

Jimdo launches in Japan in an Exclusive Partnership with KDDI Web Communications

German web startup and major Japanese hosting player unveil strategic collaboration to bring website creator to Japan.

Hamburg & Tokyo -- March 25, 2009 - Jimdo announces today an exclusive agreement with KDDI Web Communications, a subsidiary of Japan's second largest telecommunication corporation KDDI. The German startup and the Japanese industry giant launched the Japanese Jimdo version, www.jp.jimdo.com, in a joint press conference at the German Embassy in Tokyo. KDDI Web Communications will also offer Jimdo's website creator for business clients on its hosting platform www.cpi.ad.jp

Pages to the People - Now in Japan!

The young German company has spared no effort to internationalize its product: Japanese is its second East Asian language, the eighth version worldwide. The consulting firm Web2Asia, Jimdo's partner in China, has managed the Chinese portal and provided local support for Chinese users since July 2007. Web2Asia has been pivotal in facilitating the cooperation with KDDI Web Communications. For the first time, Jimdo is partnering with a publicly-traded company to expand its service to a new market.

"... Jimdo is the right partner for us"

Both Jimdo and KDDI Web Communications see their collaboration as an exciting step forward: "We're very pleased to move into the Japanese market," said Jimdo co-founder Matthias Henze, who traveled to Tokyo with fellow founders Christian Springub and Fridtjof Detzner, along with Web2Asia founder Georg Godula for the official launch.

"We at KDDI Web Communications realized immediately that Jimdo is the right partner for us," added CEO Akihiro Yamase. "In our search for a website creation solution, Jimdo's innovative technology and international reputation for quality distinguished it from the rest. We're certain that Jimdo's product and brand will be well received by Japanese users."

Great Prospects

The two companies expect 300,000 new Japanese JimdoFree users within the first twelve months and see exciting opportunities in the business sector as well. According to a study commissioned by KDDI Web Communications, although Internet adoption rates in Japan exceed 70%, only about 12% of all businesses have their own web domains. With Jimdo's website builder, KDDI Web Communications offers its 40,000 existing corporate clients an easy way to further integrate the Internet into their operations.



Jimdo Founders Fridtjof Detzner,
Matthias Henze, Christian Springub



Jimdo – Pages to the People.

About Jimdo

Jimdo -- Pages to the People (<http://www.jimdo.com>) was founded in February 2007 by three young entrepreneurs Christian Springub, Fridtjof Detzner, and Matthias Henze. In 2004, the three founded a company together on an old farmhouse, NorthClick, now a wholly-owned subsidiary of Jimdo. The web technology that powers Jimdo was first developed for NorthClick's business clients to edit and update their sites more easily, but frequent requests from friends gave the founders the idea to offer free Jimdo Pages. Since then, the website creator has been supported by leaders like the Samwer Brothers (aland, jamba) who have invested in the web startup. In February 2009, the 500,000th Jimdo site went online.

About KDDI Web Communications

Founded in 1997, KDDI Web Communications Inc. is a leading Japanese hosting provider with a focus on small and medium sized enterprises. The company has more than 40,000 corporate clients and 7,000 resellers for its SMB hosting services. It is a division of KDDI Corporation, the second largest Japanese telecommunications operator with over US \$36 billion in revenues in 2008.

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