SOCIALWIRE CO., LTD.

Financial Results for the Fiscal Year Ended March 2021

May 10, 2021

<Handling of this material>

The contracts, outlooks, strategies, etc. contained in this material are prospects for future performance based on the information available at the time this document was prepared, and are subject to risks and uncertainties. Due to such risks and uncertainties, actual business results may differ from these outlooks and forecasts.

We have posted information that we consider to be helpful in explaining the business environment. Regarding the posted data, results may differ depending on the survey method and survey time.

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Consolidated Business Results

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Summary

➢ Full fiscal year sales hit a record high

- Digital PR: The effect of investment is becoming apparent
- Shared offices: The impact of the coronavirus related confusion is being felt

➢ Net loss for the fiscal year

- Burden of upfront investments (personnel increase, new locations) preceded
- All the negative factors such as the recording of extraordinary losses came out

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Consolidated Performance Highlights

Overall

Consolidated Business Results

Sales	¥4,566 million	[116.3% YoY]
EBITDA	¥636 million	[92.3% YoY]
Operating income	¥125 million	[62.2% YoY]
Net loss	¥143 million	
	[previous fiscal year's profit: ¥72 million]	

* Extraordinary income of ¥71 million and extraordinary loss of ¥352 million have been recorded

Segments

Digital PR business

Sales: ¥2,390 million [120.1% YoY]

Number of influencer PR projects:	795	[149.7% YoY]
Number of releases distributed:	43,191	[157.9% YoY]
Number of release users:	20,568	[142.0% YoY]
Number of clipping projects:	13,972	[100.9% YoY]

Shared office business

Sales ¥2,175 million [112.3% YoY]

Total seats in operation (domestic):	21,631	[119.7% YoY]
Total seats in operation (overseas):	9,694	[93.6% YoY]

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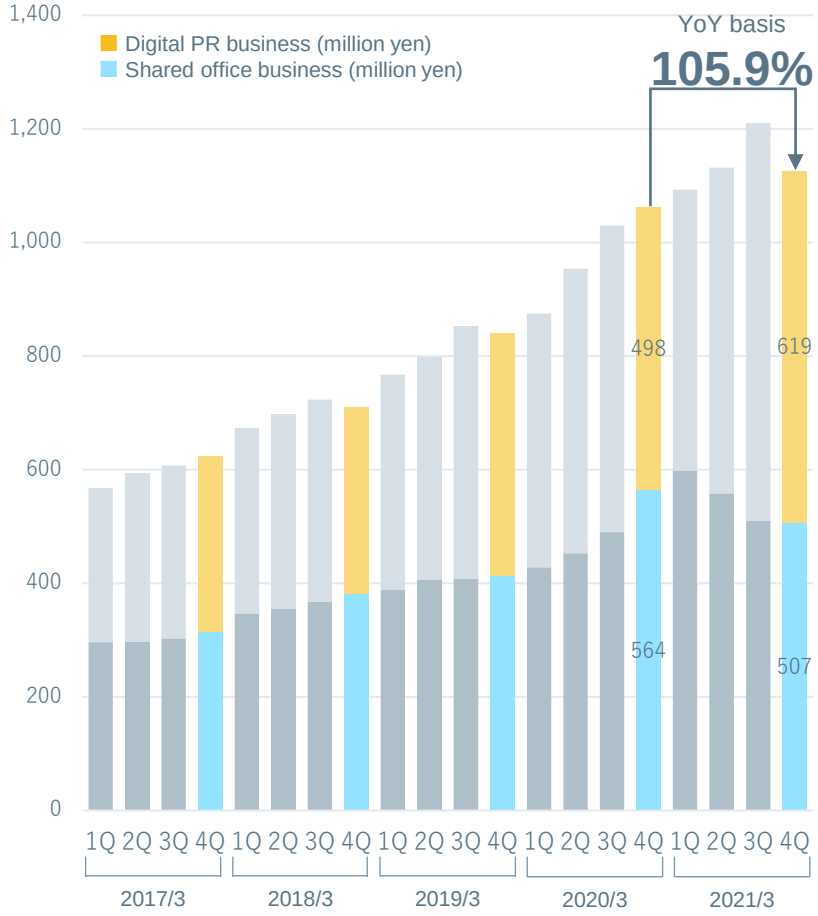
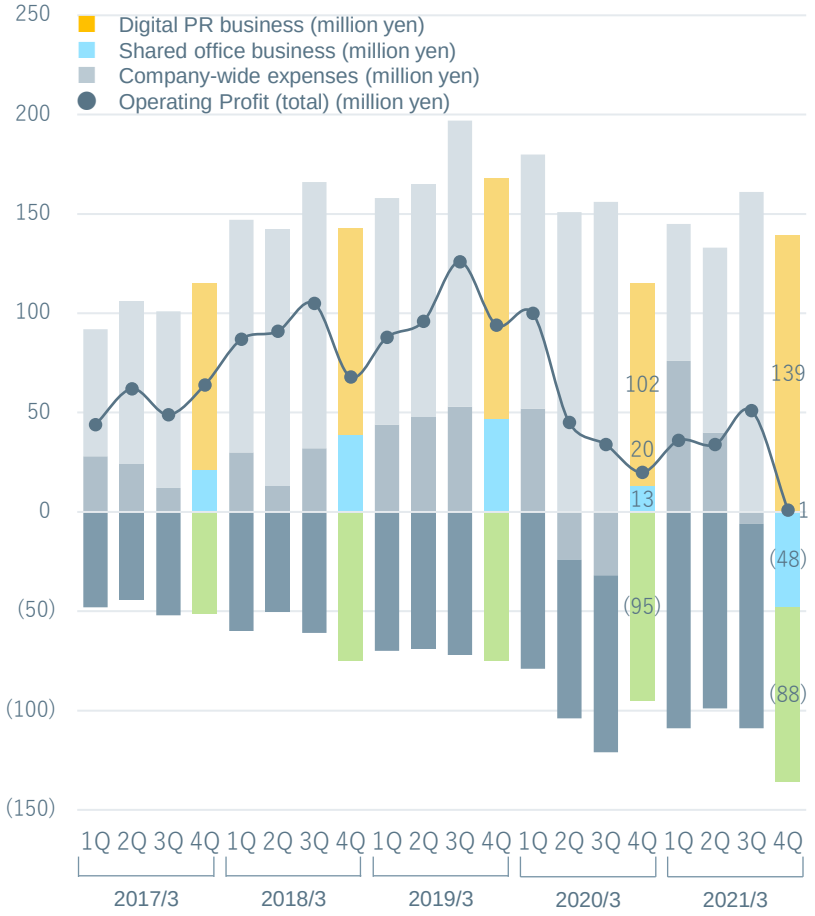
Consolidated Financial Highlights (Quarterly Change)

Sales



Operating income



- Sales [105.9% YoY]
  : Growth of digital PR business offset the slowdown of shared office business
- Operating income [9.0% YoY]
  : Profits declined due to the burden of new investment in the shared office business, although Digital PR business expansion

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Digital PR Business

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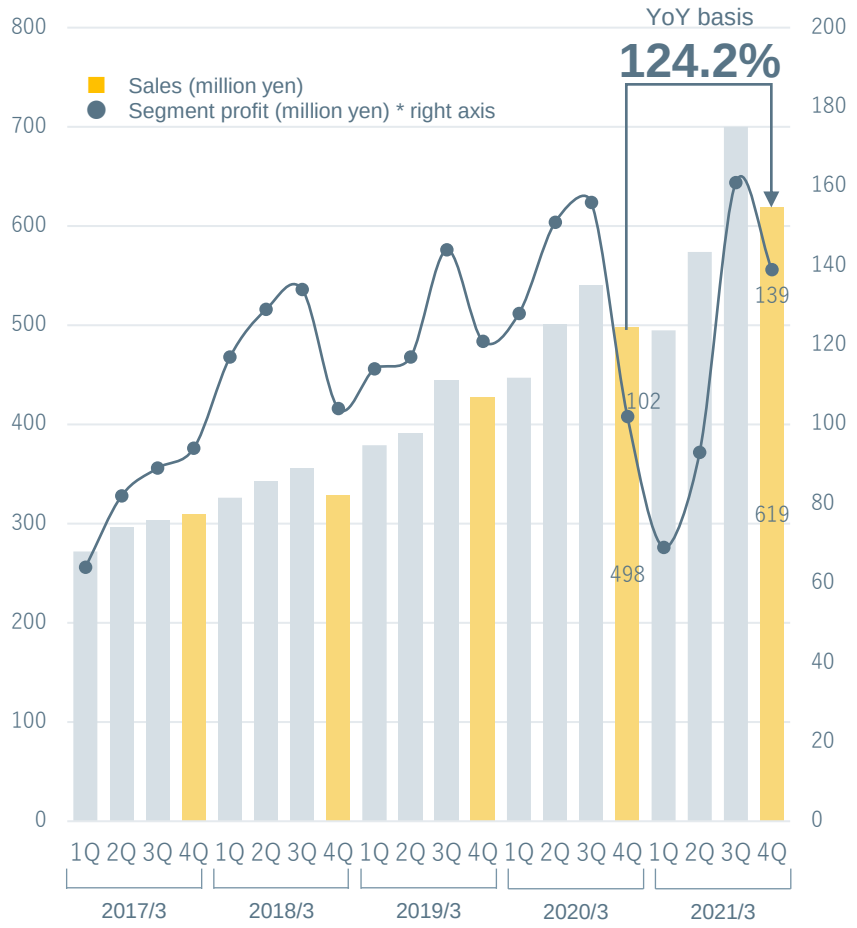
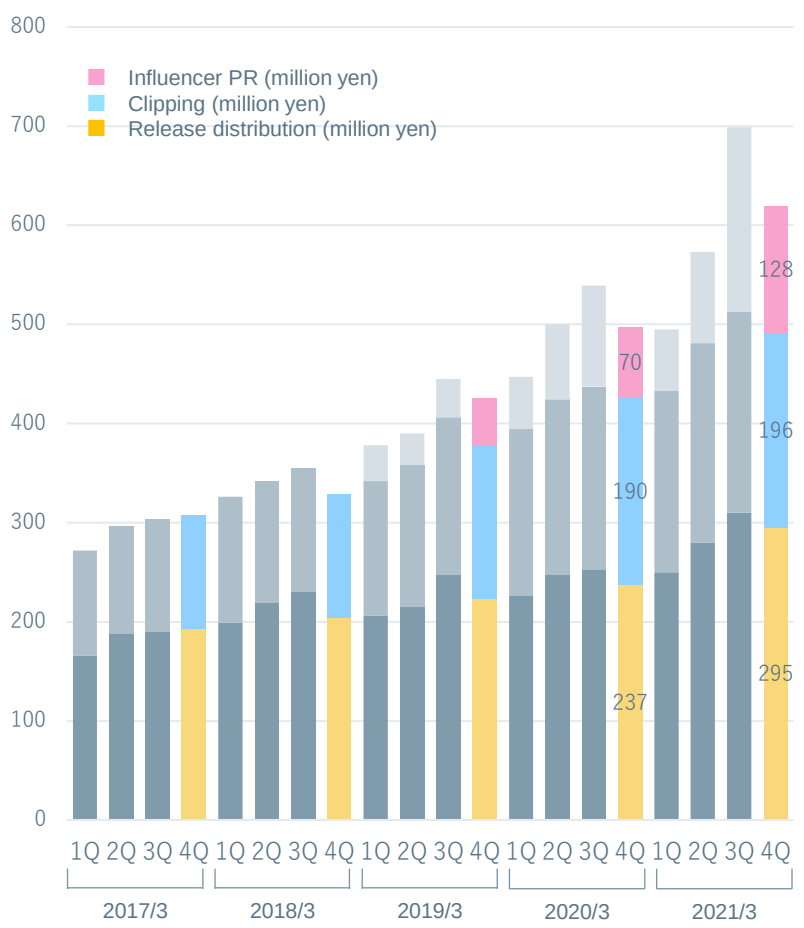
Digital PR Business (Quarterly Change)

Sales/segment profit



Breakdown of sales



- Sales [124.2% YoY]
  : Influencer PR and press release distribution expanded significantly
  * Sales and profits decreased compared to 3Q due to seasonality

