Q1 FY2022

Financial Results Presentation Materials

May 13, 2022

safie

Safie Inc.

TSE Growth: 4375

Agenda

1. Company Overview & Growth Strategy
2. Q1 FY2022 Financial Results
3. Appendix
   a. Company Information, KPIs, Business Environment
   b. Service Characteristics

1. Company Overview & Growth Strategy

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Who We Are

At a Glance

Established
October 2014

Number of employees as of April 2022 ※1
292

Revenue (Q1 FY2022)
¥2,304 million

ARR as of end of March 2022 ※2
¥6,005 million

Number of billing cloudcams as of end of March 2022 ※3
147 K units

Overview of products and services



One-time revenue

Revenue from cloudcam sales

Recurring revenue

Revenue from monthly charges for cloud recording services, viewing and application use

※1 Number of employees is counted at the beginning of the month.
※2 ARR stands for Annual Recurring Revenue. ARR is calculated by multiplying the MRR at the end of each quarter by 12 (months). MRR is the sum total of charges for the current month for recurring billing contracts (includes sales through sales partners).
※3 Billing cloudcam is defined as the number of cloudcams in operation that is fee-charging for each quarter; and does not present the number of cloudcams sold in each quarter.

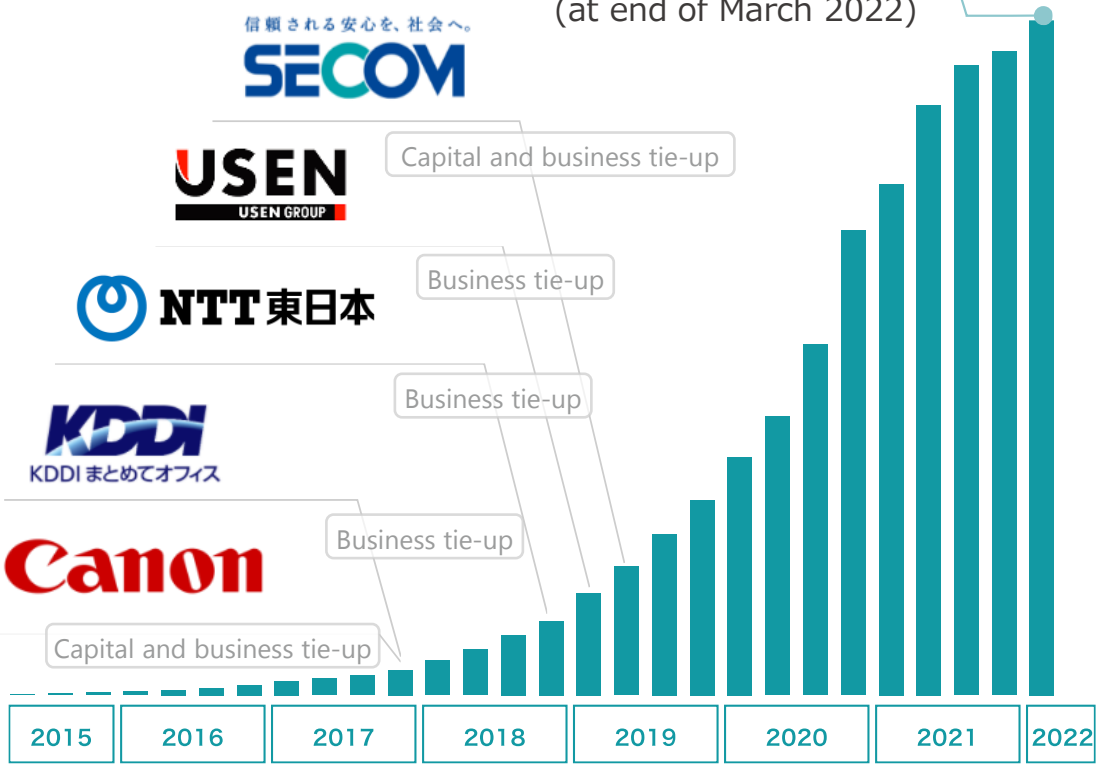
History and Market Share

Number of billing cloudcams / Business tie-ups

Nos. of billing cloudcams

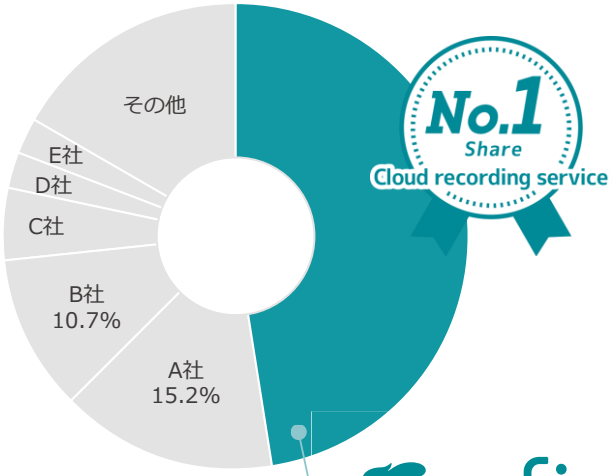
147K units

(at end of March 2022)



Market Share

Share of cloud monitoring and video recording services※



safie

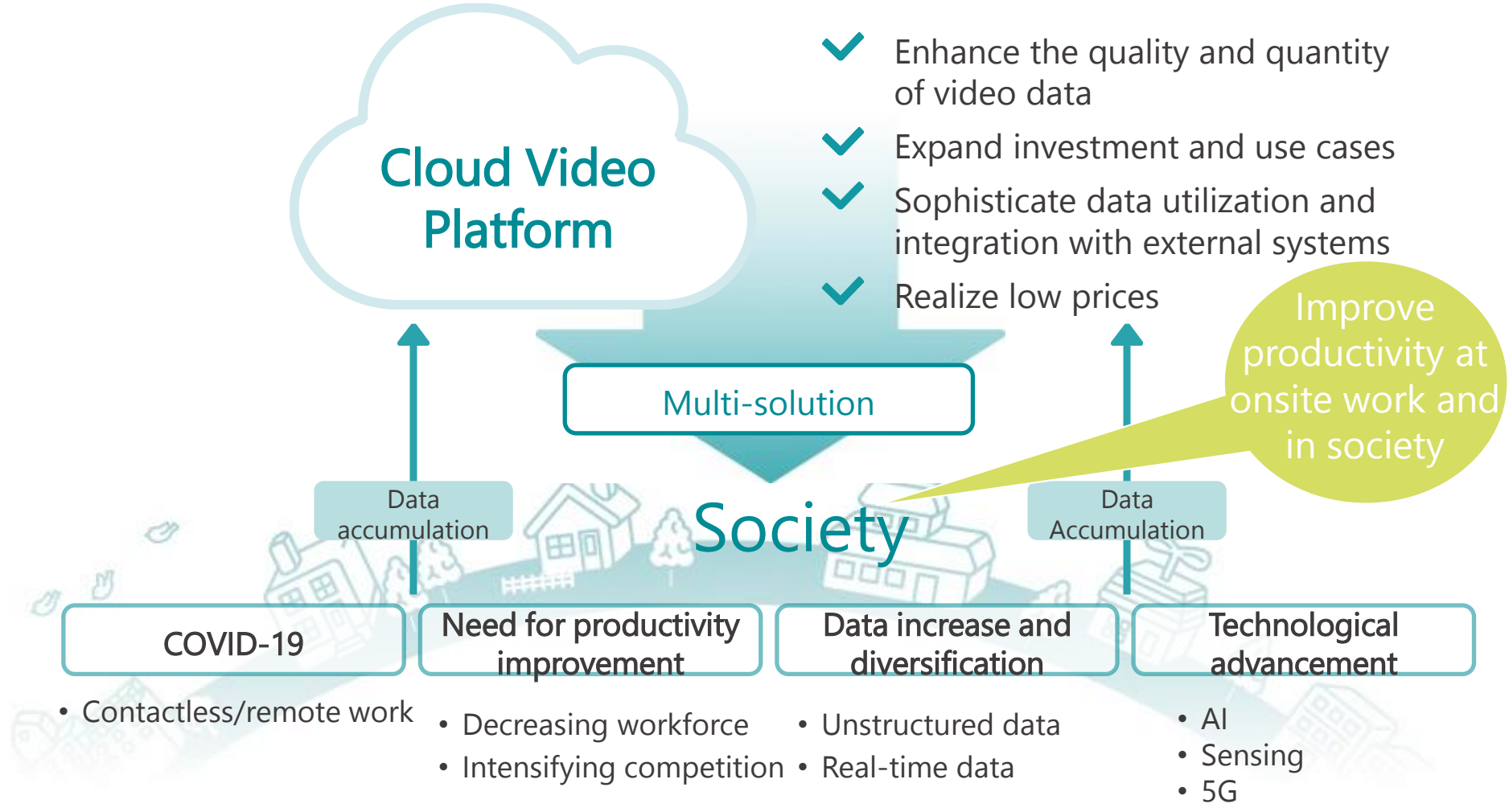
47.5%

(2020)

Source: Techno Systems report on “Cloud recording service market of network camera market research”. Cloud monitoring and video recording service is defined as a cloud service that uses network cameras and provides monitoring and/or recording as a paid service. Market share is based on the number of registered cameras by engine (vendor).

Expanding Potential for Safie's Services

- The need for DX using cloud video platform is increasing dramatically due to the decline in working population and the accelerated adoption of remote work.



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Business Growth Leading to an Expanding TAM

✓ Domestic market growth potential is huge at 28.63 million units, and an even larger potential exists in the global market

Global market
Total number of operating surveillance/monitoring※2 cameras (2024 estimate; Safie estimate)

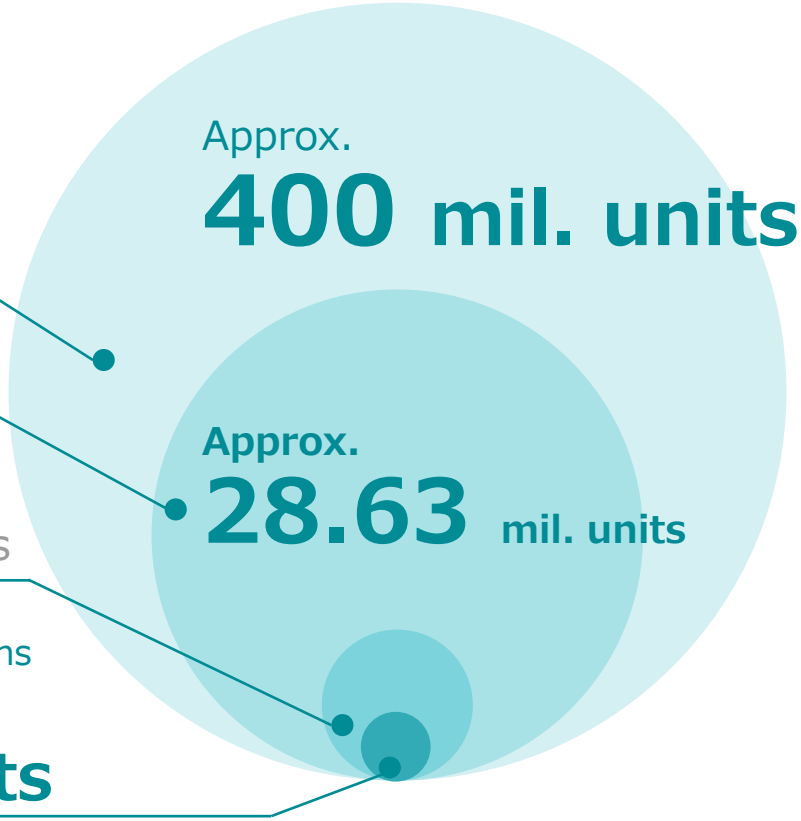
Domestic market
Potential number of network cameras※1
(as of March 2021; Safie estimate)

Domestic market
Total number of operating surveillance/monitoring cameras (2024 forecast)※2

Approx. 6.6 mil. units

safie Number of billing cloudcams
(End of March 2022)

147 K units



※1 Network cameras is a commercial-use camera with a built-in IP function that can self-connect to the Internet (Source: Yano Research Institute).
Figures are calculated by applying certain assumptions on data from various sources. Refer to page 69 of the Appendix for the calculation.

