Overview of New Service "Novasell" and our Management Focus

RAKSUL INC.

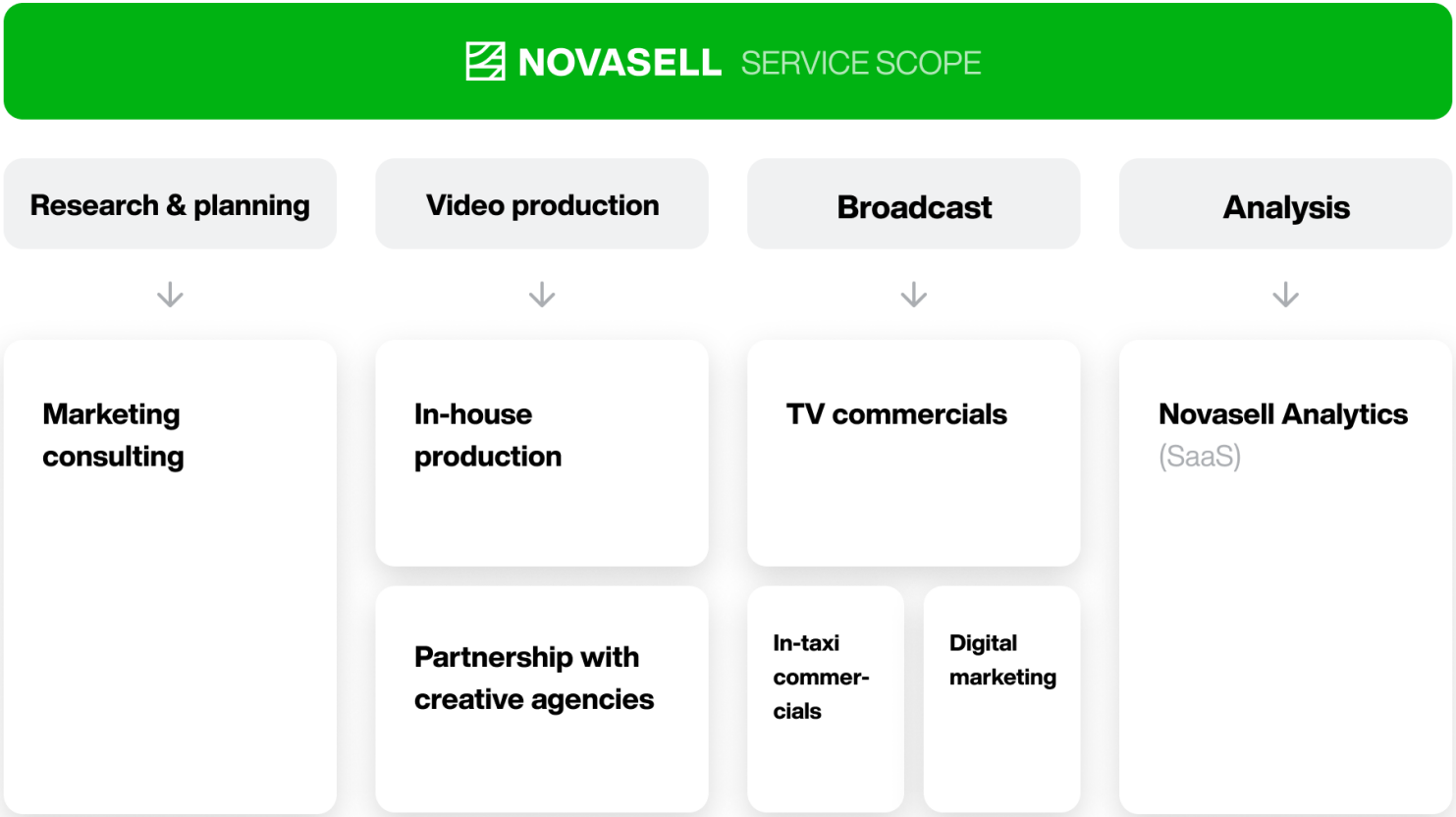
(TSE First Section：4384)

April 23, 2020

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Overview of Novasell - our new offline advertising service