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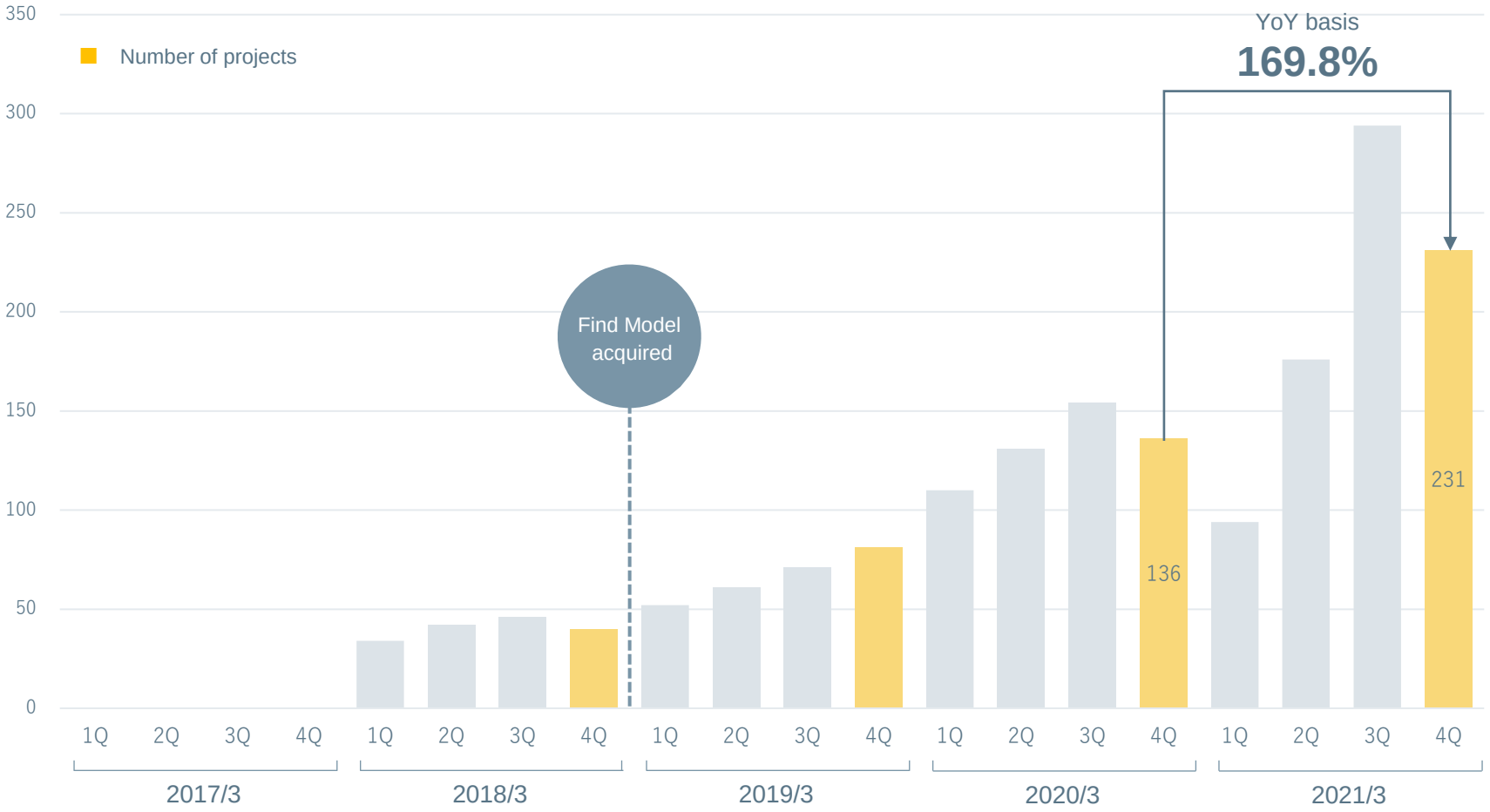
Digital PR Business (Quarterly Change)

Influencer PR service



- Number of projects [169.8% YoY]
  : Steady expansion despite the impact of the state of emergency
  * Due to seasonality, the number of projects decreased compared to 3Q

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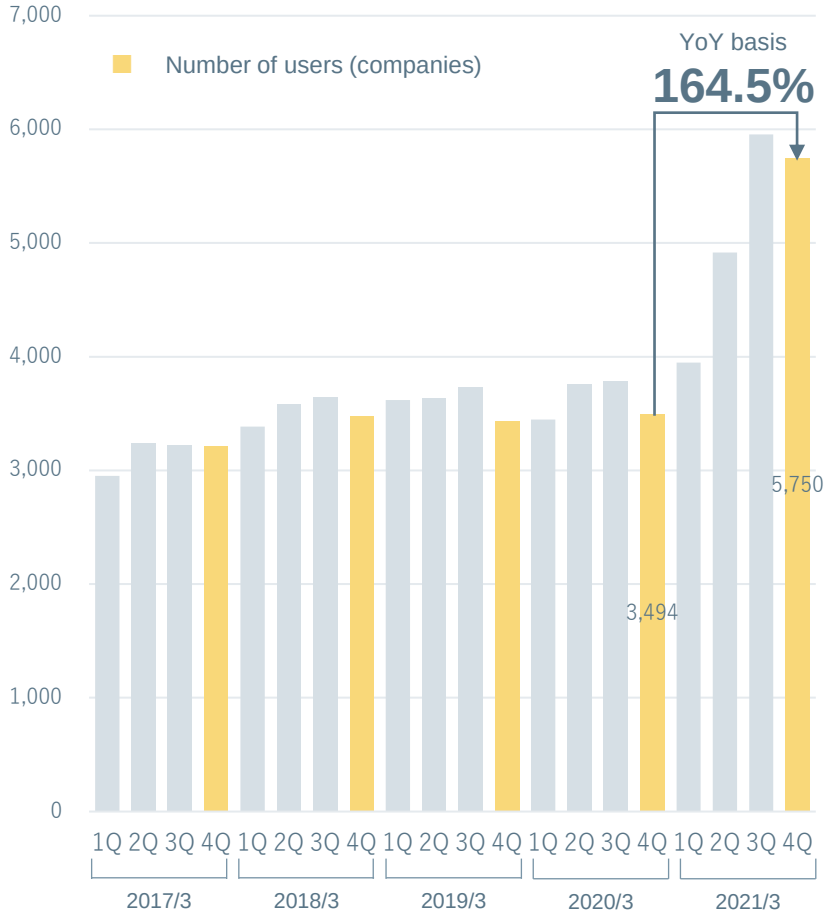
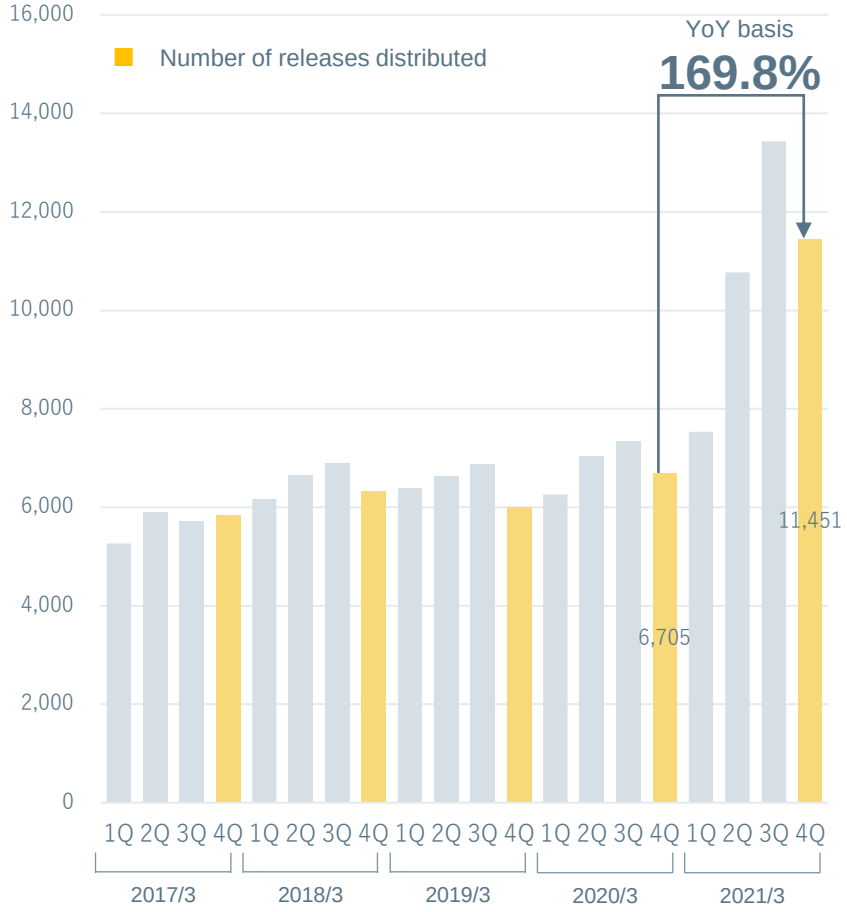
Digital PR Business (Quarterly Change)

Press release distribution service





- Number of corporate users [164.5% YoY]
- Number of releases distributed [169.8% YoY]
  : Both were expanding significantly * Decreased compared to 3Q due to seasonality

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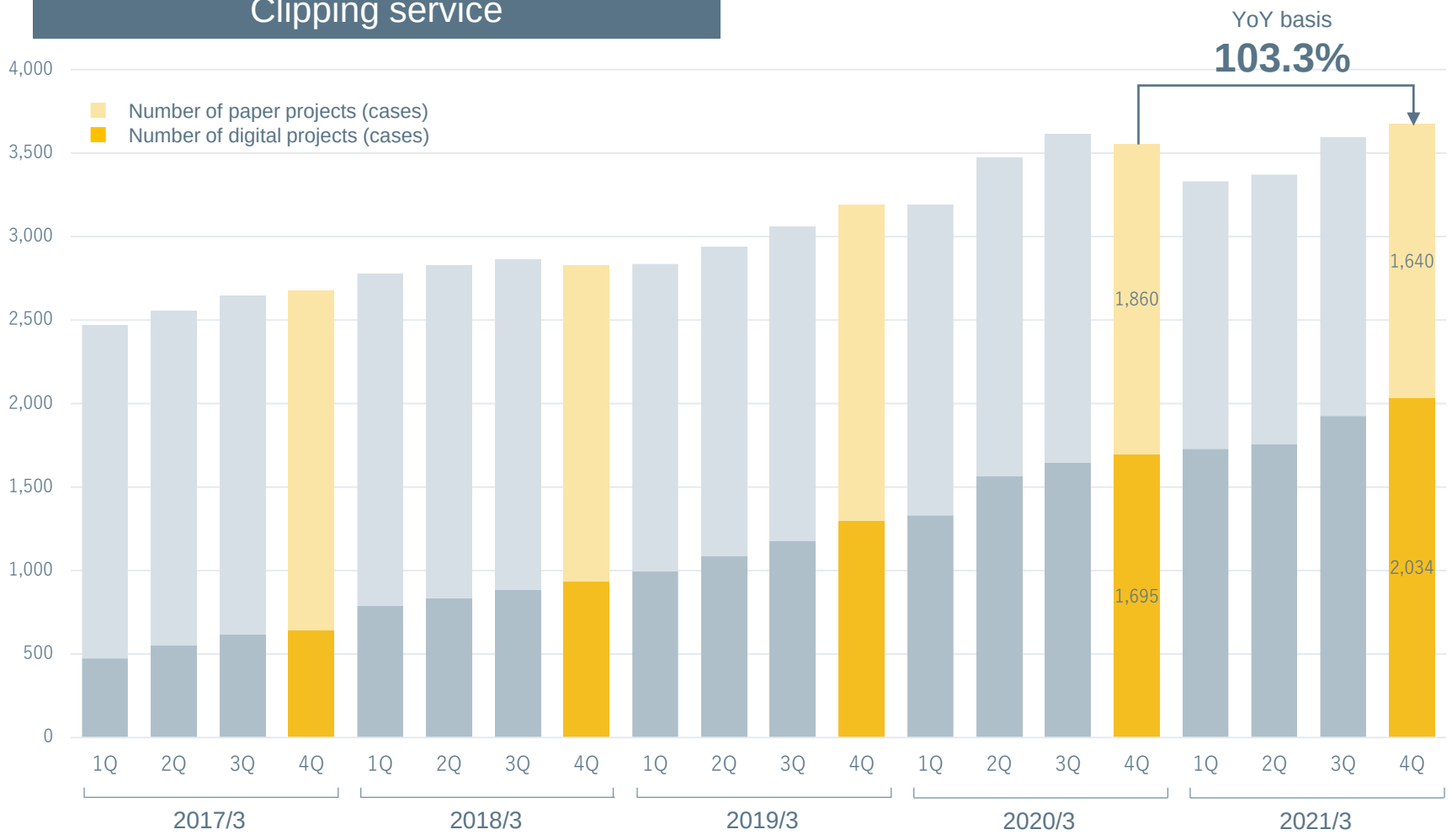
Digital PR Business (Quarterly Change)