※2 A surveillance/monitoring camera refers to surveillance camera products which can be broadly classified into IP cameras and analog cameras. (Source: Yano Research Institute)
Figures are Safie estimates based on applying certain assumption to the shipment volume data stated in Yano Research Institute Ltd.'s "Surveillance Camera Market Forecast 2020 – Visual Communication Research".

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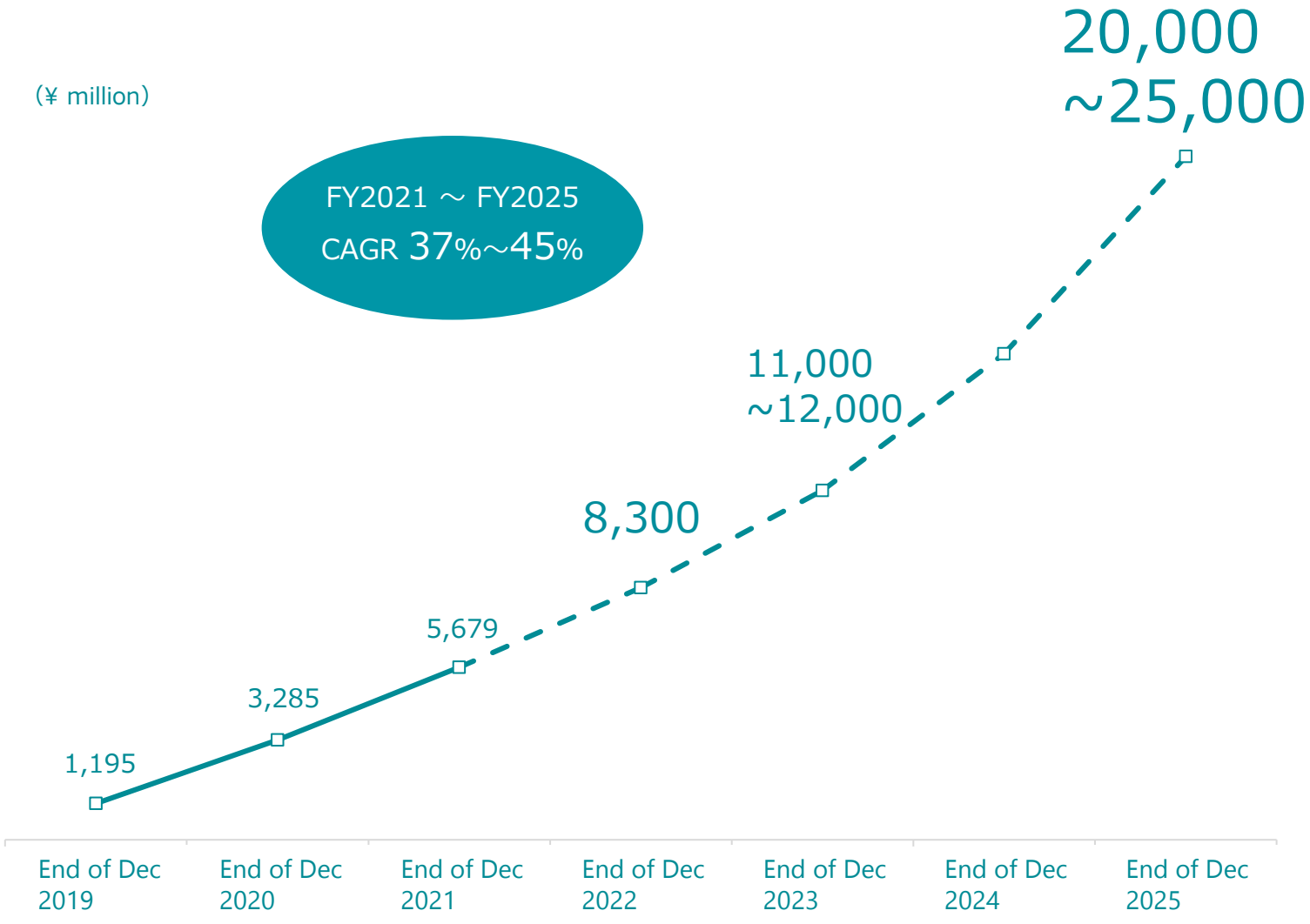
ARR Target at End of December 2025

✓ Targeting ARR of ¥20.0 bn ～ ¥25.0 bn at the end of December 2025



Priorities to Achieve Our Target

✓ Achieve target by focusing on expanding industry/sectors serviced to drive the growth of billing cloudcams

ARR



\# of Billing Cloudcams

×



ARR per Billing Cloudcam (ARPC※1)

Current Priority	★★★	★
Future Priority	★★	★★★
Action	● Further growth within existing industries served ● Make inroads into new industries ● Expand sales with existing customers (maintain/increase high NRRs)	● No excessive reliance on unit price ● Medium term investment phase to rollout and expand application market

※1 Average revenue per camera

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Growth Themes to Achieve Our Target – Onsite DX

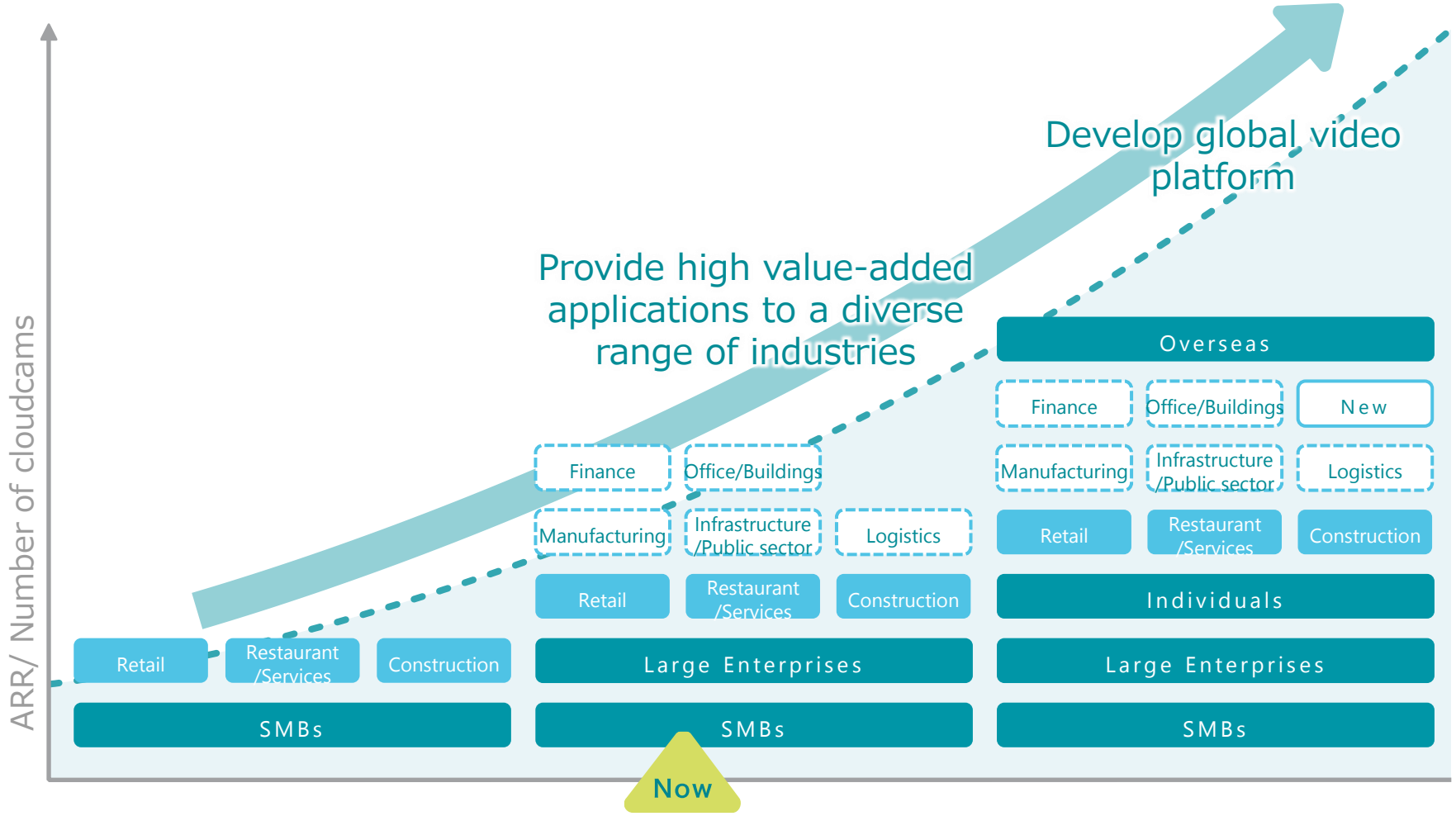


Huge Growth Potential –
Safie Capable of Resolving a Diverse Range of Customers' Issues

	STEP1 Crime prevention & Recording	STEP2 Remote connectivity	STEP3 Video & business tools	STEP4 Video & AI-driven solutions	STEP5 Resolve industry and social issues
Retail Restaurant/ Services Construction Manufacturing Infrastructure/ Public sector …	Crime prevention Fraud Prevention Reporting & Recording Talent Development	Operation improvement Transportation cost reduction Labor-saving Simultaneous multiple site management	POS linkage Chat linkage In-store announcements Linkage to construction work management	Visitor attribute analysis Congestion analysis Quality confirmation Receiving deliveries Safety confirmation Vehicle detection Quality assurance	User-generated new business Cross industry solutions

Growth Acceleration in Newly Entered Industries

✓ Larger number of industries are utilizing Safie camera



RUNSYSTEM (Safie x RURA to develop unmanned stores)

Restaurant/Services

STEP3







現場DX Powered by safie

Runsystem

RUNSYSTEM, which operates the Jiyu Kukan café complex, is promoting automation and self-operation in its stores, and Safie cameras have been used as part of their service.

Since installing Safie camera and self-checkout registers, the company faced the issue of sales opportunity losses by customers unfamiliar in using the self-checkout counter.

By jointly implementing RURA, a remote customer service, the company has been able to operate 27 stores with just 3 personnel stationed at the remote customer center.

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MINISTOP Co., Ltd.

Retail



STEP4



For the purpose of the proof-of-concept test is to improve operations during store visits by the SA (Store Advisor), who overseas management of each store, the Safie cloudcam and cloud recording service were linked with various tools/applications to carry out analysis and create new operations that differ from the usual store visits. Below is an example:

- Purpose: Increase sales opportunity by optimizing the restocking of hot snack
- Target: Hot snack showcase placed next to the register
- Initiatives: Install a Safie camera in front of the register and carry out image analytics using item detection on data from the cloud recording service. The analyzed data and POS system was linked, which enabled the store to replenish the Hot Snack showcase optimally in order to increase sales opportunity.

現場DX Powered by safie

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Yachiyo City Fire Department Headquarters

Infrastructure/Public Sector



Yachiyo City Fire Department HQ is pilot testing the wearable camera to strengthen disaster response. This is part of promoting DX in disaster prevention having reached the eleventh year after the Great East Japan Earthquake.

STEP2



Yachiyo City Fire Department Headquarters, Chiba Prefecture, has test implemented Safie Pocket2, and carried out proof-of-concept test in their lifesaving training. The purpose of the proof-of-concept test was to use the video images to make prompt and accurate life-saving decisions onsite.

The deployment of Safie Pocket2 is increasing not just for training purposes but for real-life fire hazards as well.

Specific use cases are as follows.

- Real time sharing of onsite conditions between HQ and onsite personnel for determining severity of injuries of rescued victims.
- Remotely follow the rescued victims
- Utilized for reviewing firefighting activities
- Precise instructions to onsite firefighters using camera's positioning information

現場DX Powered by safie

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Launch of Safie Entrance2

✓ Launch of Safie Entrance2 to support improved security for workspaces that accommodates diverse working styles.





