

## Easing entry into new Asian markets.

LinkedIn expands its global footprint effortlessly with the help of outsourced corporate management services.

### About LinkedIn

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 830 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, Sales Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices around the globe.



#### Jurisdictions where we serve them:

China, Japan, Singapore

#### Industry

Facility management

#### Services provided

Global entity management, accounting and tax, payroll and HR

### How we solve it?



#### The challenge

In 2011, after setting up its Asia headquarters in Singapore, LinkedIn was working on setting up operations in Japan. Japanese regulations require new businesses to have at least one director who is a Japanese resident. At the time, LinkedIn did not have anyone in Japan who could serve in that role, and it became a major obstacle to its expansion plans. It would have taken a significant amount of time for the company to identify, recruit and appoint a Japanese resident as a director on its own.

It became clear that LinkedIn needed outside help.



#### The solution

LinkedIn's outside counsel recommended TMF Group based on prior experience. TMF Group was able to provide LinkedIn with a wide range of corporate management services, including the provision of a general directorship in Japan.

With TMF Group on board, LinkedIn was able to set up an office in Japan within weeks, rather than months. Based on this experience of working together, LinkedIn has gone on to use TMF Group in setting up its representative office in Beijing and handling its corporate secretarial work in Singapore.

TMF Group is now supporting LinkedIn with a range of entity management services, including directorship and domiciliation, as well as accounting and tax compliance services.

*"TMF Group simplified our entry into a new market in just a few steps, and made it quite easy for us. There were minimal resources required from our end, and that allowed us to focus 100% on the business of getting a new office opened. We have established a solid relationship and mutual understanding; we know what to expect from TMF Group."*

#### Lora D. Blum

Senior Director, Corporate Counsel  
LinkedIn Corporation

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