Clipping service



- Number of projects [103.3% YoY]
  : Paper projects were weak due to the cancellation of events, but digital projects increased

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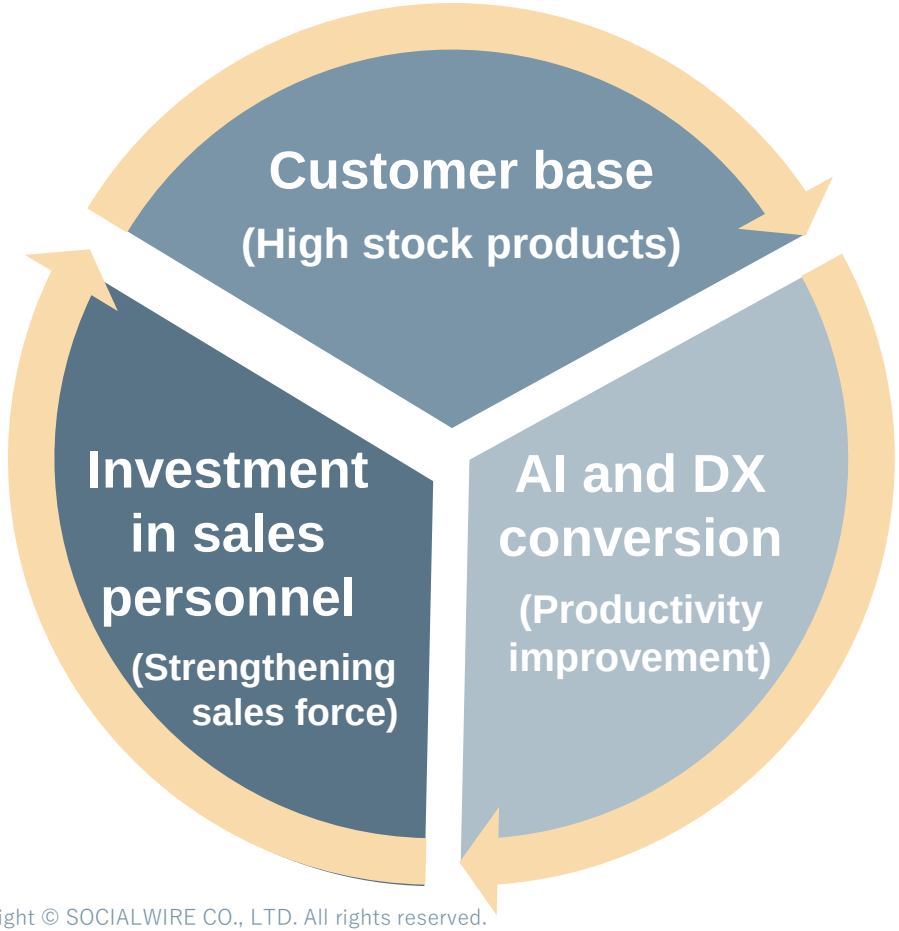
Expansion of customer base (growth potential) & promotion of customer stock (stability)

- Promotion of AI/DX in sales and operations
- Investment in corporate sales personnel for customer development
- Planning and development of customer stock-type products



Maximize customer base

- Press release distribution
- Clipping service
- Influencer PR

⇒ The number of new customer acquisitions is rising to the level of 400-500 companies per month despite the coronavirus related confusion.

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Basic Strategy for Business Promotion

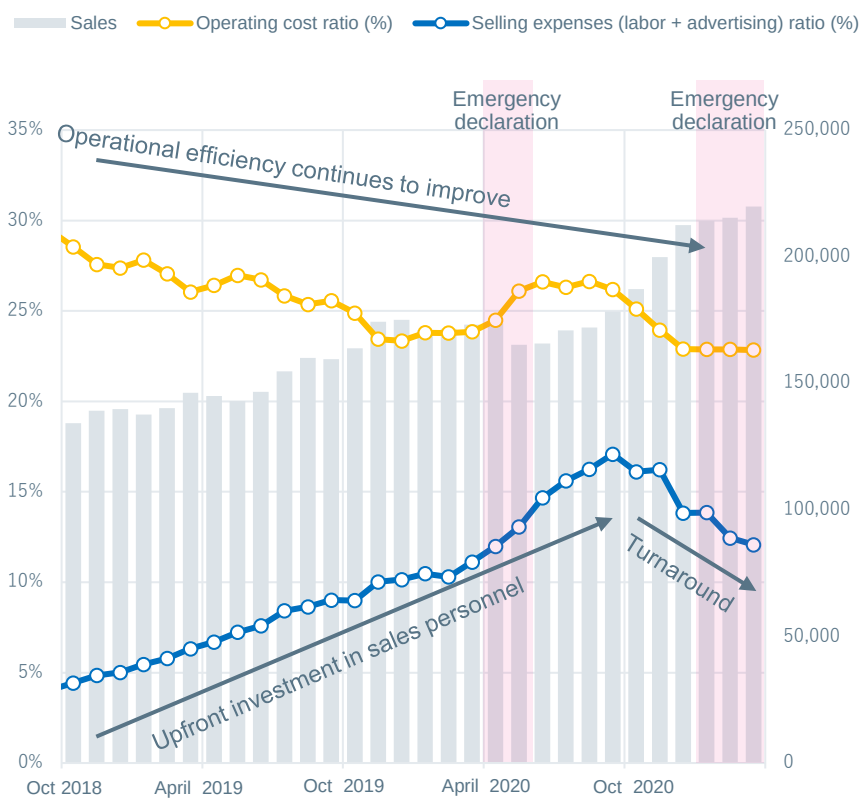
Changes in operational efficiency and investment in sales personnel (6M weighted average)

- The operating expense ratio (yellow line) has been declining. On the other hand, the selling expense ratio (blue line) was deteriorating due to upfront investment and has been improving rapidly since hitting the bottom of deterioration in the first half of 2020

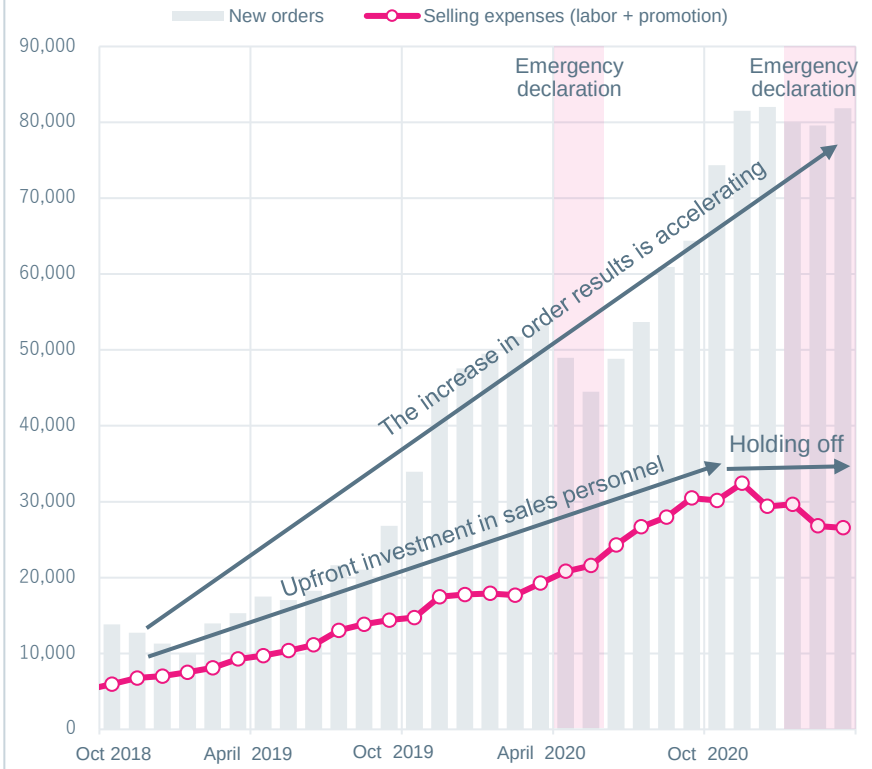
Change in selling expense investment (6M weighted average)

- Selling expenses due to upfront investment (red line) increased. Investment was held back in the first half of 2020, when the resulting volume of orders began to skyrocket. New orders are now becoming customer stock and sales continue to increase.

Ratio of major operating expenses to sales (%)



Selling expenses (labor + advertising) x orders received



Built an internal system with a sales organization while restoring the profitability levels

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Shared Office Business

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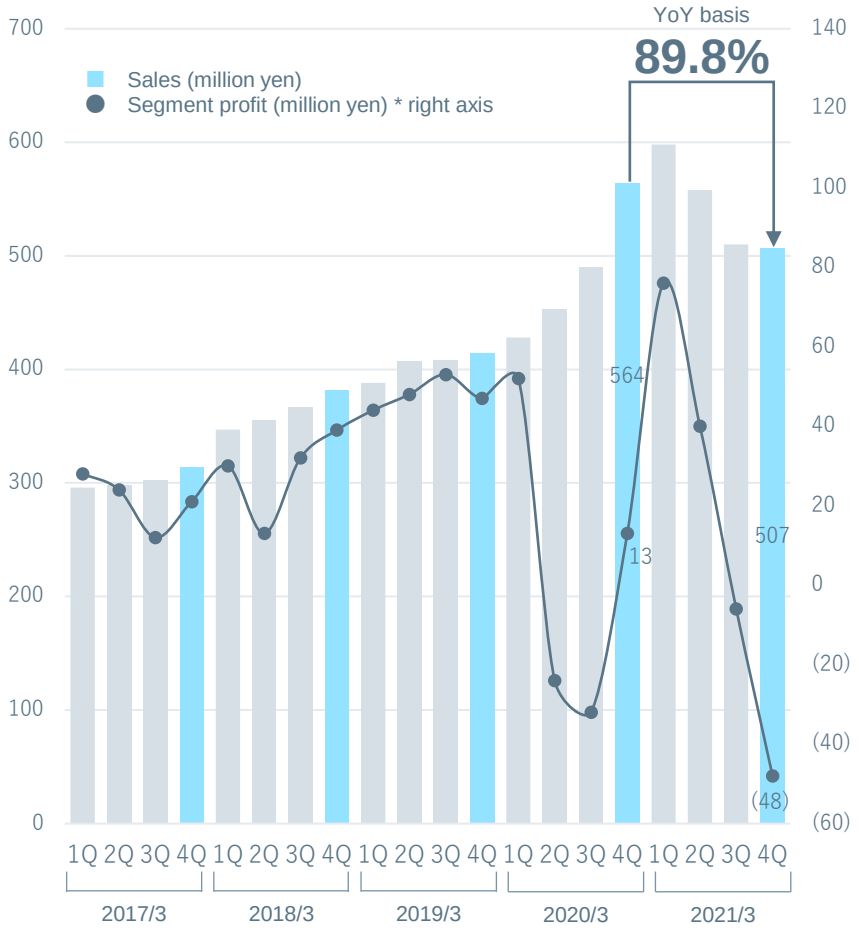
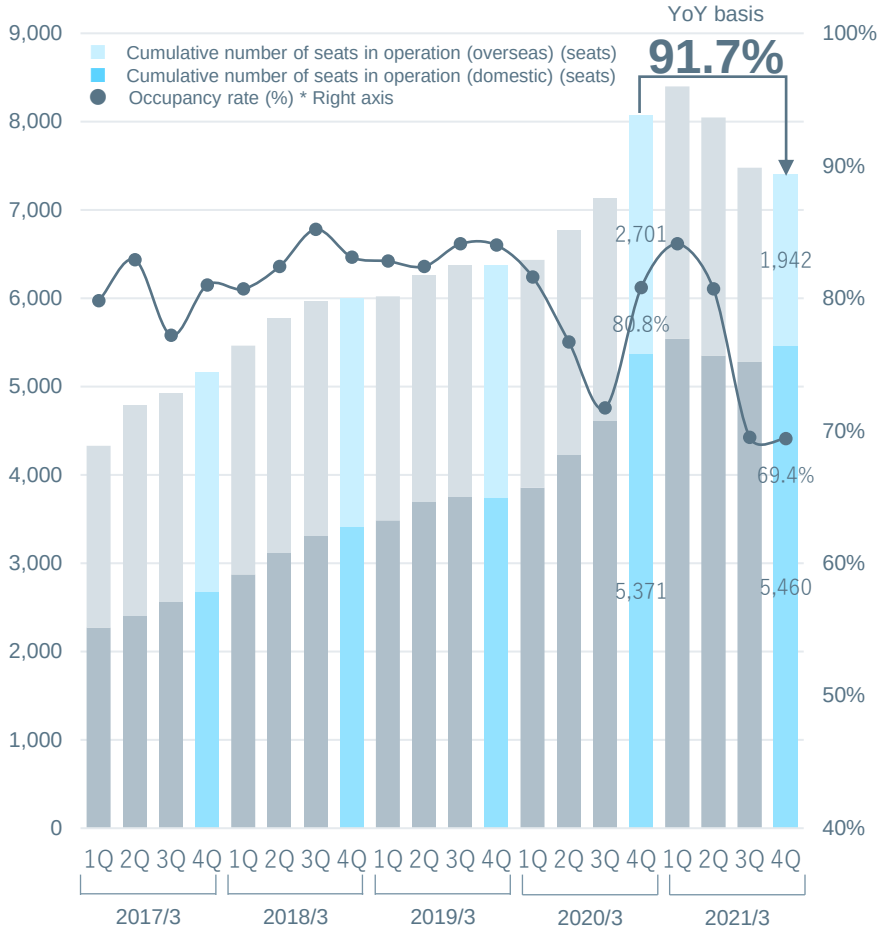
Shared Office Business (Quarterly Change)