Key Characteristics of Safie Entrance2

High speed authorization & unlocking

Recognition speed within 0.5 second
Mistaken admittance rate is less than 0.001%

Low price

Hardware + 100 faces
From ¥16,500/month

Multi-site management

Cloud management of multi-site, multi-floors, and multi-entrances

IC Card-less

No need to issue/receive and manage IC cards

Linkup with lock

Smoother and safer access control by linking to access entrance door

Joint Use with Safie Pro

Combined use with Safie PRO enables even higher level of security of video recording and access management

Client Base: Track Record of Adoption by Large Enterprises (Sample)

Retail

ユニクロ GU ベルク ソフマップ PARIS MIKI はるやまホールディングス AUTOBACS BIKE王 FABRIC TOKYO

Restaurant/Services

焼肉ライク TASTY! QUICK! VALUE! 牛角 Gyu-Kaku 炭火焼肉 DD HOLDINGS Runsystem R&K Food Service RED LOBSTER FRESH FISH・LIVE LOBSTER 寿し常

Other Retail Store Operation

T-GAIA CONEXIO OPTAGE RAKUTEN EAGLES Rakuten Mobile H.I.S カラオケ館 Human ヒューマンライフケア

Construction

三井不動産 MITSUI FUDOSAN 100年をつくる会社 鹿島 OBAYASHI NTT都市開発 SEKISUI HOUSE 人と自然を、技術でむすぶ。奥村組 OKUMURA CORPORATION IHI (駐車場) 想いをかたちに 未来へつなぐ TAKENAKA Daiwa House 大東建託グループ 大東建設株式会社 あなたの誇りを建てる。Panasonic Homes

Manufacturing

JFE 高砂熱学 House

Infrastructure/Public sector

関西電力 power with heart TEPCO 富士急行 JR九州 九州旅客鉄道株式会社 KYUSHU RAILWAY COMPANY Shinagawa City 品川区 MUSAKO HOUSE TOKYO GAS KANSAI AIRPORTS 千葉市 CHIBA CITY ちがいをちからに変える街。渋谷区 Shibuya City

Office/Buildings

ORIX KOKUYO Money Forward OPEN HOUSE Makuake SPACEMARKET BASE

Logistics Facilities

ASKUL モノタロウ 思いに応えるロジスティクス 神鋼物流株式会社

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Expanding into Application Business leveraging accumulated data

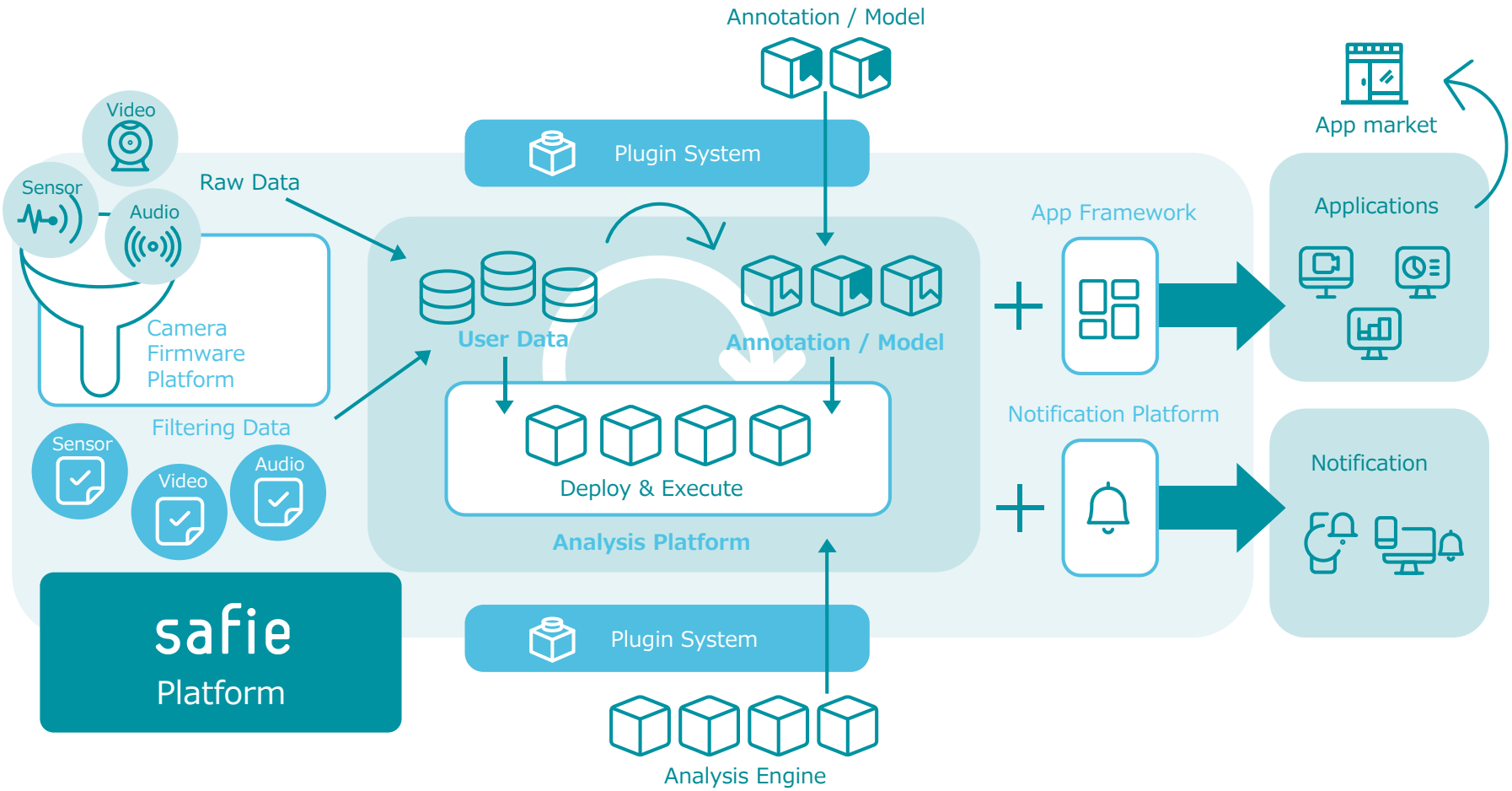
✓ Safie creates applications to improve the customers' decision-making by accumulating data from diverse industries



※1 including cases undergoing proof of concept

Moving to Realize an Application Platform

- Strengthen the entire domain from input to output to create a user-friendly video-based platform



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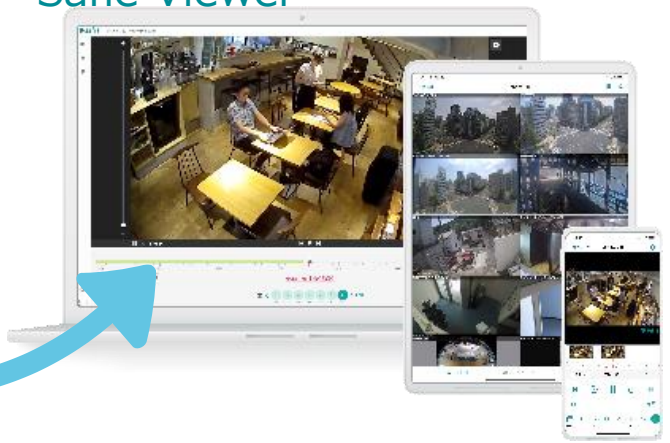
Application Marketplace that Utilizes Video Data

- Aim to develop a marketplace for easy-to-use applications developed in-house as well as by third parties

safie Application Portal Services



- Introduce proprietary and third-party applications
- Complete download and payment online
- Continue viewing on the existing Safie Viewer



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2. Q1 FY2022 Financial Results

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Q1 FY2022 Financial Results Highlights

- ✓ Revenue reached **¥2.3 bn**, up **29.1% YoY**
  - ✓ One-time revenue declined **6.4% YoY** due to changes at a specific wholesale channel's sales method.
  - ✓ Recurring revenue grew **63.9% YoY**
- ✓ ARR reached **¥6.0 bn,** the number of billing cloudcams reached **147K units**
- ✓ Gross margin was **43.1%**, improving **4.4 pp YoY**
- ✓ Operating loss was **¥218 mil** due to aggressive talent recruitment to prepare for future growth

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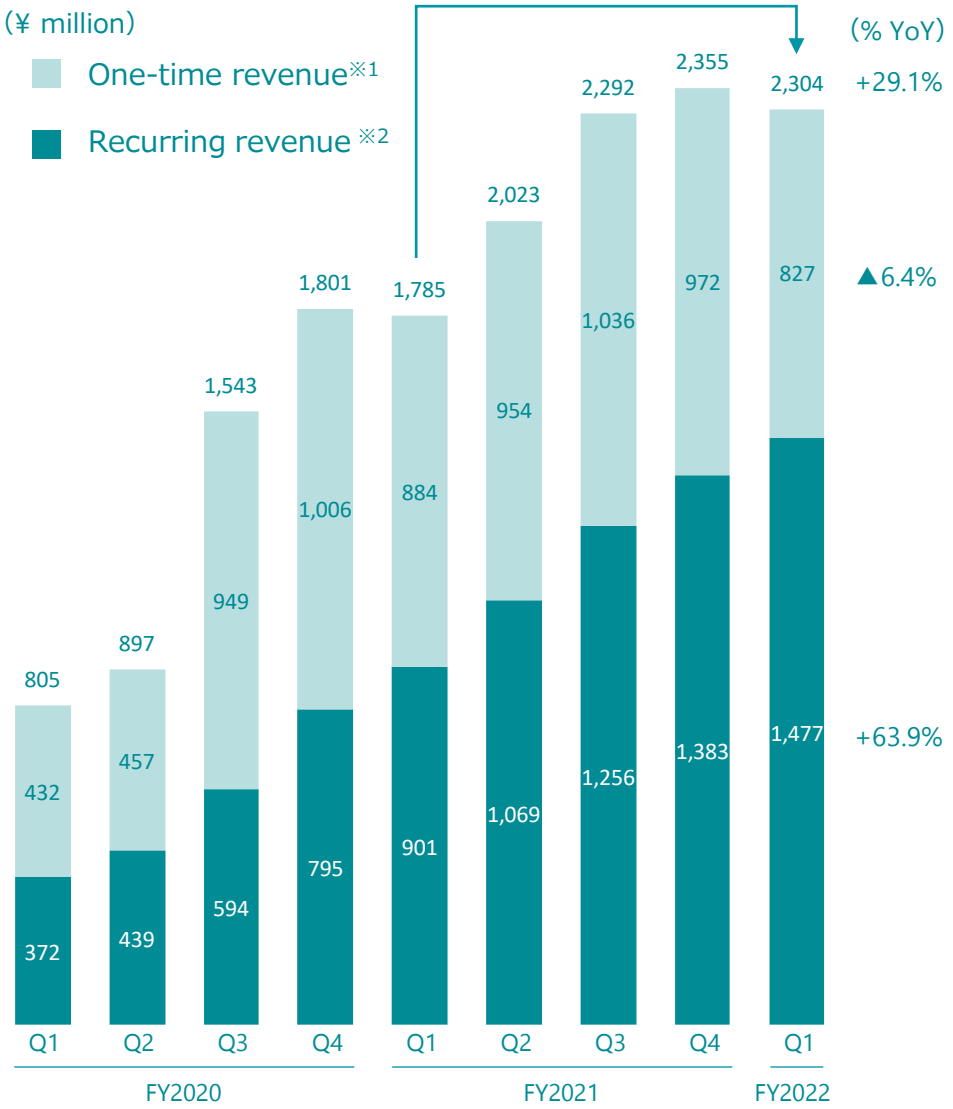
Revenue Trend