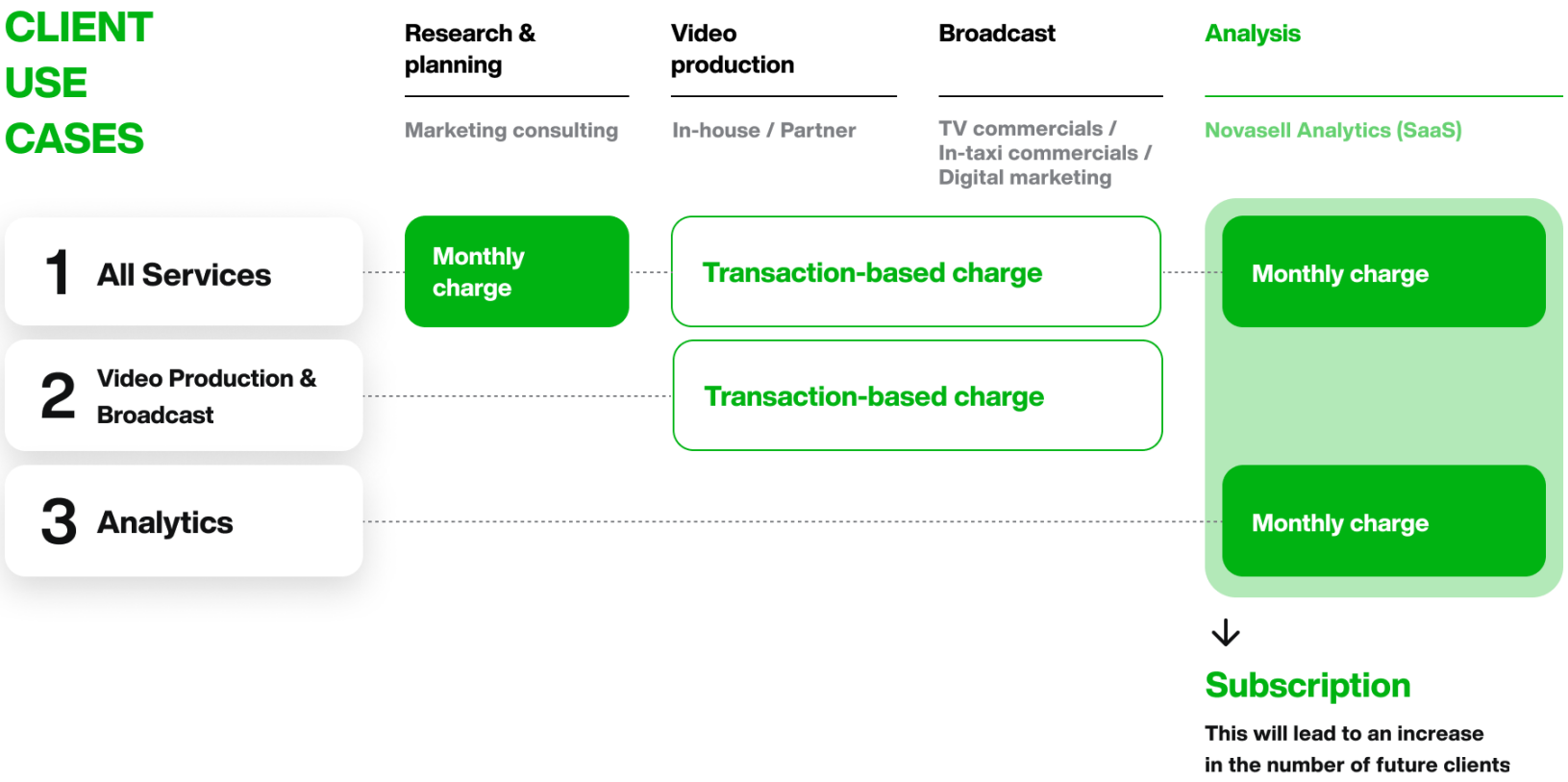
Novasell is a one-stop service of research, planning, video production, broadcasting, and analysis in the offline advertising market (TV commercials, in-taxi commercials, and digital marketing)