Sales/segment profit



Cumulative number of seats in operation/ occupancy rate



- Sales [89.8% YoY]
  : Slow-down due to the coronavirus related confusion (due to the trend of seat reduction)
- Segment profit (operating deficit)
  : Due to low occupancy rate and upfront costs associated with opening new locations

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Basic Strategy for Business Promotion

Gradual progress to post-coronavirus

- Defense: Concentrate on consolidation and reorganization (withdrawal of locations/ reduction of seminar rooms, etc.)
  Reduce churn rate (provide options such as satellites and personal use within the company)
- Offense: Medium-term preparation of new locations (construction of high grade/ high security locations)

Execute consolidation and reorganization

Withdrawal/reduction of floor space

- ✓ Withdrawal and reduction of floor space at overseas locations (Philippines, India, Singapore)
- ✓ Reduction of floor space at domestic locations (Aoyama, Roppongi, Shinjuku)
- ✓ Procedures for impairment of non-current assets for continued operation (Vietnam, Shimbashi, Sendai)

Reduce the churn rate

Option plan from a flexible/downsizing perspective

- ✓ Satellite plan for multiple domestic locations
- ✓ Remote work plan for personal use within companies at domestic locations
- ✓ Plan for short-term projects at domestic locations

Preparing new locations

Decentralized office locations for large and medium-sized companies

- ✓ High-grade buildings with high added value
- ✓ Highly-secured offices with advanced BCP support
- ✓ Make gradual investments in the medium term

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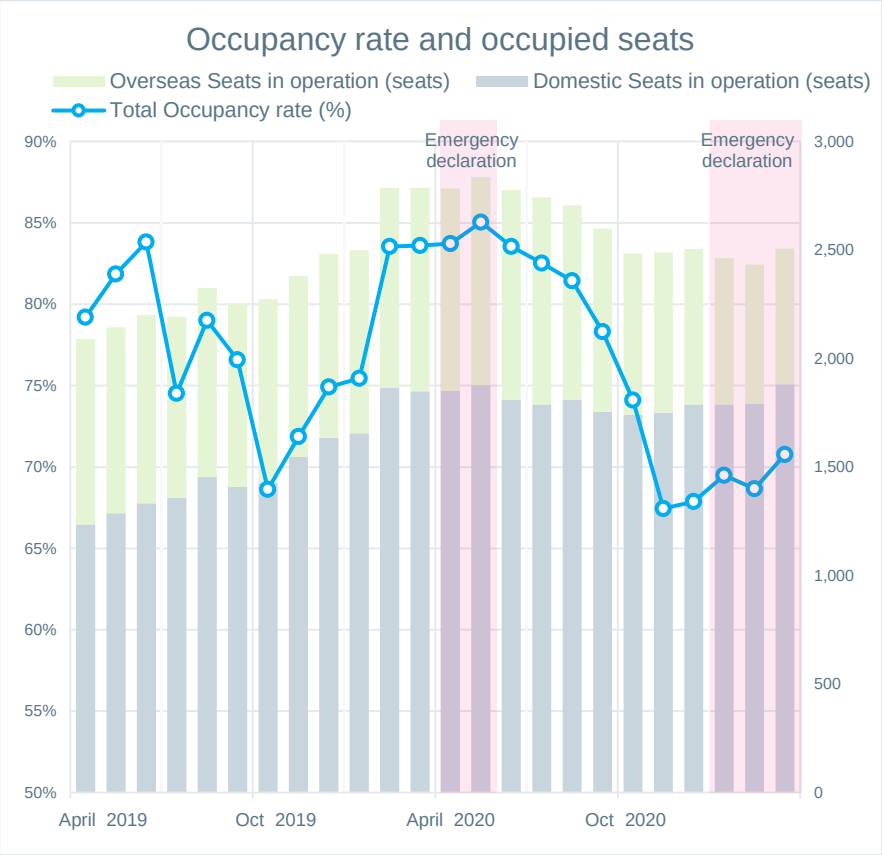
Basic Strategy for Business Promotion

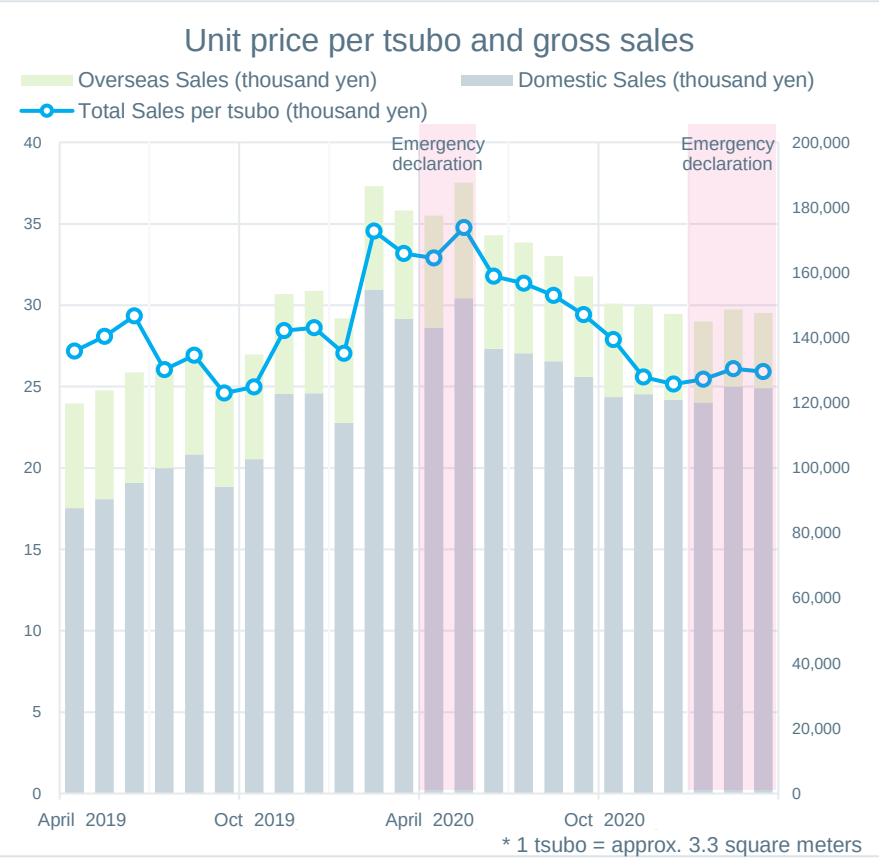
Effective area efficiency (from the perspective of occupancy rate)

- In Japan, the decrease in operating seats (cancellations) was kept to a minimum, and the highest level was achieved at the end of the fiscal year. Significant decrease in overseas operations
- Withdraw from locations with uncertain prospects for increased occupancy relative to floor space

Effective area efficiency (from the viewpoint of sales price per area)

- Unit sales price per area unit declined from its peak and remained flat
- Shrank by withdrawing from locations with low unit prices and reducing floor space. The effect of shrinkage will be reflected gradually from the middle of the fiscal year ending March 2022. After the full effect has been reflected, prepare to set up new higher-priced locations
- Prepare new high value-added locations in stages.





* 1 tsubo = approx. 3.3 square meters

- Withdrawal of locations with low occupancy ⇒ Recovery of occupancy rate to 80% in the fiscal year ending March 2022
- Withdrawal of locations with low unit prices ⇒ Increase/recovery of sales price per area by 25% to 30% in the fiscal year ending March 2022

Shared Office Business (New Location Planning)

CROSSCOOP Yokohama
Opening in January 2021



"Yokohama Dia Building"

A 3-minute walk from Yokohama Station via a direct pedestrian deck. A high-grade office tower that is conveniently located near shopping districts

CROSSCOOP Nihonbashi
New opening in January 2022 (planned)



"Nihonbashi Sanchome Square"

In the Yaesu area of Tokyo, a leading redevelopment area. A 7-minute walk from JR Tokyo and a 2-minute walk from Nihonbashi Station, one of Tokyo's most central business districts

- High-grade satellite offices with BCP support
  Supports diversified work style reforms, such as office decentralization and remote work
- Focus on high-priced products centered on facilities that are high-quality with thorough high security

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Consolidated Financial Statement

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Consolidated Statement of Income for the Fiscal Year Ended March 2021

	2021/3	2021/3	
	Full fiscal year (million yen)	Full fiscal year (million yen)	YoY basis
Sales	3,924	4,566	116.3%
Gross profit	1,749	2,064	118.0%
EBITDA*1	689	636	92.3%
Operating income [Operating income margin]	201 [5.1%]	125 [2.7%]	62.2% [-2.3 points]
Ordinary income	159	109	68.6%
Net income (loss) attributable to shareholders of the parent *2	72	(143)	-

*1 EBITDA = operating income + depreciation + goodwill amortization (EBITDA has not been reviewed)
*2 Extraordinary income of ¥71 million and extraordinary loss of ¥352 million were recorded

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Consolidated Balance Sheet for the Fiscal Year Ended March 2021

	End of FY2020/3		End of FY2021/3			
	Amount (million yen)	Composition ratio (%)	Amount (million yen)	Composition ratio (%)	Compared to the end of the previous fiscal year (%)	Main reasons for change
Current assets	1,467	29.3	1,577	30.5	107.4	• Increase in fixed guarantee deposits and buildings (facilities with them) due to opening of new locations • Decrease in right-of-use assets (non-current assets)
Non-current assets	3,543	70.7	3,595	69.5	101.4	
Total assets	5,010	100.0	5,172	100.0	103.2	
Current liabilities	1,674	33.4	1,799	34.8	107.4	• Long-term borrowings • Increase in asset retirement obligations
Non-current liabilities	2,017	40.3	2,292	44.3	113.6	
Total liabilities	3,692	73.7	4,092	79.1	110.8	
Shareholders' equity	1,287	25.7	1,073	20.8	83.4	
[Treasury shares]	[(45)]	[(0.9)]	[(45)]	[(0.9)]	–	
Non-controlling interests	19	0.4	10	0.2	55.5	
Other	12	0.2	(3)	(0.1)	–	
Total net assets	1,318	26.3	1,080	20.9	81.9	
Total liabilities and net assets	5,010	100.0	5,172	100.0	103.2	

* Treasury share amount is included in the shareholders' equity amount.

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FY2021/3 Consolidated Cash Flow Statement

	2020/3	2021/3	
	Amount (million yen)	Amount (million yen)	Main reasons for change
C/F from operating activities	699	659	・Decrease in net income (-) ・Impairment loss (+) ・Increase in depreciation (+)
C/F from investment activities	(973)	(817)	・Decrease in Acquisition of non-current assets (+) ・Increase in Guarantee deposits paid (-)
C/F from finance activities	340	164	・Decrease in Implementation of long-term borrowings (-)
Cash and cash equivalents at the end of the fiscal year	942	942	

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FY2021/3 Shareholder Return

【Dividends】

		2020/3	2021/3
Dividend per share	Interim	¥6.00	¥6.50
	Year-end	¥6.00	¥2.50
	Annual	¥12.00	¥9.00 [-¥3.00]
Total amount of dividends (annual)		¥71 million	¥54 million

【Shareholder benefits】

Implemented for shareholders who hold one unit (100 shares) or more of the Company's shares and whose names are listed or recorded in the shareholder registry on March 31, 2021

<Details of benefits>
We will present them with a QUO card worth ¥2,000

<Timing of presentation>
It will be sent with the resolution notice after the end of the ordinary general meeting of shareholders to be held in June

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Earnings Forecast for the Fiscal Year Ending March 2022

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■ Policy considering the period until the end of the coronavirus related confusion

① Balanced growth between "Sales and EBITDA" (Assuming the complete end of the coronavirus related confusion)
② "Step-by-step investment in growth fields" (Investment to strengthen sales system focusing on the SNS area)
③ "Step-by-step establishment of high value-added seats" (Investment in new locations will continue at a gradual pace)

We make the "net sales" our key indicator from the perspective of ensuring higher growth potential. However, we also need the sustainability to face unexpected and rapid changes in the external environment. Therefore, the importance of keeping operating profit above a certain level increases, and positioning "operating income" as another key indicator will enable us to pursue maximization of the top line, while taking into consideration the impact of the coronavirus related confusion.