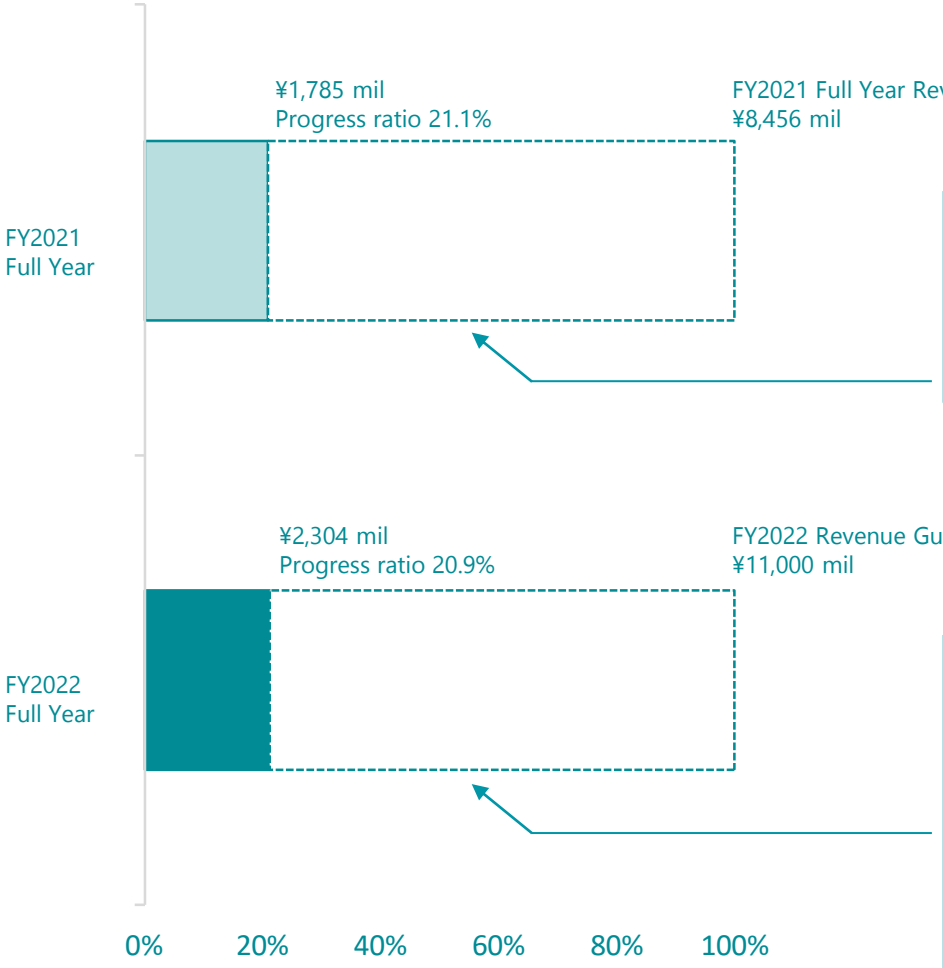


- Total revenue grew 29.1% YoY
- One-time revenue declined 6.4% YoY due to changes in the sales method at a specific wholesale channel
- Recurring revenue continued its solid growth by increasing 63.9% YoY

※1 : One-time revenue includes sales of cameras and installation charges, etc.
※2 : Recurring revenue includes cloud services, application, rental and SIM, etc.

Progress Towards Full Year Revenue Guidance

Progress Ratio to FY2022 Full Year Guidance Similar to Previous Year



Major revenue contributors

- Strong sales of Safie GO / Pocket
- Sales through the specific wholesale channel (mainly contributes to one-time revenue)

Focus Area

- Increased revenue from existing customers
- New customer acquisitions in existing industries
- Inroads into new industries

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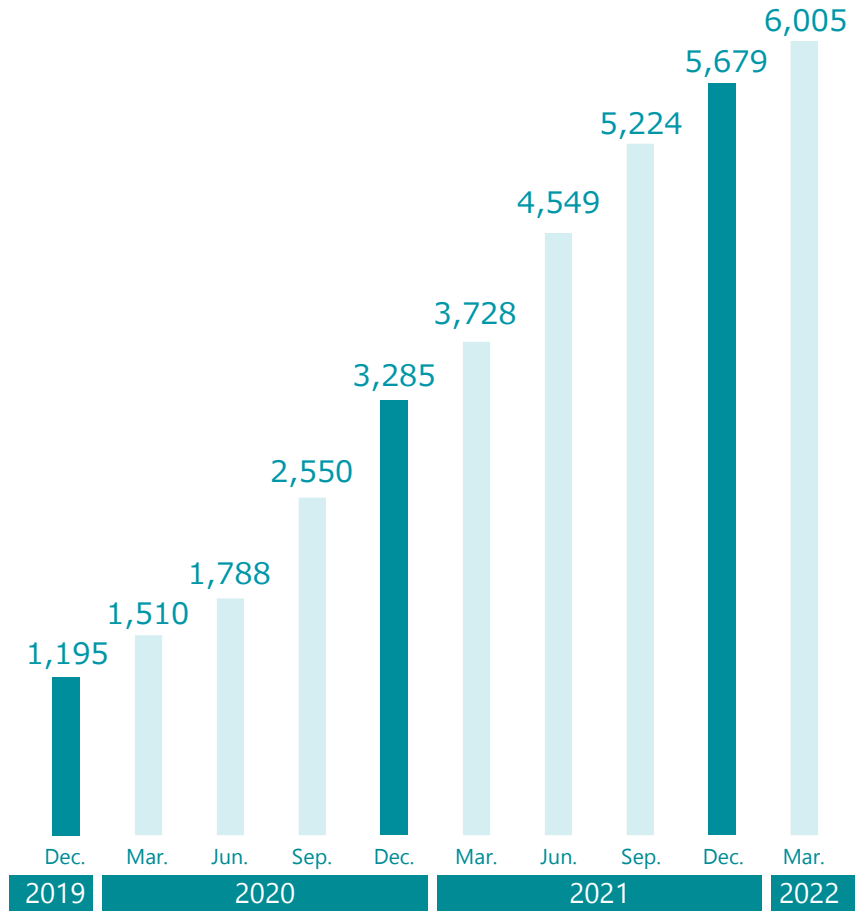
ARR and Number of Billing Cloudcams

ARR exceeds ¥6.0 bn, and number of billing cloudcams reached 147K units

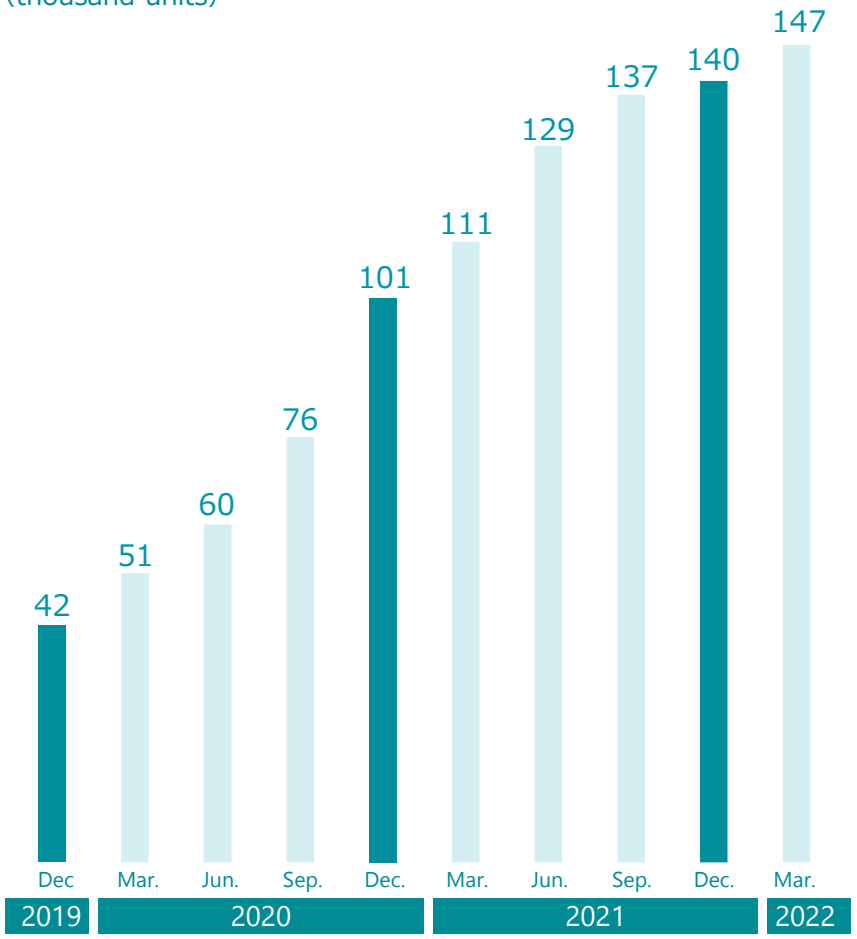
ARR

(¥ million)



Number of Billing Cloudcams

(thousand units)



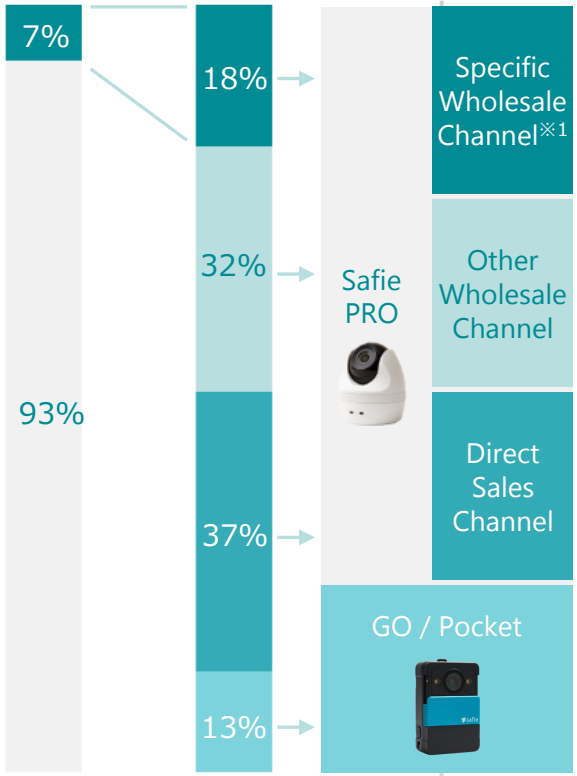
Breakdown of ARR and Billing Cloudcams

✓ Churn rate improving after the impact of change in sales method by a specific wholesale channel

ARR | Number of Billing Cloudcams

As of End of March

¥6.0bn **147K**



KPI (Mar-2022)

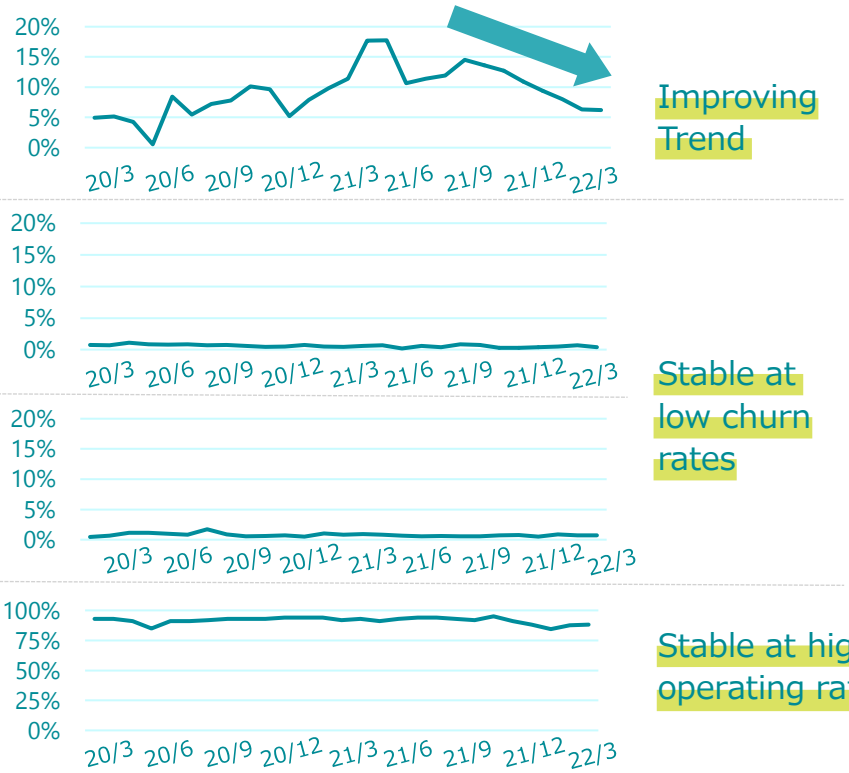
Monthly churn rate of billing cloudcams:※2 : **6.2%**

Monthly churn rate of billing cloudcams※2 : **0.4%**

Monthly churn rate of billing cloudcams※2 : **0.7%**

Monthly operating rate※3 : **88.1%**

Monthly Trend



Improving Trend

Stable at low churn rates

Stable at high operating rates

※1: Refers to a single sales partner company. ※2: Figures fpr churn rates are as of the end of month. Monthly churn rate of billing cloudcams = Number of billing cloudcam cancellations in the current month / Total number of billing cloudcams at the end of previous month
※3: Operating rate = Number of billing cloudcams at end of month / Number of clloudcams for rental business at the end of the montn (excluding units in repair).

