020 | Established local subsidiary in Kuala Lumpur, Malaysia |



OVERSEAS BUSINESS HISTORY

2006-2017

2018

2019

2020-2021

2022

2023



OFFICE

2010



F O R I T



F O R I T

2020



F O R I T



SERVICE

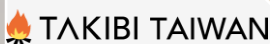
2006



- Social Media
- e-Commerce
- Shopee
- Lazada



OWNED
MEDIA



OFFICIAL
PARTNER



SME Support,
JAPAN



PUBLI-
CATIONS

2015

Birth of "Ma-kun" as
our official mascot

**2017
ROLLED OUT
OVERSEAS
BUSINESS**

- "White paper of
advancing overseas"
by Digima
- "Chaos Map II"
by MOTTO

- "Cross-border
e-Commerce Service
Map for Taiwan"
by CommercePick



EXHIBITION