Considering the impact of the coronavirus related confusion, we also position operating income as our key indicator and aim to increase corporate value by continuously expanding our sales base

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■ Earnings forecast for the fiscal year ending March 2022

We took into account the fact that market fluctuation factors due to the coronavirus related confusion are still having a large impact on the business, partly due to the resulting state of emergency and the impact of priority measures to prevent the spread of coronavirus

- The earnings forecast for the fiscal year ending March 2022 is not disclosed. We are paying close attention to changes in the business environment
- We will make timely disclosure when it is judged that a certain level of reasonable outlook is possible

The earnings forecast is not disclosed in consideration of the impact of the coronavirus related confusion

We plan to disclose the forecast as soon as we see a path to the end of the coronavirus related confusion and the rationality of the plan is assured

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FY2022/3 Shareholder Return Policy

■ Dividend forecast for the fiscal year ending March 2022

Since the earnings forecast is not disclosed, the dividend forecast will also be undisclosed.
(If it is judged that a reasonable earnings forecast is possible, it will be disclosed at the same time)

■ Shareholder benefits

Although the shareholder benefits program will remain in effect, in consideration of the business environment, the Company has decided to suspend the implementation of the shareholder benefits program in the fiscal year ending March 2022 onward. In addition, when the outlook for business environment improves, the Company will reconsider its shareholder benefits programs (ordinary and special benefits, etc.).

The dividend forecast is not disclosed, and preferential treatment is postponed in consideration of the impact of coronavirus related confusion

We plan to disclose the forecast as soon as we see a path to the end of the coronavirus related confusion and the rationality of the plan is assured.

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Acquisition of treasury shares

The Company has decided to implement it, taking into consideration the trend of the Company's stock price, with the goal of implementing an agile capital policy and improving capital efficiency.

Classes of shares to be acquired	The Company's ordinary shares
Authorized shares	91,000 shares (upper limit) (1.50% of the total number of issued shares (excluding treasury shares))
Total amount of acquired shares	¥64,800,000 (upper limit)
Acquisition period	From May 11, 2021 to August 31, 2021

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Management/Executive Structure

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Management and Executive Structure

Rapid changes in the external environment are expected in 2021. In order to maximize on-site mobility, we will eliminate the concurrent duties of management and execution, add one outside director, and proceed with a structure in which majority of the directors are from outside the company. This structure will focus more on execution and enable us to refine and accelerate our on-site capabilities to achieve business growth.

Management Structure



Mineyuki Yata
President and CEO



Motofumi Shoji
Executive Vice President



Seiichi Ohno
Outside Director



Kumi Shirakawa
Outside Director



Masahiko Yamaura
[New] Outside Director

* Mr. Masahiko Yamaura, a new candidate, has been actively engaged in business development at multiple SoftBank Group companies for over 35 years. At the next Ordinary General Meeting of Shareholders, the Company plans to submit a proposal for the election of the above five directors, including Masahiko Yamaura. Details of his career will be included in the Notice of Proposed Appointment and the Notice of Convocation.

Executive Structure (executive officers)



Naomi Fujiwara
Manager, Influencer PR Division



Makiko Yamana,
Manager, NewsWire Division



Akio Kitasaka
Manager, Corporate Sales Department



Yuuri Okawa
Manager, Shared Office Division



Tomoko Ogisu
Manager, Finance and
Accounting Department

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Appendix

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Company Profile (End of March 2021)

Company name	SOCIALWIRE CO., LTD.
Listed market	Tokyo Stock Exchange Mothers Market (Securities Code: 3929)
Head office	Shibaura Renasite Tower 6th floor, 3-9-1 Shibaura, Minato-ku, Tokyo
Established on	September 6, 2006
Representa-tive	Mineyuki Yata
Share capital	354 million yen
Num. of employees	Non-consolidated: 295, Consolidated: 313
Description of business	Digital PR business (Influencer PR / Press release distribution / Clipping) Shared office business (Shared office management / cloud translation)
Management	Mineyuki Yata, President and CEO Motofumi Shoji, Executive Vice President Yuuri Okawa, Director Goro Akimoto, Director Tomoko Ogisu, Director Naomi Fujiwara, Director Seiichi Ohno, Outside Director Kumi Shirakawa, Outside Director Akemi Akamatsu, Auditor (Appointed as Temporary Auditor on April 21, 2021) Setsuo Higuchi, Outside Auditor Tsuyoshi Hirayama, Outside Auditor

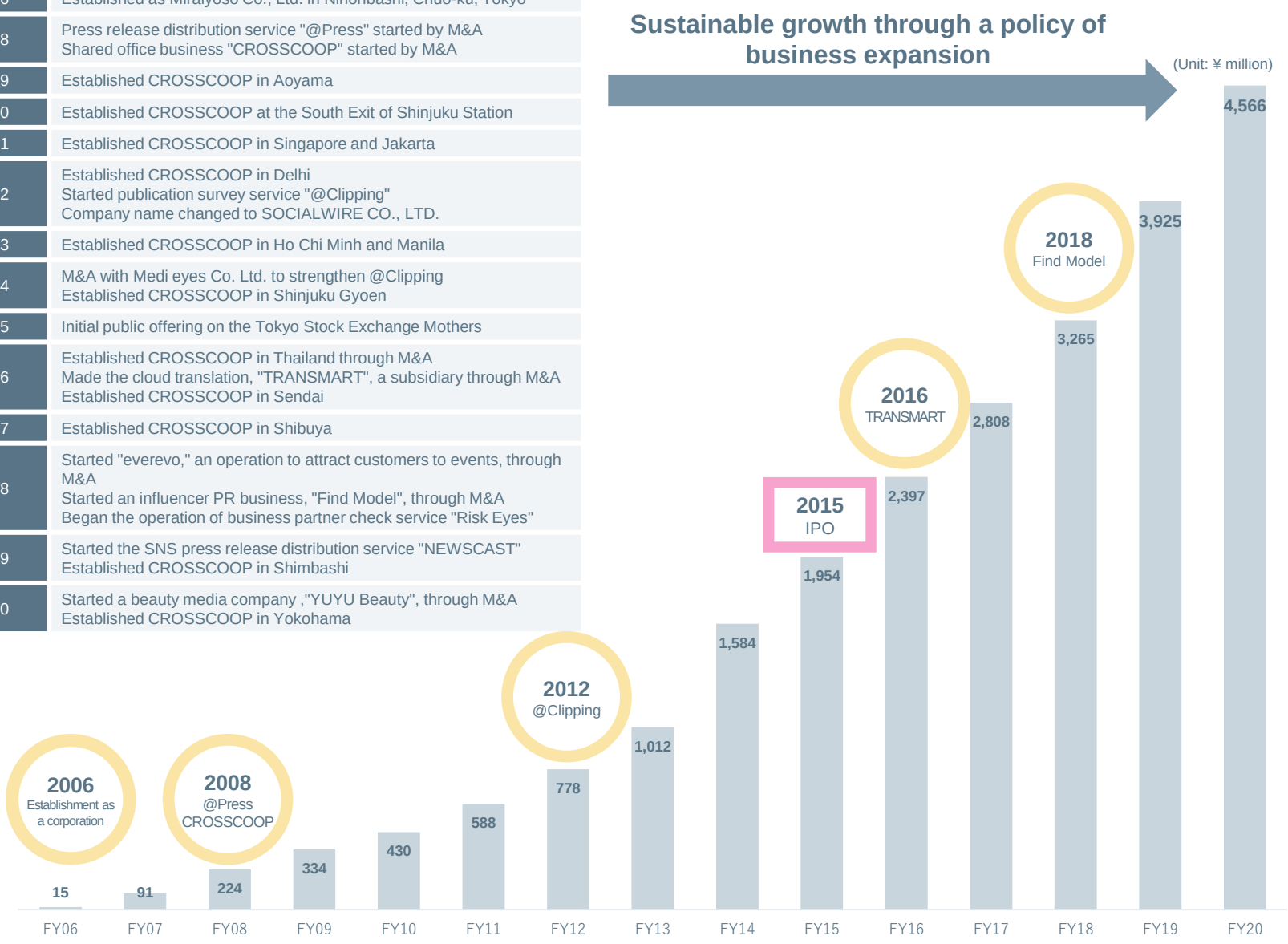
SOCIALWIRE CO., LTD.
- Influencer PR / Find Model
- Press release distribution / @Press NEWSCAST
- Clipping / @Clipping
- Business Partner Check / Risk Eyes
- Shared Offices / CROSSCOOP

TRANSMART Co., Ltd.
- Professional cloud translation/TRANSMART

Overseas corporations
- CROSSCOOP (Singapore)
- CROSSCOOP (Thailand)
- CROSSCOOP (Vietnam)
- CROSSCOOP (India)
- CROSSCOOP (Philippines)
- CROSSCOOP (Indonesia)
- YUYU Beauty (Myanmar)

Major History (as of the end of March 2021)

2006	Established as Miraiyoso Co., Ltd. in Nihonbashi, Chuo-ku, Tokyo
2008	Press release distribution service "@Press" started by M&A Shared office business "CROSSCOOP" started by M&A
2009	Established CROSSCOOP in Aoyama
2010	Established CROSSCOOP at the South Exit of Shinjuku Station
2011	Established CROSSCOOP in Singapore and Jakarta
2012	Established CROSSCOOP in Delhi Started publication survey service "@Clipping" Company name changed to SOCIALWIRE CO., LTD.
2013	Established CROSSCOOP in Ho Chi Minh and Manila
2014	M&A with Medi eyes Co. Ltd. to strengthen @Clipping Established CROSSCOOP in Shinjuku Gyoen
2015	Initial public offering on the Tokyo Stock Exchange Mothers
2016	Established CROSSCOOP in Thailand through M&A Made the cloud translation, "TRANSMART", a subsidiary through M&A Established CROSSCOOP in Sendai
2017	Established CROSSCOOP in Shibuya
2018	Started "everevo," an operation to attract customers to events, through M&A Started an influencer PR business, "Find Model", through M&A Began the operation of business partner check service "Risk Eyes"
2019	Started the SNS press release distribution service "NEWSCAST" Established CROSSCOOP in Shimbashi
2020	Started a beauty media company ,"YUYU Beauty", through M&A Established CROSSCOOP in Yokohama



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Shareholder Composition (as of the end of March 2021)

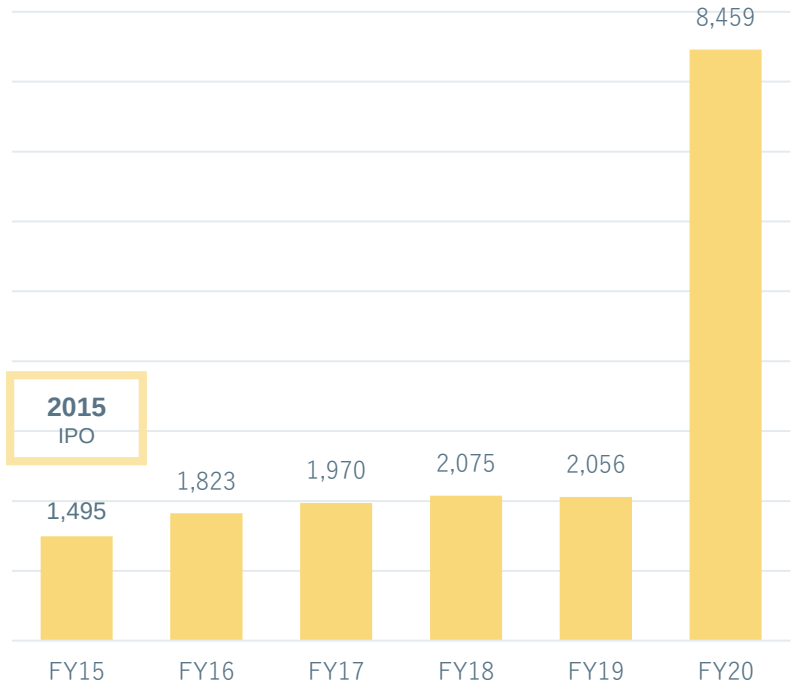
Total number of issued shares: 6,108,600 (including treasury shares)

Total number of shareholders: 8,459

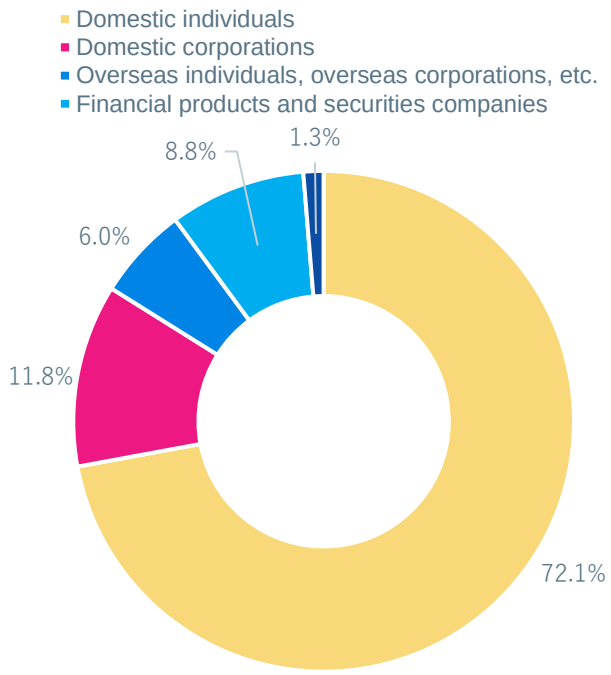
Management/ Employee: 26.9%

Stable shareholder base: 27.1%

Changes in the number of shareholders



Stock distribution



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Business Segments

We have multiple service domains in two business segments, and we will maximize our business while making agile resource changes in response to fluctuations in market growth.