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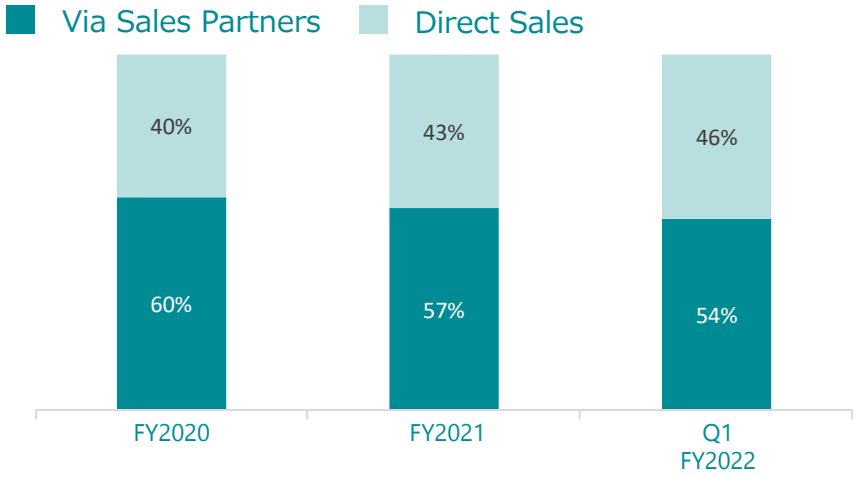
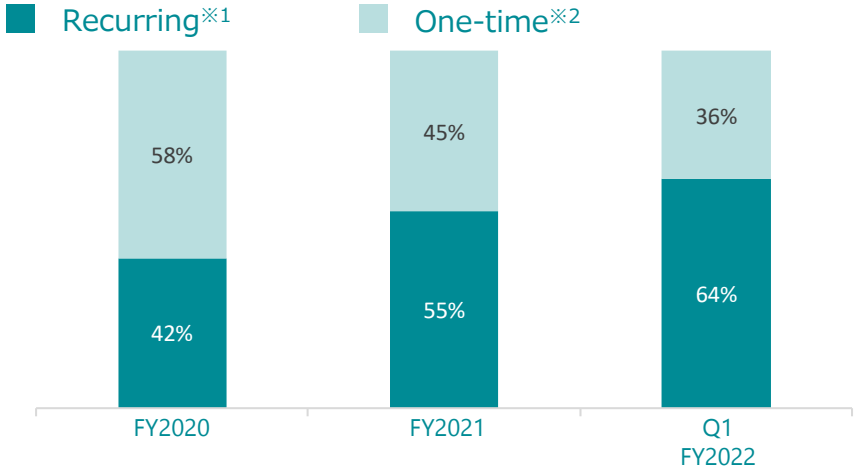
Revenue Breakdown and GP Margin of One-Time and Recurring Revenue

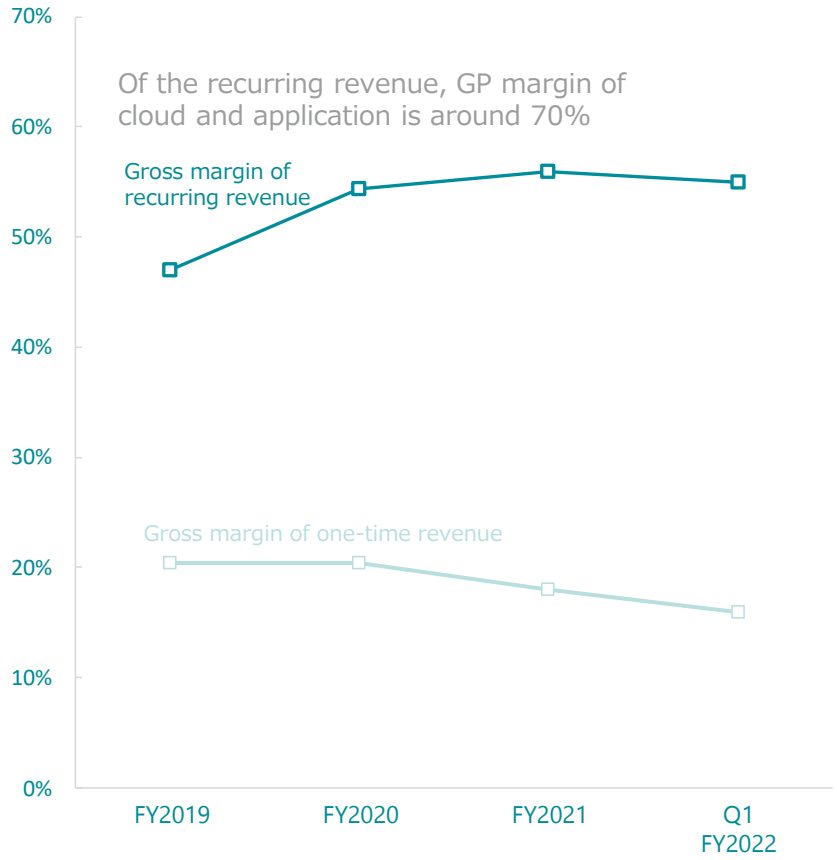
Proportion of recurring revenue climbed to 64% of total revenues due to the YoY decline in one-time revenue and the YoY increase in recurring revenue

Revenue Breakdown (Full Year)





Gross Margin Trend (Image)



※1 : Recurring revenue includes cloud services, application, rental and SIM, etc.
※2 : One-time revenue includes sales of cameras and installation charges, etc.

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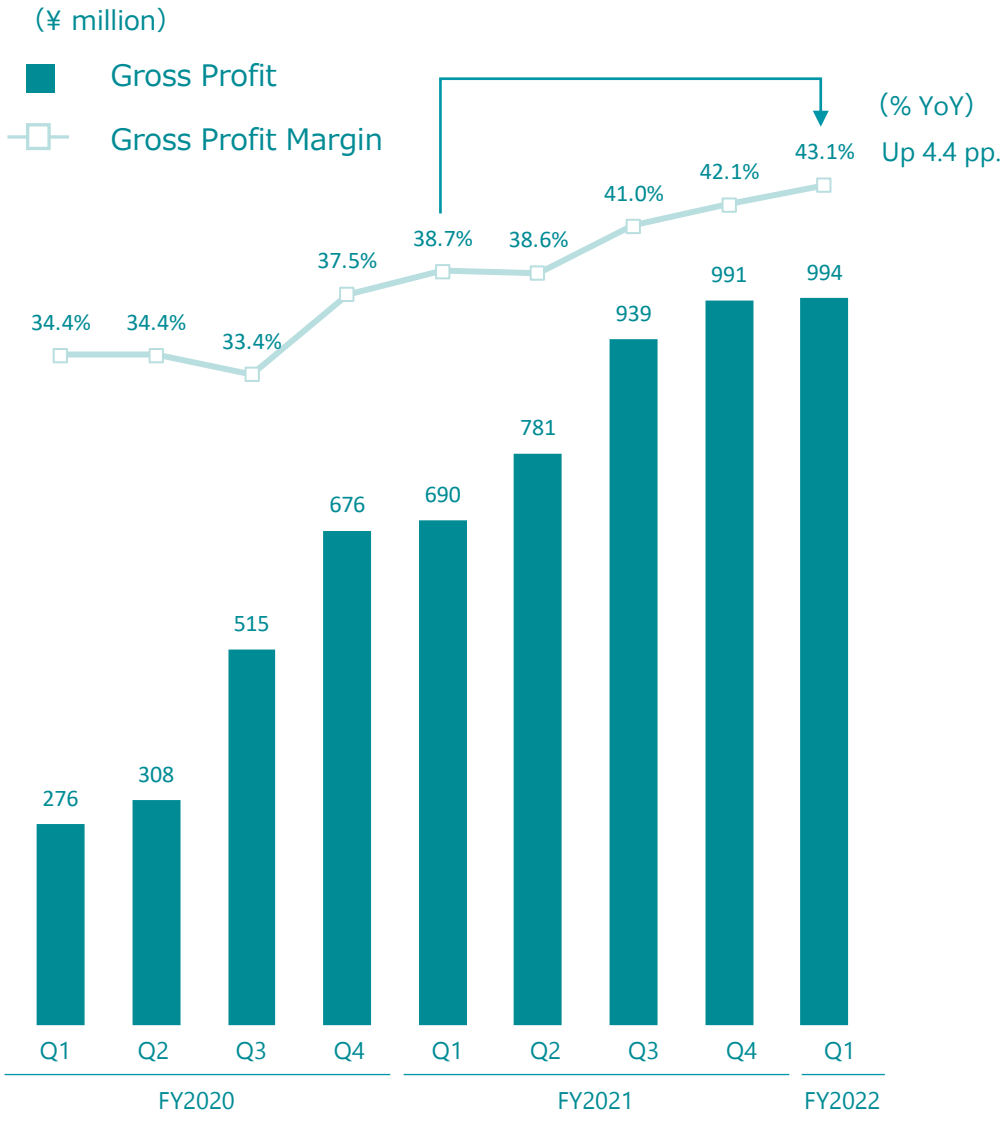
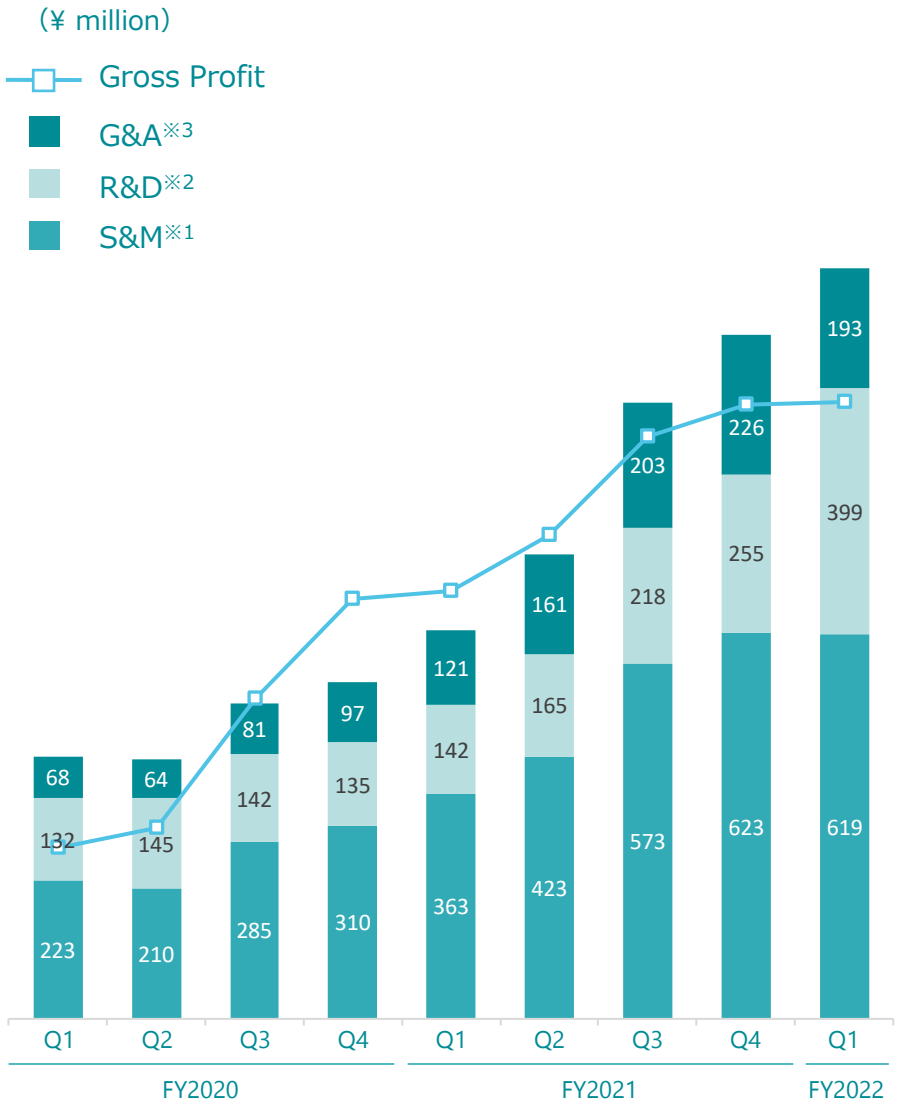
Gross Profit Trend



