

# News Release

MOSHI MOSHI HOTLINE and NEC Networks & System Integration Agree on Joint Sales and Provision of Business Process Reform Services for Management Innovation

**TOKYO, April 2, 2012** - Today, MOSHI MOSHI HOTLINE, INC. (MHL, TSE: 4708) and NEC Networks & System Integration Corporation (NEC NW&SI, TSE: 1973) have entered an agreement on the joint sales and provision of business process reform services for management innovation for companies.

With the rate of growth in the domestic market slowing while globalization progresses, Japanese companies are facing intensified competition. Accordingly, needs from top management are arising for management innovation to focus resources on core businesses.

This agreement enables MHL and NEC NW&SI to respond to these needs and offer stronger support for management innovation by providing services that combine the advantages of the two companies.

MHL, whose core business is business process outsourcing operation for contact centers, intends to expand and enhance its business domain mainly in the area of shared and BPO (Business Process Outsourcing) services in which the company can leverage its know-how in human-intensive services.

Meanwhile, NEC NW&SI aims at business expansion, focusing on a range of service businesses for which the company can make use of its capabilities in network-based ICT (Information Communication Technology) system integration. In particular, in the cloud service area, the company is studying and deploying business enhancement measures with a broad perspective.

With the aim of expanding service business along these strategies, this agreement enables the integration of NEC NW&SI's advantages in ICT system integration and service provision with MHL's edge in the provision of shared services.

According to this agreement, the two companies will first introduce a full stream of office efficiency improvement services that even cover the operation of back-office services (general affairs, human resources, accounting, etc.) by adding MHL's know-how in business process outsourcing operation to EmpoweredOffice\*, an office innovation solution of NEC NW&SI. Looking to the future, MHL and NEC NW&SI are going to share information on customers' needs, collected through joint service

deployment, and develop new service items. Combining each other's advantages, the two companies plan to jointly develop and deploy competitive new service items that can respond to the demands of management. As a framework for supporting this view, the New Service Business Promotion Office, was established as an organization to promote collaboration with MHL within NEC NW&SI. It will conduct joint operation using the resources of the two companies, and seek additional synergies.

Based on this agreement, MHL and NEC NW&SI commit to provide the most suitable services for enhancing the competence of customer companies and achieve medium- to long-term business expansion.

\* EmpoweredOffice:

An office innovation solution provided by NEC NW&SI. Integrating the company's advantages in ICT with the ability to manage office facilities (including office furniture, air conditioning, and lighting systems), this solution enables business process innovation that provides a more intelligent and creative work style. It also includes proposals for innovation in "work styles" and the "work places" to help customer companies carry out social responsibilities including security enhancement and response to environment.

[MOSHI MOSHI HOTLINE, INC.]

A major BPO service provider established in 1987. At more than 20 BPO centers nationwide, over 20,000 staff members (group total) are engaged in BPO services around customer interfaces, including call center operation, back office, face-to-face sales support, and Web marketing. Its principal customers are major Japanese companies in areas such as communication, broadcasting, finance, and public works.

[NEC Networks & System Integration Corporation]

An ICT service integrator established in 1953. With advantages in facility management as well as network-based ICT, the company is providing a lineup of ICT services tailored to customer environments, encompassing all processes from planning and construction to operation and outsourcing of systems, in a wide range of areas including public network infrastructure, intra-corporate ICT, and office innovation.