Digital PR business

Find Model / @Press / NEWSCAST / @クリッピング / RISK EYES

- Influencer PR (SNS PR market)
- Press release distribution (Public relations market)
- Clipping service (Exposure survey market)
- Business partner checking service (Credit check market)

Shared Office Business

INCUBATION OFFICE CROSS COOP / TRANSMART

- Shared office (Office rental market)
- Cloud translation (Translation market)

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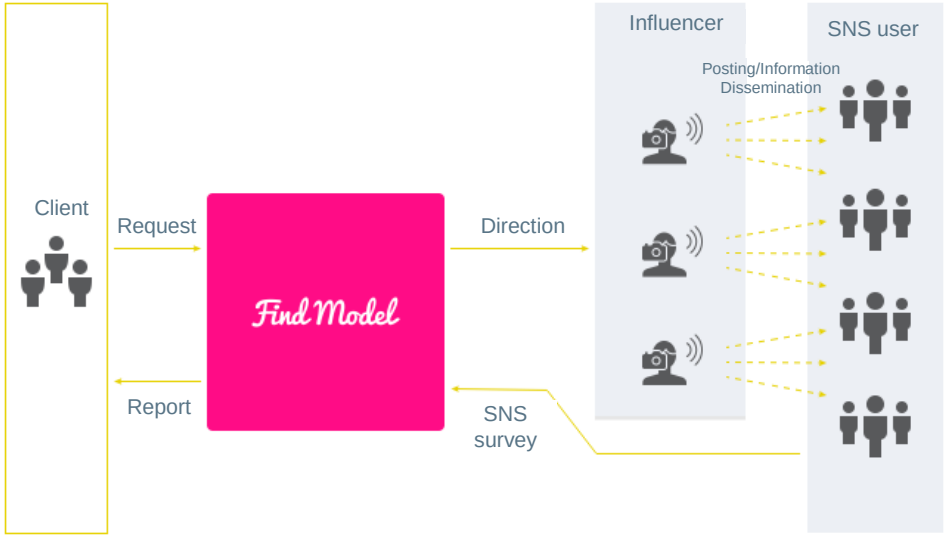
Service and brand

We develop the influencer marketing under the brands of “Find Model", which is a new SNS advertising method that allows influencers mainly on Instagram to actually use company products and contents and post their processes and experiences.

What is an influencer?
Derived from the word "Influence", which expresses impact, inspiration, and effect, it refers to a person who has a strong influence on the purchasing behavior of others. Examples include "bloggers" who distribute diaries and contents on their blogs and gain a lot of PVs (page views), "YouTubers" who are overwhelmingly popular on the video sharing service, YouTube, and "Instagrammers" who have numerous followers on the photo sharing service, Instagram.



Superiority (Competitiveness)

We have many influencers of Instagram users registered with us, and we can directly give assignments to more than 3,500 influencers. These include 2,400 influencers with more than 10 thousand followers and 500 influencers with more than 10 thousand followers. Our total reach is over 120 million followers. (As of March 2021)
Since starting influencer marketing in September 2016, we have so far run more than 8,000 projects for customers including airlines, travel agencies, cosmetics, daily necessities, miscellaneous goods, restaurants, sporting goods manufacturers, fashion, beauty products, pet products, etc. (*), achieving a repeat customer rate of over 80% since March 2019. We also operate our own media of influencer marketing, "Insta Lab", so we are familiar with case studies and the latest domestic and international trends, which we use to make proposals to our clients.
(*) Number of requests to influencers

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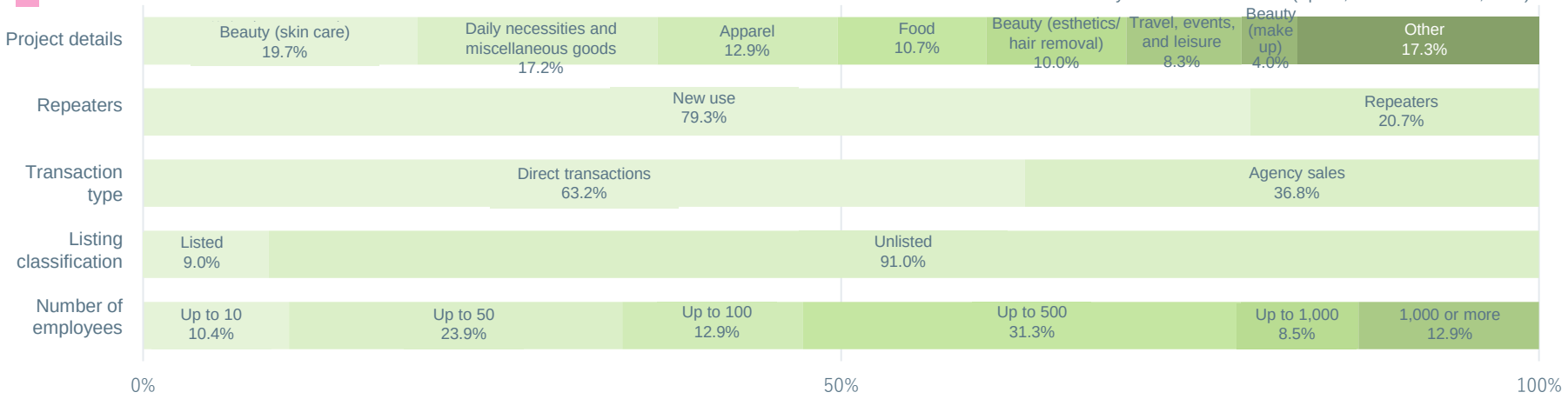
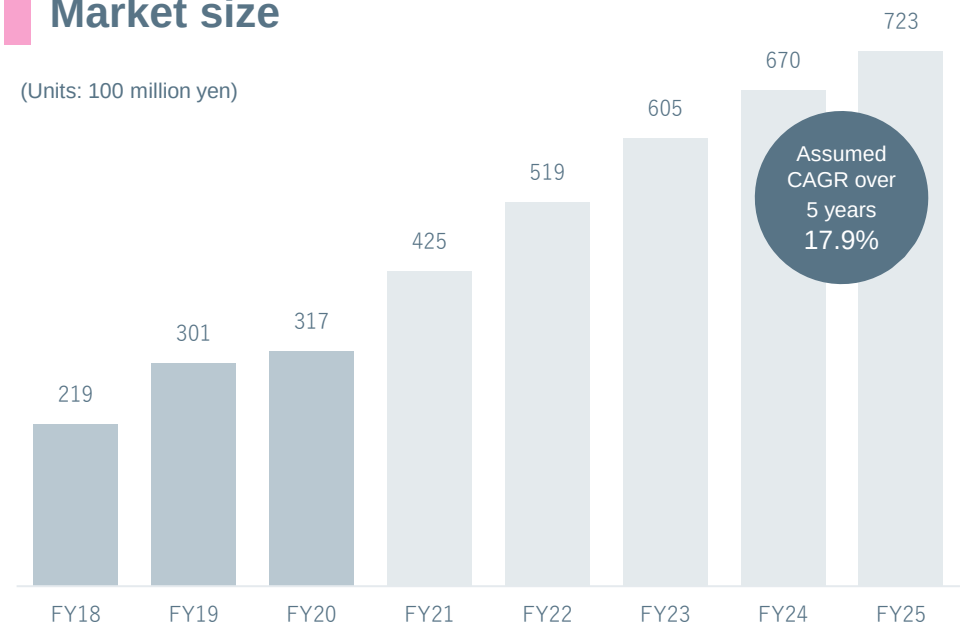
Customer data

* Created based on the data of Find Model service clients in the fiscal year ended March 2021 (April 1, 2020 to March 31, 2021).



Market size



In October 2020, CyberBuzz, Inc. and Digital InFact, Inc. conducted and published a study on the influencer marketing market. According to the study, the influencer marketing market size in 2020 is 31.7 billion yen, with the breakdown by channel as follows: YouTube- 12.5 billion yen (39%); Instagram- 8.5 billion yen (27%); Twitter etc.- 7.2 billion yen (23%); Others- 3.5 billion yen (11%).

They estimate that with the expansion of influencer activities and further development of marketing applications by companies, the demand for influencer marketing will reach 72.3 billion yen by 2025, approximately 2.3 times that of 2020.

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【Digital PR Business】 Press Release Distribution

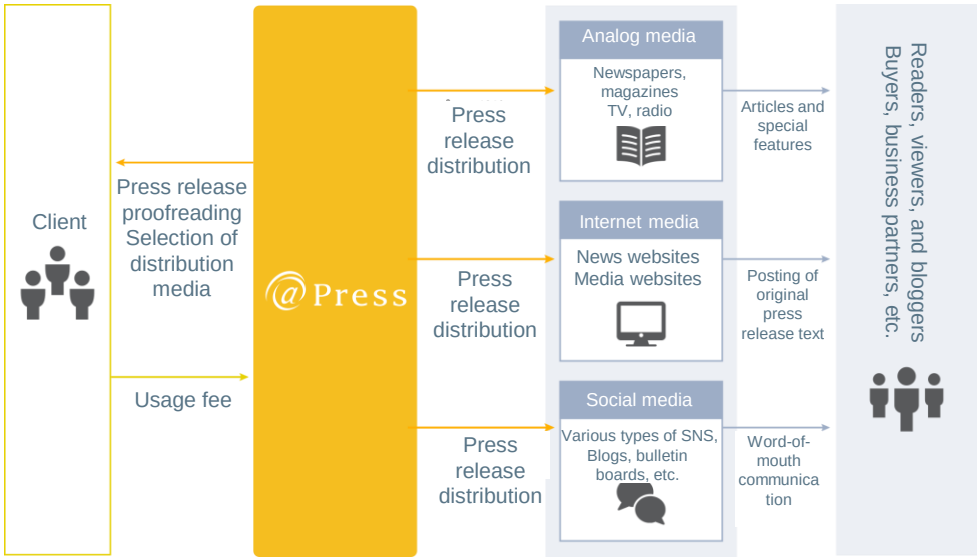
Service and brand

We operate a press release distribution service that supports corporate information dissemination (public relations and advertising) under the brands of "@Press" and "NEWSCAST".

With the diversification of information dissemination methods and channels for communication with consumers, NEWSCAST was launched as a subscription-based press release distribution service in order to provide an easier and more powerful way to distribute press releases and disseminate news to support the overall dissemination of information beyond the role of public relations and advertising.

It also has strengths in SNS ad distribution and diffusion and automatically post ads on the Newscast Twitter account, using AI (artificial intelligence) to automatically optimize ad placement.

Customers can check the number of impressions, likes, retweets, detail views, link clicks, shares, etc. on their "My Page".



Superiority (Competitiveness)

In order to "raise awareness" of the customer's products and services, @Press will send out press releases to all 10,000 lists/ 8,500 media (newspapers, magazines, TV, radio, major portal sites, news sites, etc. (*1)), which is the largest number in the industry. We inquire about the information required by each media outlet to send more articles and distribute press releases after obtaining their permission.



