Third Quarter of the Fiscal Year Ending December 31, 2024
Summary of Financial Results

November 12, 2024

YMIRLINK, Inc.

Security identifier code: 4372

Topics for FY2024

New Product/Function Releases

Cuenote Push

A function to send push messages to the browser of users who have provided consent in advance.
Notifications displayed in the notification area on smartphones encourage users to visit websites almost immediately.

Start of provision from November 25, 2024.

Cuenote SMS for Salesforce

A service that works in coordination with Salesforce's (*1) Service Cloud and Sales Cloud and enables batch and individual sending of SMS messages from the Salesforce operations screen

Cuenote SMS for kintone

A service that works in coordination with Cybozu's kintone (*2) and enables batch and individual sending of SMS messages from the Salesforce operations screen

Alliance promotion

Expanded collaboration

Cybervision Hosting Co., Ltd.: Support for DMARC and BIMI setup/operation
COCOO Corp.: Marketing and operation support



*1) Salesforce is a trademark of Salesforce, Inc.
*2) Kintone is a trademark of Cybozu, Inc.

Topics for FY2024

Our clients

埼玉りそな銀行 RESONA

Accelerated growth for the top regional bank through use of email magazine as an owned media channel
Increased opening/click rate through participation in email magazine rewriting seminars

MORINAGA

Satisfying stringent email security requirements
Highly effective email magazine distribution

ILC

90% reduction in the number of inquiries handled (approx. 100 a day) through notification of delivery time with SMS

Scene Live
confidence is everything

SMS-coordinated call system successfully addressed customer needs

LabBase

10% increase in participation in human resources events through reminders sent through SMS

A-PAB

Decrease in working time to a third of what it was before thanks to generous support, with a message open rate remaining at an amazing 50%

毎日企画サービス

Amazing 0.0% spam email rate achieved thorough process of trial and error in delivery

mercari

High-speed delivery email relay server chosen by Mercari engineers

刈谷市 Kariya City

As an alternative to post, significant effect also felt at local authorities with a 30% reduction in costs

すぐトル

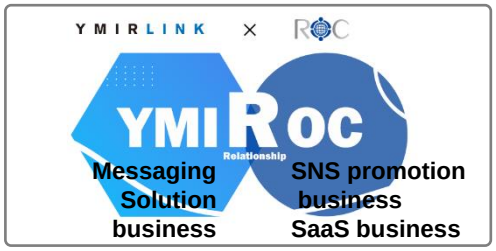
Demands of service users swiftly met thorough IVR (interactive voice response)

Topics for FY2024

Share acquisition (new subsidiaries), information publishing, other matters

ROC inc. becomes a subsidiary

Social media marketing pioneer ROC inc. becomes a subsidiary through share acquisition
Synergistic effect begins to be seen through jointly-hosted seminars, etc.



2024 integrated report published

We created an integrated report with the objectives of comprehensively deepening understanding of our activities, business strategies, our source of value creation, and the social and economic value we create, and to achieve a further increase in corporate value through this process.



Commemorative event held to mark 25th anniversary of our founding

Dividend policy changes and revision of dividend forecast (matters disclosed on October 16)

Changes in dividend policy

Sales and profits at all levels both reached record highs in the first nine months of the fiscal year.
Based on robust performance, we have determined that it is possible to provide ongoing returns to shareholders while securing investments in growth and internal reserves and intend to continue to pay dividends with a payout ratio of around 15%.

End-of-year dividend forecast (per share)

53.00 yen
(normal dividend: 16.00 yen)
(commemorative dividend: 37.00 yen)

Commemorative dividend payout

To commemorate the 25th anniversary of our establishment and the fact that for the first time we have a subsidiary, we intend to provide a commemorative dividend at the end of the fiscal year.