- Q1 FY2022 gross profit margin reached 43.1%

SG&A Trend

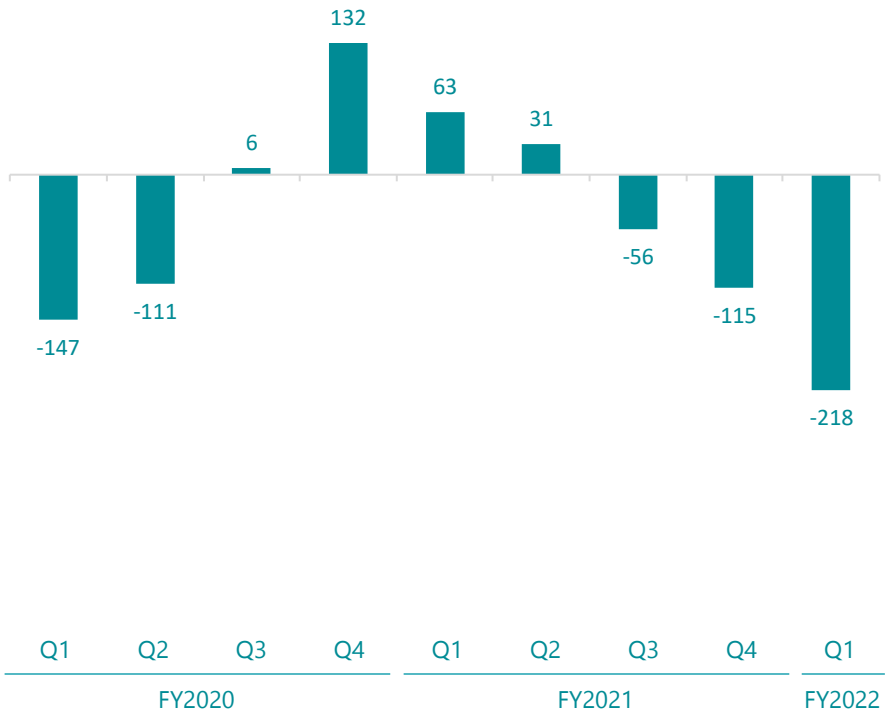


- Carried out upfront investments mainly for talent recruitment.
- R&D Expense increased from accelerating research and development activities.

※1 S&M stands for sales and marketing. These figures is the sum total for sales promotion expenses, advertising expense, sales related personnel expense, and other related and common expenses.
※2 R&D stands for research and development. These figures is the sum total for engineer personnel cost related to R&D, outsourcing expense, and other related and common expenses.
※3 G&A stands for general and administrative expenses. These figures is the sum total of administrative personnel expense and related and common expense.

Operating Profit Trend

(¥ million)



- Operating loss expanded to reach ¥218 mil due to acceleration in upfront investment in Q1 FY2022.

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Summary

Towards 2025

- Promote and expand Onsite DX to achieve target ARR of ¥20.0bn ～ ¥25.0bn by 2025
- Strengthen solutions by enhancing alliances with partner companies
- Invest to buildout Safie platform

Short Term Focus Points

- Accelerate business expansion with existing customers
- Strengthening solutions by expanding partner companies
- Further strengthening of organization and talent recruitment

Create a better Future
with intelligent vision



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a. Company Information, KPIs, Business Environment

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Management Team



Ryuhei Sadoshima
President and CEO
Co-founder



Kazuma Morimoto
Director and CTO
Co-founder



Moriaki Shimozaki
Director
Co-founder



Tetsuharu Furuta
Director and CFO

SONY
Sony Network Communications

SONY

SONY
Kihara Research Center

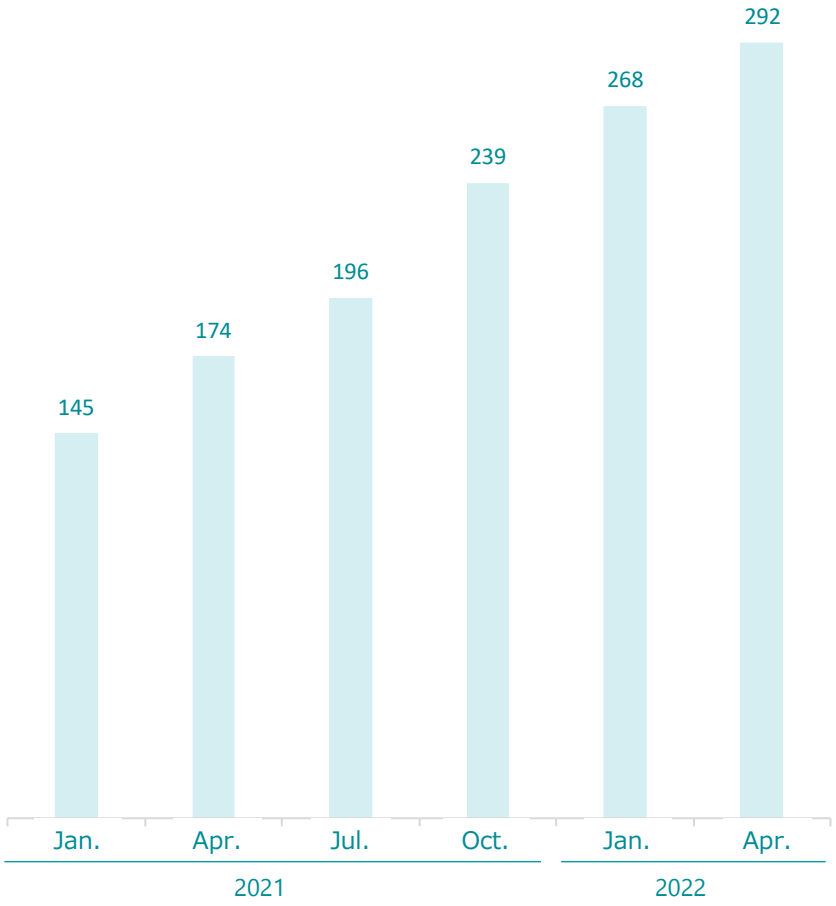
McKinsey & Company

INCJ

Forbes JAPAN
1st Prize in “Japanese entrepreneur ranking 2021”

Employees

Number of Employees※1

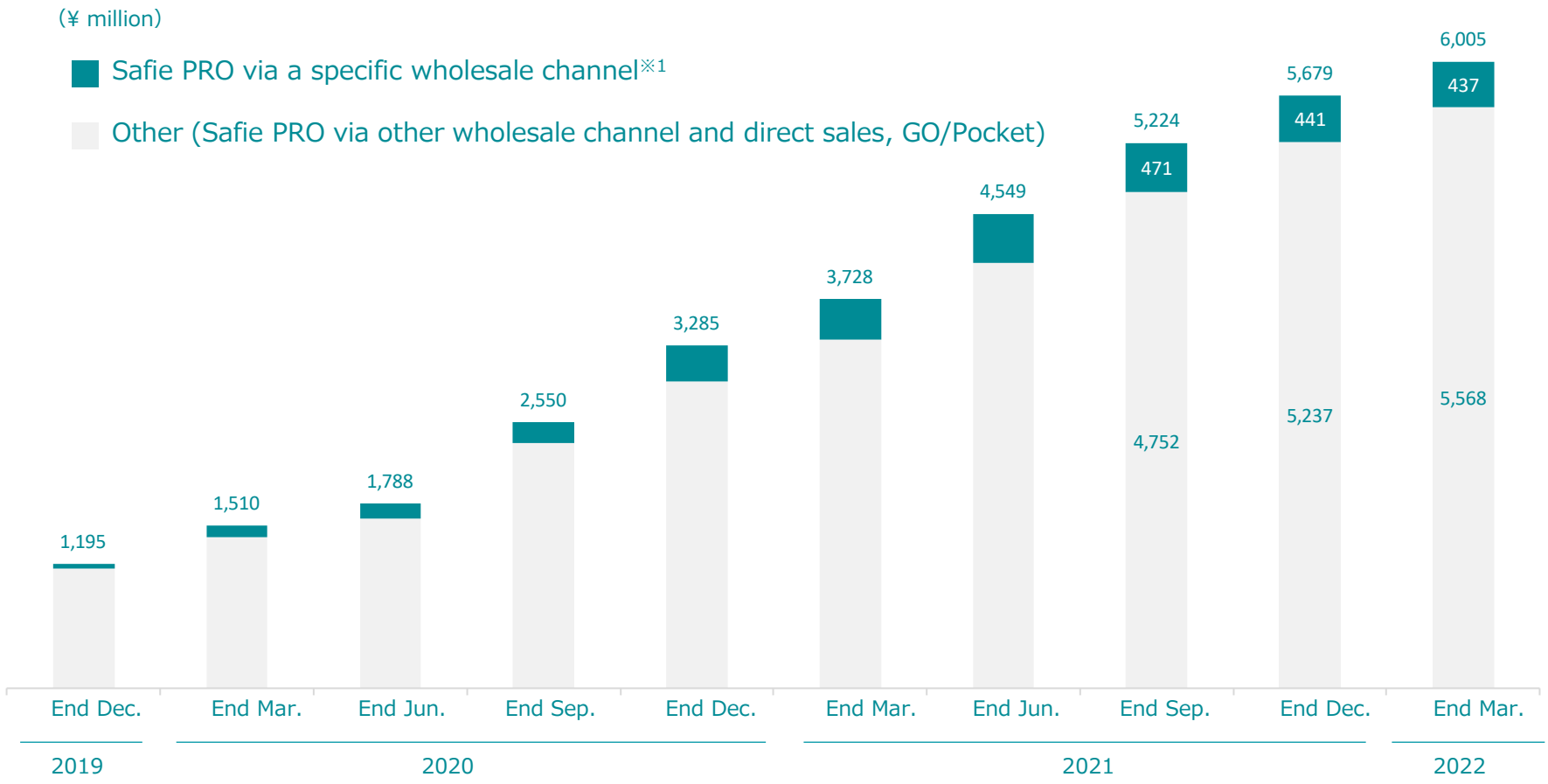


※1 The number of employees is as of the beginning of the month.