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Overview of Novasell - our new offline advertising service

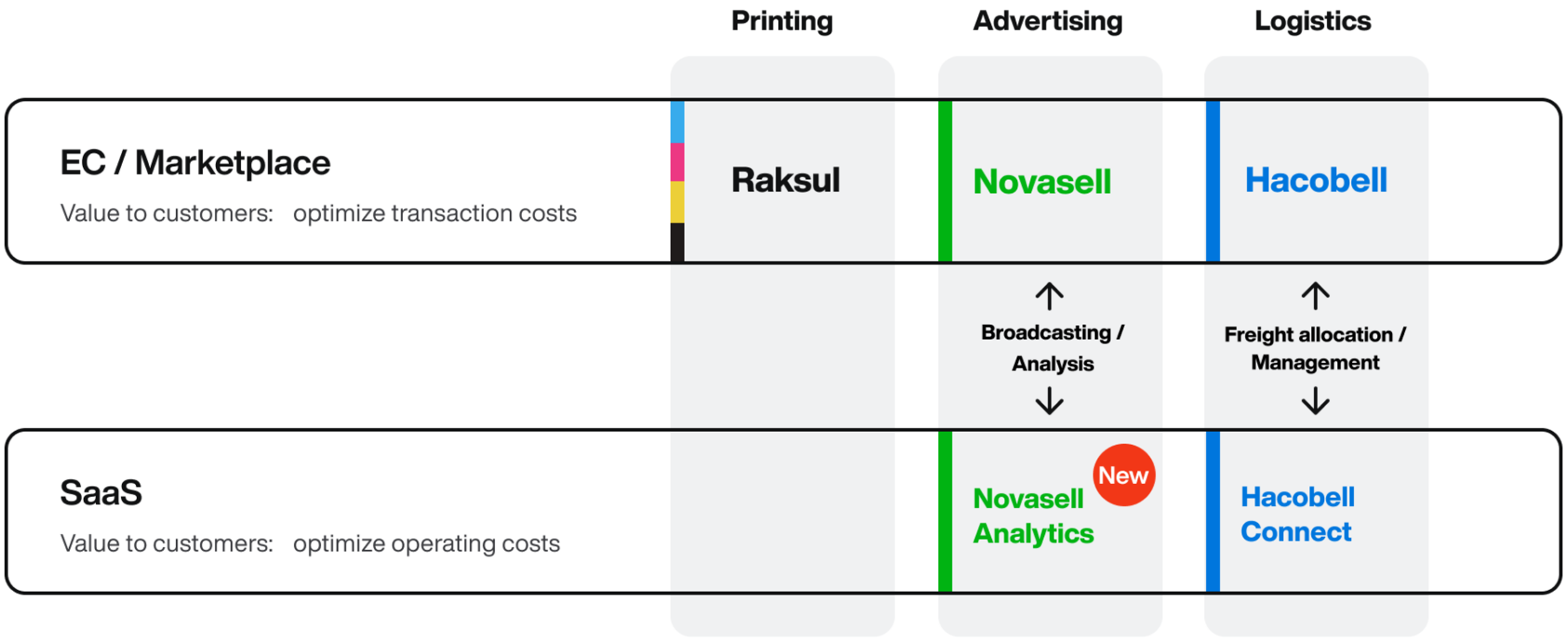
Novasell Analytics (SaaS) enables clients to broadcast programmatic video ad



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Future Focus of our Business Model

We will endeavor to transform legacy industries via a combination of EC/Marketplace and SaaS, which enables our customers to optimize both transaction costs and operating costs at the same time



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Better Systems, Better World

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Handling of this material

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The factors which may affect actual results include but are not limited to: Japanese and global economic conditions, and conditions of markets in which Raksul operates.

Raksul is not obligated to update or revise any contents of the forward-looking statements within this material, even in cases such as where new information becomes available or future events take place.

Information within this material on other topics besides Raksul is quoted from published information and other sources. As such, the accuracy, appropriateness, etc. of such information has not been verified, nor are any guarantees provided thereof.

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