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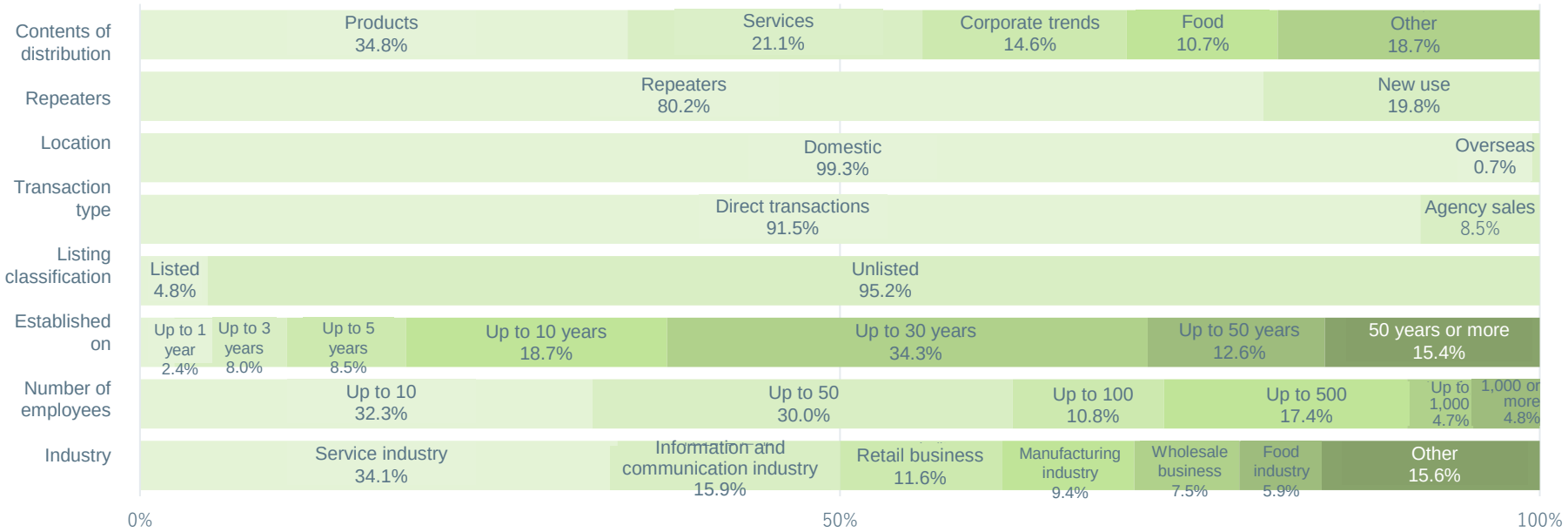
【Digital PR Business】 Press Release Distribution

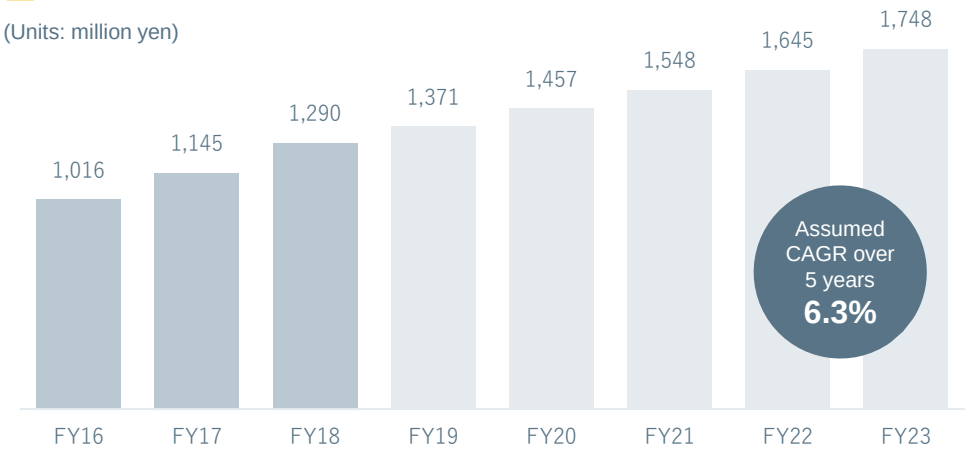
Customer data

* Created based on @Press customer data for the fiscal year ended March 2021 (April 1, 2020 - March 31, 2021).



Market size

(Units: million yen)



The size of press release distribution service market, which we run business in, is our estimate based on the "Survey on the State of the PR Industry" released by the Public Relations Society of Japan in May 2019, since there are no published data available. The current market size is 129 billion yen, and we estimate the average annual growth rate to be 6 to 7%. According to our analysis, the market is not easily influenced by business sentiment, and we expect it to grow over the long term.
(As of March 2021)

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【Digital PR Business】 Clipping

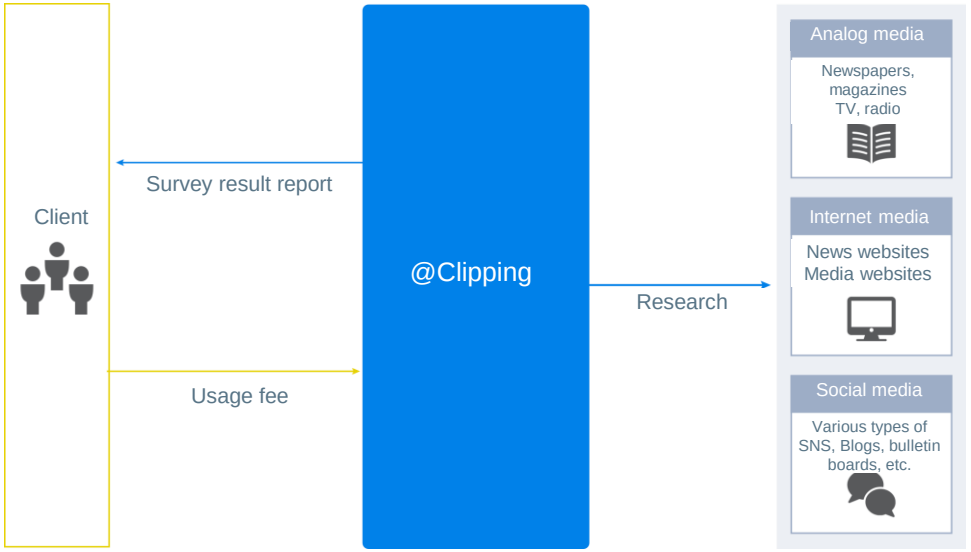
Service and brand

We operate a clipping research service for articles published in newspapers, magazines, on the Web, and through SNS media under the brand "@Clipping".

What is clipping?

Clipping refers to the selection and acquisition of required articles from various media such as newspapers, magazines, the Web, and SNS media.

The main content of the service includes research on the name of the company and its services/products (branding research), trends in specific industries (industry research), trends in specific products/services (competitive research and market research), and trends in politics and economics (public opinion research), etc. through various media, and providing the actual articles (clippings).

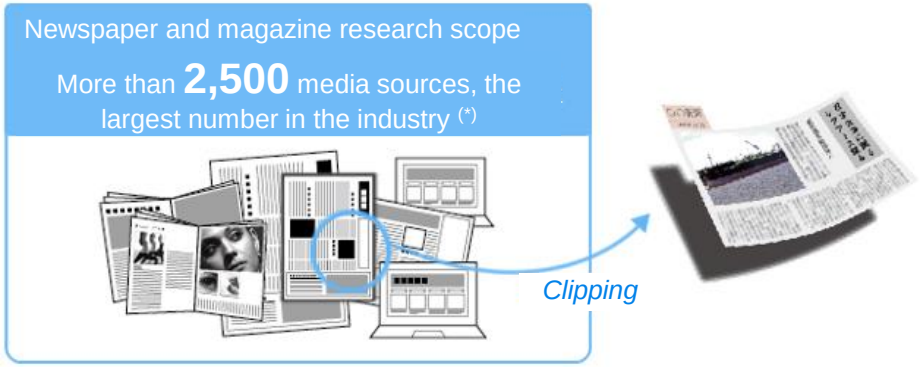


Superiority (Competitiveness)

@Clipping is expanding its search range of newspapers and magazines every year in order to search out the information customers want from a wider range of media and has now expanded to more than 2,500 media sources, the largest number in the industry*. (As of March 2021)

(*) Compared to the number of media sources announced on the websites of the five largest clipping service providers in Japan regarding the scope of their research.

In addition, we have greatly reduced the occurrence of misreporting to our clients by applying our know-how in such areas as "how to accurately capture client requests," "how to memorize research contents," "how to read newspapers and magazines efficiently," and "the work flow leading up to release of articles," etc. We currently provide high-quality research with a misreading rate of less than 0.01%.



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【Digital PR Business】 Clipping/ Business Partner Checks

Spin-off service brand

Utilizing the clipping service infrastructure, we operate a business partner checking service under the "RISK EYES" brand.

RISK EYES is a service that uses publicly available information, such as web news articles and newspaper articles, to check for suspicions of "antisocial forces," "involvement in crime," and "scandals" related to business partners. It enables more efficient checking of business partners, which can be a time-consuming task due to the large volume of unrelated or unreliable information.

In addition, it has the other functions such as the function to check overseas companies using sanction lists and the API-based interaction with customers' business systems, making it an easy and speedy tool dedicated for business partner checking.

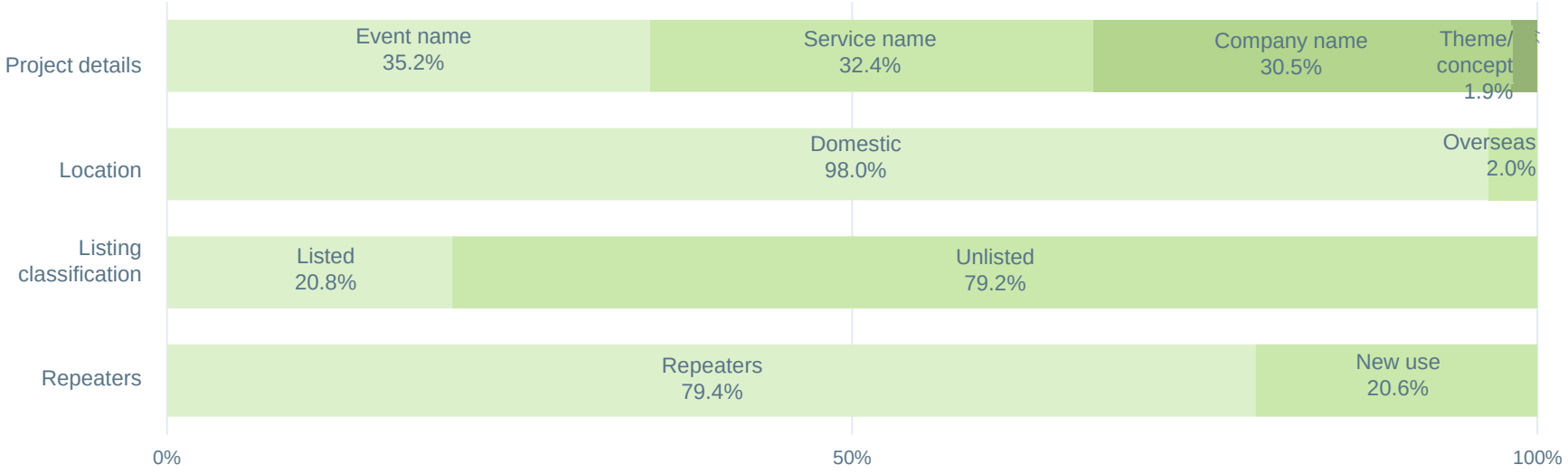
Easy and speedy checks for anti-social forces

RISK EYES





Customer data



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【Shared Office Business】 Shared Offices

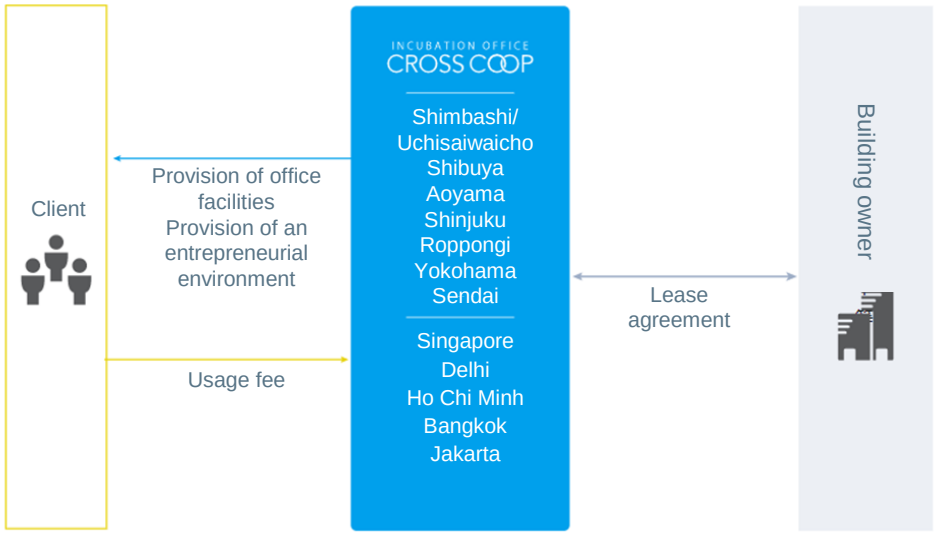
Service and brand

As a shared office service, we operate shared offices under the brand "CROSSCOOP". (Tokyo, Yokohama, Sendai, Singapore, Jakarta, Ho Chi Minh, Bangkok, Delhi)
(*) CROSSCOOP Jakarta is operated by a franchise.