Employee Breakdown (as of April 2022)

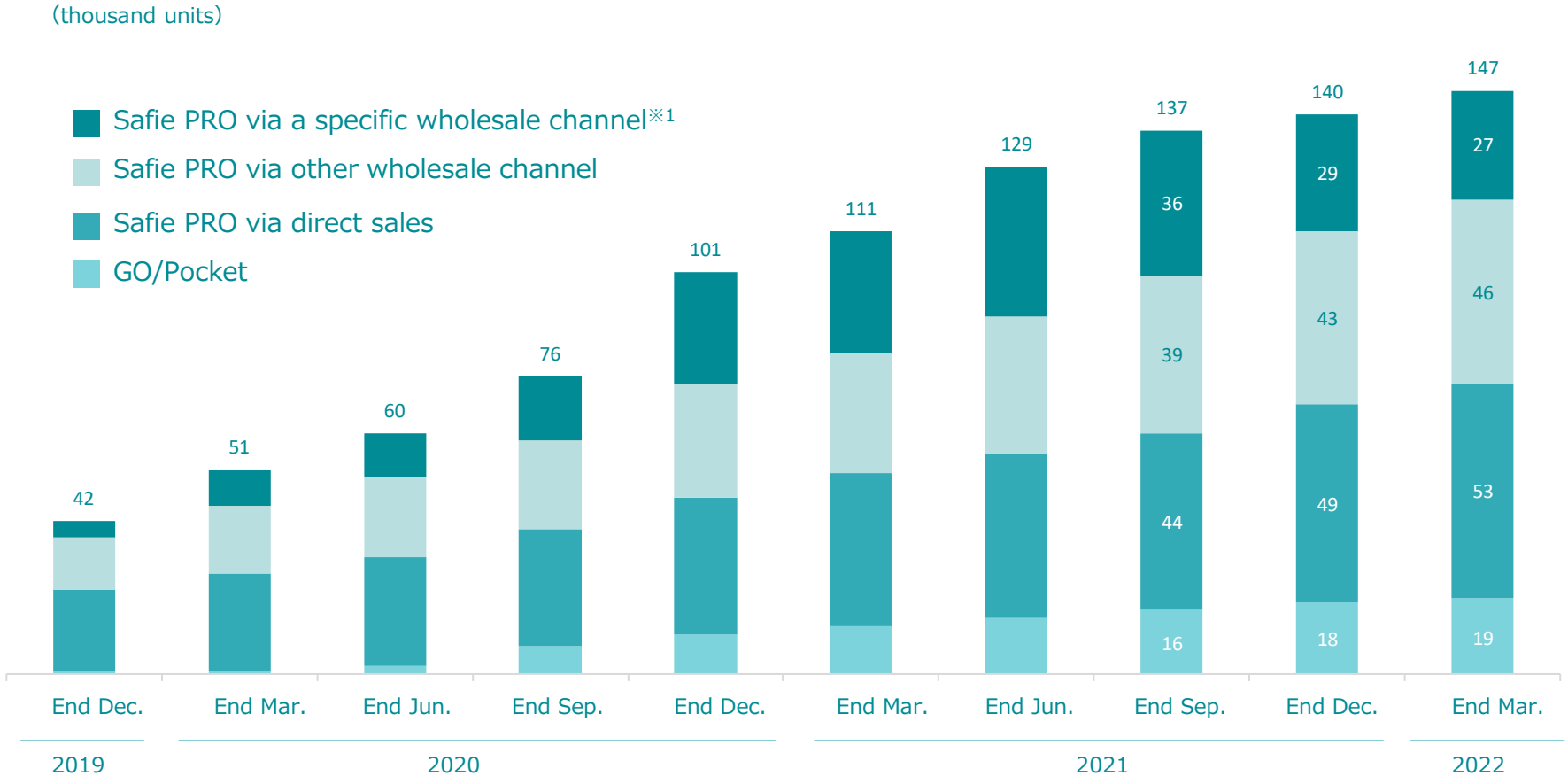


ARR



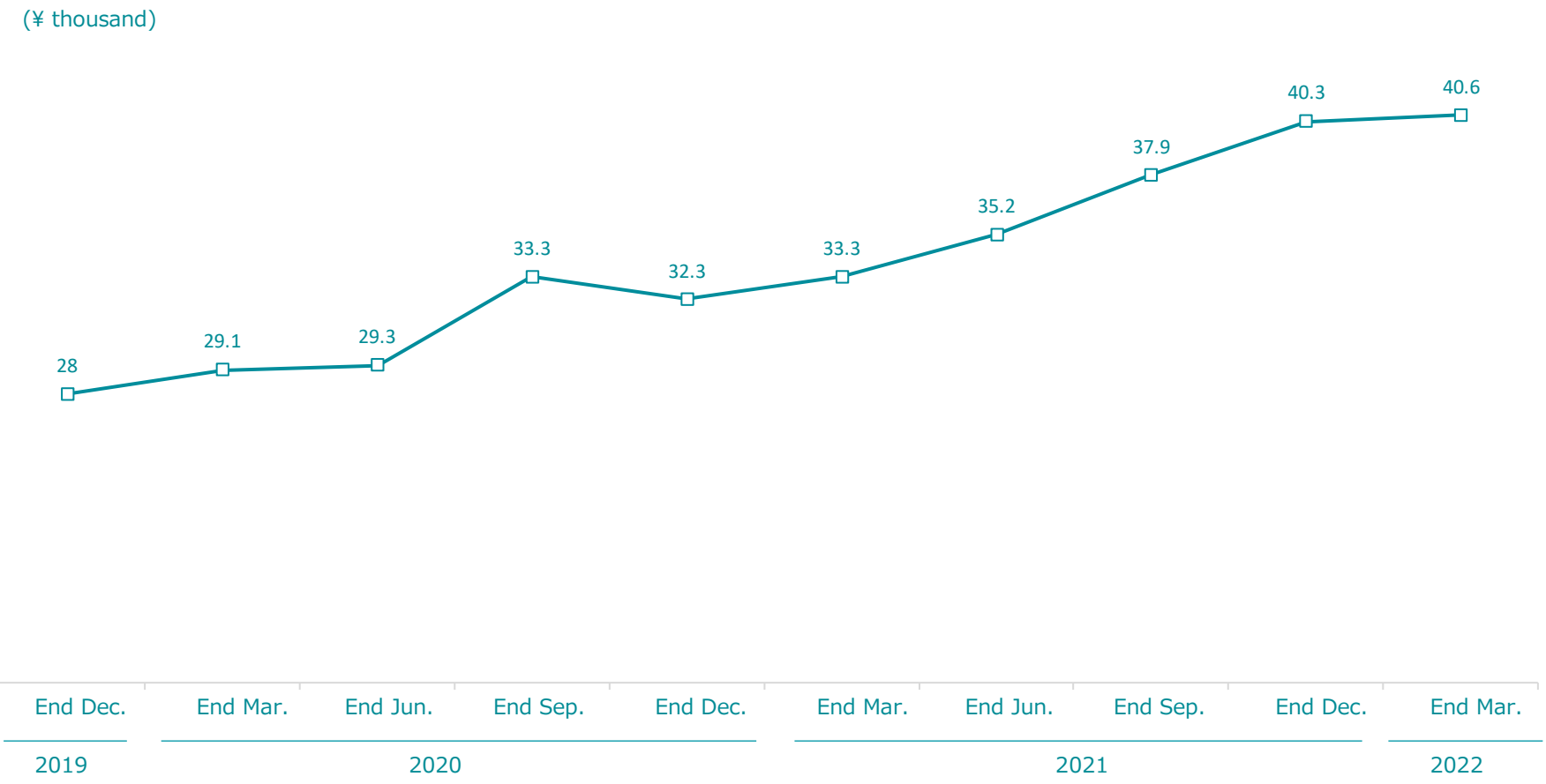
※1: Refers to a wholesale channel through a single sales partner.

Number of Billing Cloudcams



※1: Refers to a wholesale channel through a single sales partner.

ARPC



※1: ARPC = ARR / number of billing cloudcams

Churn Rate and Operating Rate

Churn rate of Safie PRO billing cloudcams (volume base)

		Dec. 2020	Mar. 2021	Jun. 2021	Sep. 2021	Dec. 2021	Mar. 2022
Specific wholesale channel	Monthly	-	17.7%	11.4%	13.6%	9.4%	6.2%
	12-mnth avg.	-	8.4%	10.5%	11.8%	12.6%	11.1%
Other wholesale channel	Monthly		0.6%	0.6%	0.8%	0.4%	0.4%
	12-mnth avg.		0.7%	0.6%	0.6%	0.5%	0.5%
Total wholesale channel	Monthly	-	9.2%	6.2%	6.9%	4.0%	2.5%
	12-mnth avg.	2.9%	4.2%	5.4%	6.2%	6.4%	5.4%
Direct sales	Monthly	-	0.9%	0.5%	0.6%	0.6%	0.7%
	12-mnth avg.	0.9%	0.9%	0.8%	0.7%	0.7%	0.7%
Total	Monthly	-	6.0%	4.1%	4.5%	2.6%	1.8%
	12-mnth avg.	2.1%	2.9%	3.6%	4.1%	4.3%	3.6%

Operating rate of GO/Pocket (volume base)

		Dec. 2020	Mar. 2021	Jun. 2021	Sep. 2021	Dec. 2021	Mar. 2022
Total	Monthly	94%	93%	94%	92%	88%	88%

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Balance Sheet

(¥: thousand)	End Dec. 2021	End Mar. 2022		End Dec. 2021	End Mar. 2022
(Assets)			**(Liabilities)**		
Current Assets			**Current liabilities**		
Cash and deposits	11,649,281	11,198,899	Accounts payable	502,151	756,439
Trade notes receivable	1,091,014	1,001,912	Current portion of long-term loans payable	9,145	2,501
Inventories	618,984	995,232	Income taxes payable	100,797	27,013
Other current asset	158,995	194,722	Provision for bonuses	1,100	46,292
Allowance for doubtful accounts	-3,489	-2,409	Other current liabilities	450,966	335,357
Total current asset	13,514,786	13,388,357	Total current liabilities	1,064,160	1,167,603
Non-current Assets			Long-term liabilities		
Tangible fixed assets	93,134	91,637	Long-term loans payable	125,860	125,308
Investment and other assets	113,382	152,796	Total long-term liabilities	125,860	125,308
Non-current assets	206,517	244,434	**Total liabilities**	1,190,020	1,292,911
			Net assets		
			Shareholders' equity		
			Capital stock	5,404,872	5,419,437
			Capital surplus	7,890,254	7,904,819
			Retained earnings	-769,062	-989,537
			Treasury stock	-108	-167
			Total shareholders' equity	12,525,955	12,334,551
			Subscription rights to shares	5,328	5,328
			Total net assets	12,531,283	12,339,879
Total assets	13,721,304	13,632,791	Total liabilities and net assets	13,721,304	13,632,791

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Estimated TAM

Status	Industry	Potential business locations	×	Estimated number of cloudcams per location※1	=	Potential number of cloudcams
Main markets (current)	Restaurant	1.42MM※2		4 cloudcams		5.67MM
	Retail	0.99MM※3		4 cloudcams		3.96MM
	Service	0.47MM※4		4 cloudcams		1.89MM
	Construction	0.21MM※5		5 cloudcams		1.05MM
Newly entered markets	Manufacturing and logistics	0.05MM※8		10 cloudcams		0.45MM
	Infrastructure/public sector	2.00MM※7		3 cloudcams		6.01MM
	Financial	0.25MM※6		3 cloudcams		0.75MM
Potential markets (medium- to long-term)	Parking lot	5.34MM※9		1 cloudcams		5.34MM
	Hospital and nursing home	0.19MM※10		5 cloudcams		0.97MM
	Educational institution	0.08MM※11		10 cloudcams		0.83MM
	Office	0.19MM※12		3 cloudcams		0.57MM
	Apartment	0.12MM※13		3 cloudcams		0.36MM
	Elevator	0.77MM※14		1 cloudcams		0.77MM
	Total	12.08MM※14		-		28.63MM

※1 Estimated number of units installed per base: our estimated value based on past business experience, etc
※2 Number of restaurants operating facilities cited from Ministry of Heath, Labor and Welfare "Report on Public Health Administration and Services" (2019)
※3 Number of establishments of retailers cited from Ministry of Economy, Trade and Industry "Economic census-activity survey results (wholesale and retail, 2016)"
※4 Total number of amusement stores (2017), pachinko stores (2018), hotels (2017), inns (2017), museums (2018), hair dressing shops and barbers (2018), and public bathhouse (2018) cited from Yano Research and Institute Ltd." Surveillance Camera Market Forecast and Next-Generation"
※5 Total number of construction orders from public institutions based on data from Ministry of Land, Infrastructure, Transport and Tourism "Construction work order dynamic statistics survey report (2019)"
※6 Total number of bank branches (2018~19), and ATMs (2018~19) cited from Yano Research and Institute Ltd." Surveillance Camera Market Forecast and Next-Generation"
※7 Total number of renewable energy power generation equipment (2019), railway stations (2018), water crew and water purification plants (2014), sewage treatment plants (2015), and river management facilities cited from Yano Research and Institute Ltd." Surveillance Camera Market Forecast and Next-Generation
※8 Total number of facilities and workplace (2018), distribution depot (estimated, 2013), and large distribution depot (estimated, 2013) cited from Yano Research and Institute Ltd." Surveillance Camera Market Forecast and Next-Generation"
※9 Total number of shared parking lots (2018) cited from Japan Parking Association "National Parking Lot Maintenance Survey 2020"
※10 Total number of medical facilities (2019) cited from Ministry of Health, Labor and Welfare's "Medical Facility (Dynamics) Survey / Hospital Report (2019)" and pay nursing homes (2019) sited from Ministry of Health, Labor and Welfare's "Survey of social welfare facilities (2019)"
※11 Total number of schools (2019), nursery school (2019), other childcare facilities (2019), and kindergartens (2019) cited from Yano Research and Institute Ltd." Surveillance Camera Market Forecast and Next-Generation"
※12 Total number of office buildings cited from Ministry of Land, Infrastructure, Transport and Tourism "corporate land and building basic survey (2018)"
※13 Total number of condominiums cited from Condominium Management Companies Association "condominium management contract trend survey result summary (2020)"
※14 Total number of maintenance number of elevators cited from Japan Elevator Association " Report on the results of the survey on the number of elevators installed in 2019" (2020)

b. Service Characteristics

1. Company Overview & Growth Strategy
2. Q1 FY2022 Financial Results
3. Appendix
   a. Company Information, KPIs, Business Environment
   b. Service Characteristics

Price List※1

		Initial Cost	Recurring charge per month	
			Recording Plan	Per cloudcam
Cloud recording service		¥19,800～	7 days	¥1,200/month
			14 days	¥1,650/month
			30 days	¥2,000/month
			60 days	¥2,500/month
			90 days	¥3,000/month
			180 days	¥4,500/month
			365 days	¥7,000/month
Safie Pocket2	Rental Plan (over 1 month)	¥15,000	-	¥25,000/month
	Long-term rental plan (over 24 months)	Open price	-	Open price

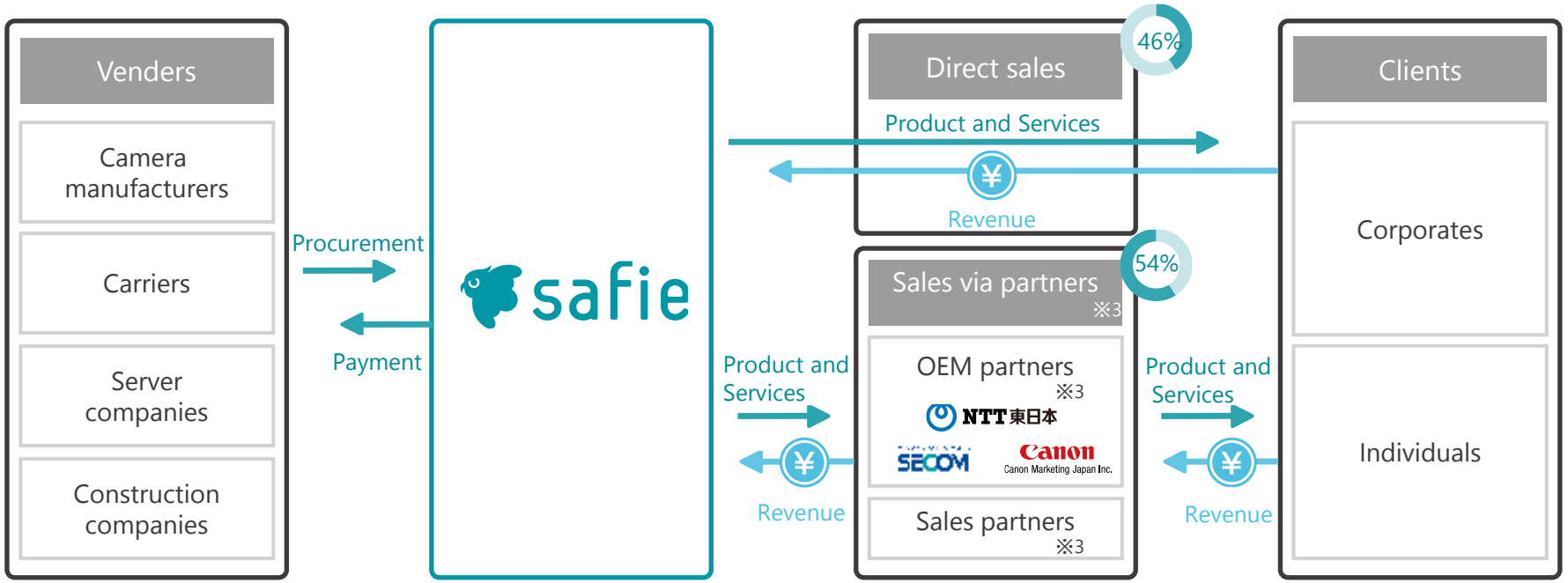
■ Application

Safie Entrance2	Differs by model	Upto 100 faces: ¥16,500/month※3
Safie Visitors	-	¥10,000/month per cloudcam

※1 Prices shown above exclude taxes.
※2 In addition to prices shown above, additional construction fees may be incurred.
※3 Additional fees will apply for registered users exceeding 100.

Business Model and Sales Channel

✓ Cloudcams ※1 are marketed directly or through sales partners, in addition to providing cloud recording services※2.



One-time revenue (revenue from cloudcam sales)

Recurring revenue (revenue from monthly charges for cloud recording services, viewing and use of applications)

※1 Safie procures cameras from various camera manufacturers (including Safie brand cameras) and does not engage in manufacturing.
※2 Safie does not develop and provide all the cloud infrastructure on its own but utilizes services of major cloud vendors to provide data storage and viewing services.
※3 "OEM Partner" refers to a partner company that purchases cloudcams and cloud services (or only the latter) from Safie and resells to end customers under the partner's brand name.
"Other sales partner" refers to a partner company that purchases cloudcams and cloud services (or only the latter) from Safie and resells to end customers under the Safie brand name. Note that there are some sales partners that do not purchase cloudcams from Safie and only provide the services.

Technological Advantage of Our Services

Technological Highlights

1 Cloud-driven OS for cameras

Broad line-up of cloudcams for B2B use
Cloud-controlled videos and device

2 High security

Fully encrypted secure network

3 High quality and user-friendly UI・UX

Plug-and-use easy UX design
High quality / high compression video data

4 Highly scalable platform

A video data platform for AI development
Open API to link to various services

Customer feedback

- **High quality, low price**
- **Highly scalable services**
- **Large sales network/channel**

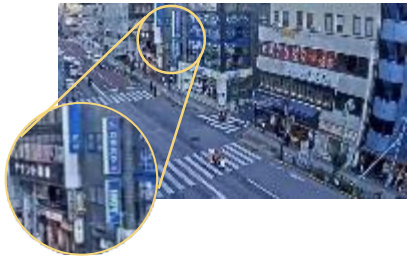


Safie's Cloudcams vs. Conventional Surveillance Cameras

safie

High-Def Video Data & UX

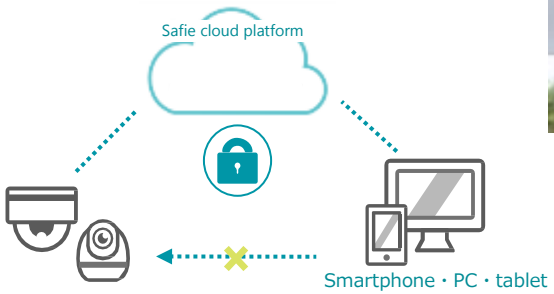
- HD, 30fps, high quality and smooth video
- Real-time access from smartphone etc
- Video sharing at multiple sites and users



HD image quality・・・ 1,280×720px

High Security

- Communication encryption
- ID management for each employee
- No direct access to cloudcams from external sources



Affordable Pricing

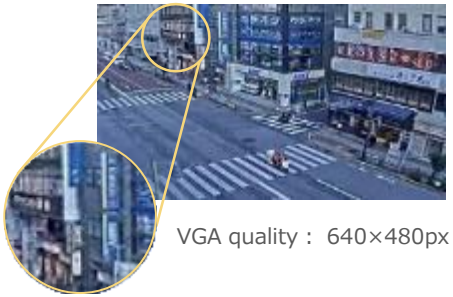
- Initial cost only for camera
- Monthly plan: ¥1,200/month~※


Safie-enabled cloudcams


Smartphone

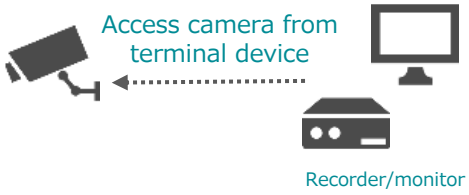
Conventional surveillance cameras

- Image quality is poor, grainy
- Video viewable only at the site's monitors/recorder



VGA quality： 640×480px

- Risk of information leakage by accessing the video stored in the camera



- Many devices require initial installation (cameras and other related equipment, installation)
- Monthly plan: often requires expensive usage fee



※ Price per cloudcam for 7-days recording plan (tax excluded)

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Products and Services – Safie PRO

✓ Safie PRO is a cloud video recording service, where users can view/browse the videos recorded by the cloudcams and stores on the cloud on a monthly subscription basis.



One-time revenue

Revenue from cloudcam sales

Recurring revenue

Revenue from monthly charges for cloud recording services, viewing and use of applications

Service Characteristics

- HD image
- High Security
- Affordable price
- No recorders
- Video Sharing
- Central control for multiple units
- Available 24h

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Products and Services – Safie GO & Safie Pocket

Safie GO and Safie Pocket significantly contributes to on-site digital transformation (DX) mainly in the construction industry and for outdoor work.

Safie GO Series



- Safie GO is an outdoor camera that packages LTE mobile router/communication fee and cloud recording service into a single cloudcam service.
- Suitable for various on-site work with its waterproof and compact body; helps to improve operations.

Safie Pocket Series





Built-in SIM card LTE communication

Built-in battery for up to 8 hours

Easy operation Plug and use

- Safie Pocket2 is a wearable cloud camera to support on-site remote operation
- Capable of LTE communication, built-in battery and real time communication
- Enables remote operation at various on-sites scenes.

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Products and Services - Safie Visitors

✓ Safie Visitors is an optional application suited for physical stores that uses automatic facial recognition to analyze visitor attributes and behavioral data.



- Auto Face Recognition and Recording
- Auto Attribute Prediction (age, gender, etc.)
- Visit Count

- Registration by Store (Customers' names and Labelling)
- Link with the customer DB



Measurement of purchasing rates



Customer attribute analysis



Acquisition of repeat customers



Analysis of loyal customers



Track shop-hopping※1



Crime prevention ※2



※1 Automatic face recognition and recording of visitors makes it possible to monitor the status of visits to multiple stores
※2 Store staff receives a notification when a visitor who has been previously registered for shoplifting or for suspicious conduct at other stores, visits the store.

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Formulation and Disclosure of the Data Charter

✓ As the leading company for video platforms, Safie has decided to be the forerunner in adopting its Data Charter for our own self-discipline and for the purpose of establishing standards for supporting our users to appropriately operate and utilize the platform.



Safie formulated and disclosed its Data Charter.
Revised the Privacy Policy in accordance with the views expressed in the Data Charter.

Purpose of formulating the Data Charter

- The Data Charter stipulates Safie's basic views on protection of privacy for videos. As the leading company of video platforms, Safie has adopted the Data Charter as a forerunner to self-discipline itself, and for the purpose of supporting our users to appropriately operate and utilize the platform, together with the cooperation of our partners and stakeholders.

Activities Going Forward

- Based on the principles of the Data Charter, Safie will develop the following points shown below, with the aim to establish data governance through cooperation with stakeholders.
  - ✓ Establish a contact point for inquiries regarding the principles of the Data Charter and its activities for customers utilizing the platform.
  - ✓ Plan to buildout a support tool for the appropriate use of data on the platform.
- With the formulation and adoption of the Data Charter, Safie has revised its Privacy Policy on April 2022 to align with the principles and views expounded in the Data Charter.

Disclaimer

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