What is a shared office?

A shared office is a service that rents an office with chairs, desks, office space, information equipment, etc. necessary for business under specific conditions, with the interior and equipment work already completed.

It has certain advantages over renting an office directly through a lease contract with the building owner, including lower initial costs.



Superiority (Competitiveness)

Asia's largest Japanese shared office service, CROSSCOOP, offers shared office space at zero yen leasehold deposit and key money, and since there is no obligation to restore it to its original state when moving out, it allows customers to significantly reduce initial costs compared to a regular rental office. In addition, shard office tenants can use conference rooms for free, which other companies' services almost always charge for. In addition to the cost and convenience, one of its features is the ability to flexibly expand to accommodate growth. **If a customer needs more seats or needs to move to a larger private room due to business expansion, or needs more workspace due to a temporary increase in staff, we can respond on the same day.**

In addition to providing office environments to tenant companies, CROSSCOOP also provides consulting services such as corporate support and overseas expansion support.



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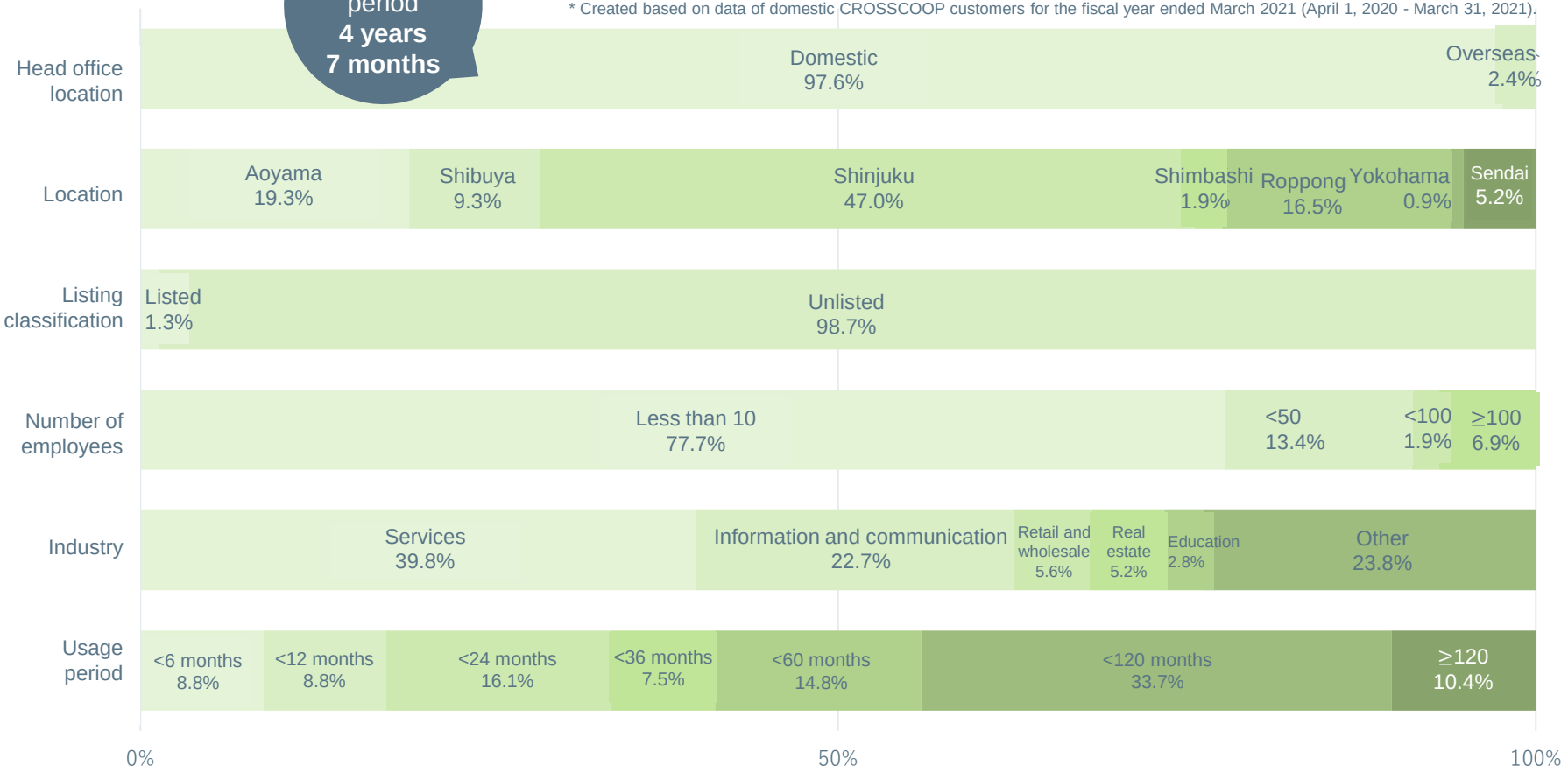
Customer data

Average usage period **4 years 7 months**

* Created based on data of domestic CROSSCOOP customers for the fiscal year ended March 2021 (April 1, 2020 - March 31, 2021).



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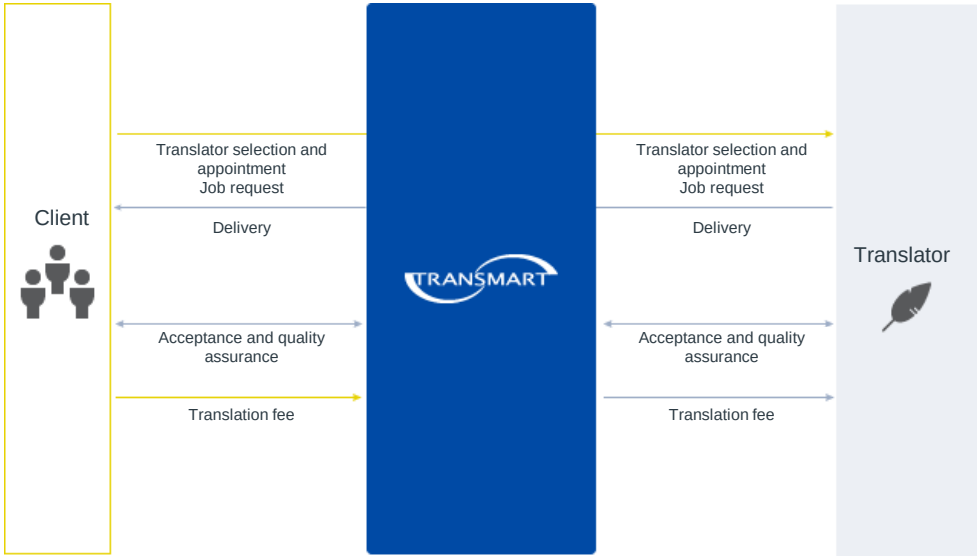
【Shared Office Business】 Cloud Translation

Service and brand

We operate a high-quality translation service using the cloud method under the brand "TRANSMART". TRANSMART is a translation service that allows translation requesters to select and appoint highly specialized translators via the website and that manages business progress via the cloud. TRANSMART has 20 years of experience working with government agencies, large corporations, media, and foreign-affiliated companies.
The brand also develops contract translation (agent translation) service to handle translation requests with more complex requirements, such as large-scale projects, document layout adjustment, and audio transcription and dubbing. It also launched a new AI translation service, which has seen increasing demand in recent years.



Superiority (Competitiveness)

TRANSMART ranks **approximately 4,000 highly qualified translators** according to their performance after they have passed a difficult test (**the most recent pass rate is only 2.1%**) and undergoing training. Clients can easily find the best translators and do business with them with confidence.
* A help desk function is provided to support both customers and translators.

TRANSMART also offers **multilingual translation services**, which are becoming more and more in demand every year, supporting corporations operating around the world and companies expanding overseas.

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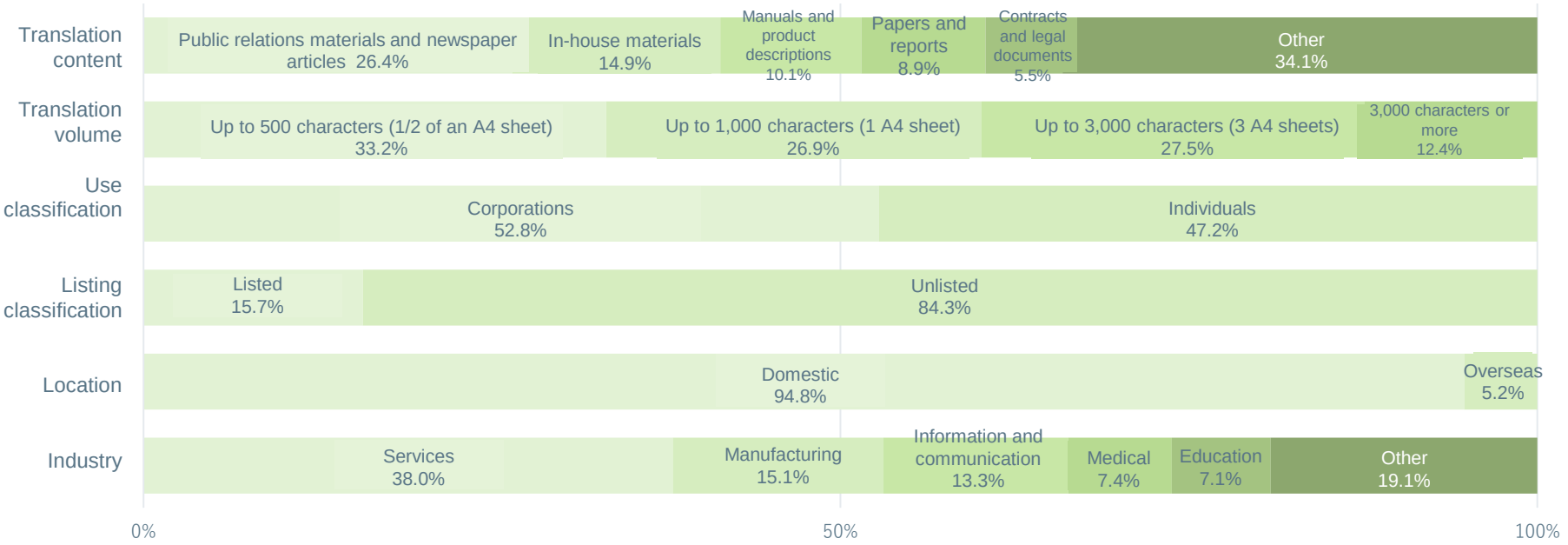
【Shared Office Business】 Cloud Translation

Customer data

* Created based on TRANSMART customer data for the fiscal year ended March 2021 (April 1, 2020 - March 31, 2021).



Market size

According to the "2017 Fiscal Year Translation White Paper" published by the Japan Translation Federation, the translation market in Japan is estimated to be worth 256.1 billion yen.

In the same survey, 32.8% of individual translators said that their income had increased by 5% or more from the previous year, and 46.1% said that there was no significant change. Nearly 80% said that they had maintained or increased their translation income. Regarding the outlook of companies for translation orders one year later, 45.7% said they expected an increase of at least 5%, and nearly half of the translation companies surveyed expect an increase in orders.

As the accuracy of machine translation increases and the majority of people are able to benefit from machine translation, the demand for highly specialized professional translation services is expected to continue to grow gradually.

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BUILDING A BETTER ADVANCE

Creating a business platform

Proposing digital PR and new work styles

SocialWire Group