1 Business Overview — Page 6

2 Financial results for the 3rd quarter of the fiscal year ending December 31, 2024 — Page 12

3 Full-year forecast for the fiscal year ending December 31, 2024 — Page 31

4 Growth plan — Page 34

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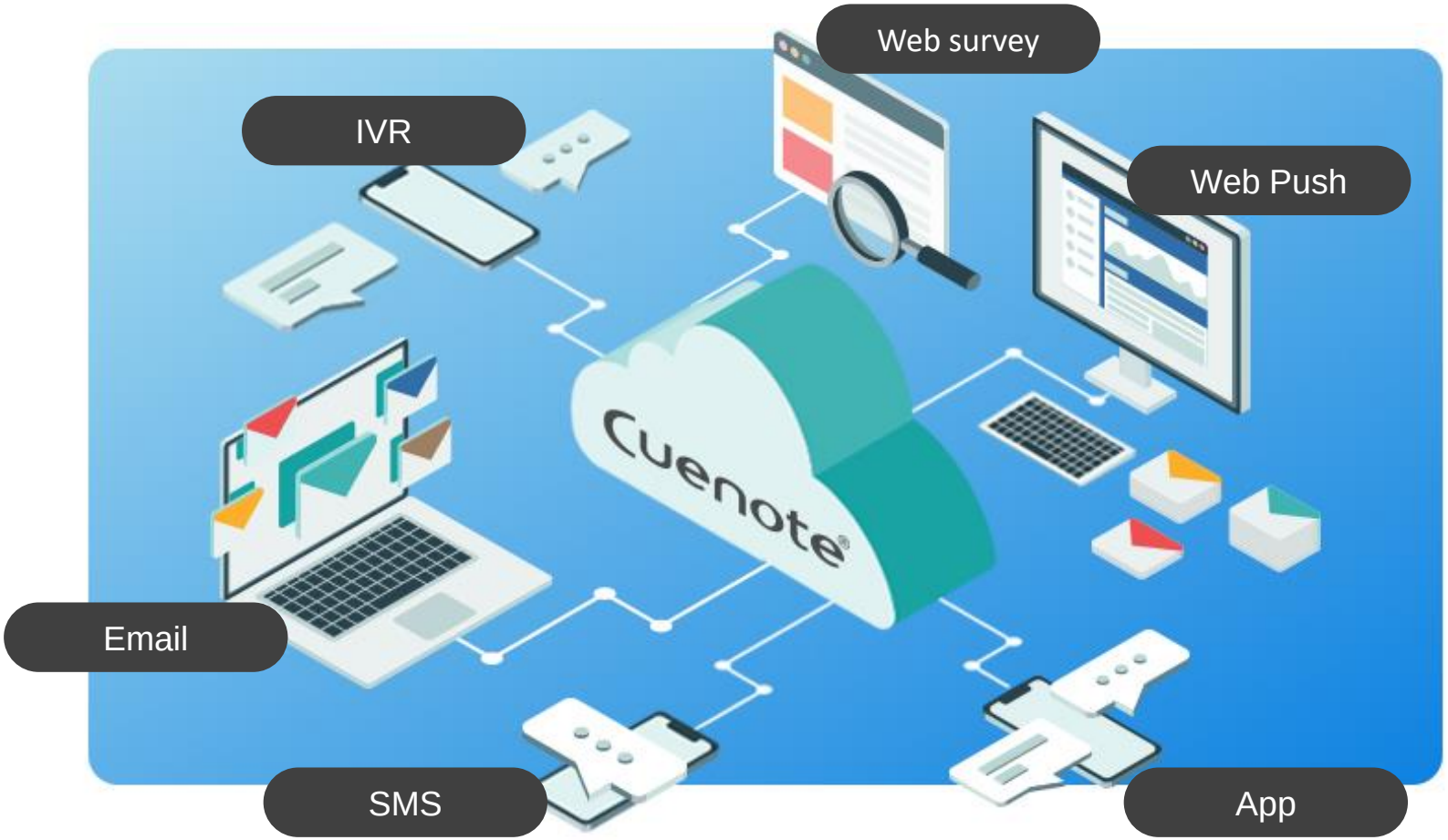


1.

Business Overview

Messaging solution (Cuenote) business

Provides cloud services to support marketing and communication such as transmission, collection and analysis of information utilizing the Internet (web, email, applications, etc.)



Cuenote Series

Email

Percentage of sales 67.5%

Email delivery system

Cuenote® FC



Includes large-scale, high-speed delivery performance and extensive marketing functions

Percentage of sales 18.5%

Email delivery API

Cuenote® SR-S



Relays email with an API and SMTP to resolve delays and non-deliveries
Includes delivery error reason analysis function

SMS

Percentage of sales 11.1%

SMS delivery service

Cuenote® SMS



Direct carrier access-type SMS delivery Service
Supports IVR and two-way communication for sending from API and screen

Authentication service

Cuenote® Auth



A service that enables the simple implementation of secure multi-factor authentication using SMS/IVR through an API

Other

Web push notifications

Cuenote® Push



A service that can send web push notifications to users' PCs and smartphones without the need for an app



Online survey and form system

Cuenote® Survey

Creates surveys and secure forms
Supports flexible design and multiple languages



安否確認サービス Cuenote®

Linked with weather information, in the event of disaster it automatically confirms safety status of the employees in the affected area

*(Note) The above sales composition ratios are the actual results for the period from January to December 2023.

YMIRLINK

YMIRLINK Revenue Structure and SaaS Features

1. 95% of YMIRLINK's revenue comes from SaaS usage fees (see Figure 1)
2. SaaS revenue accumulates easily with an improvement in the contract renewal rates (by minimizing withdrawals from the service) (Figure 2)
3. The churn rate for YMIRLINK services remains low at an average of 0.48% per month (Figure 3)

95% comes from service usage fees*1

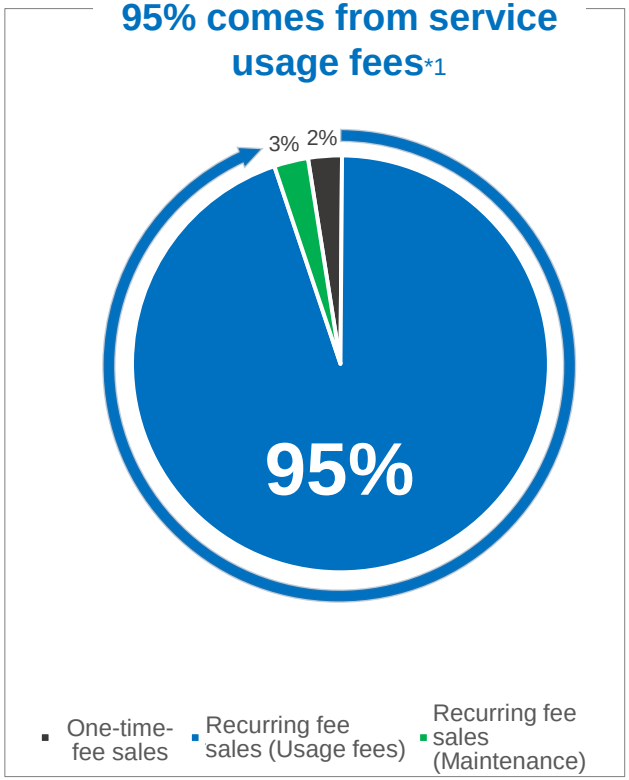


Figure 1: YMIRLINK revenue structure

A business model in which revenue accumulates easily

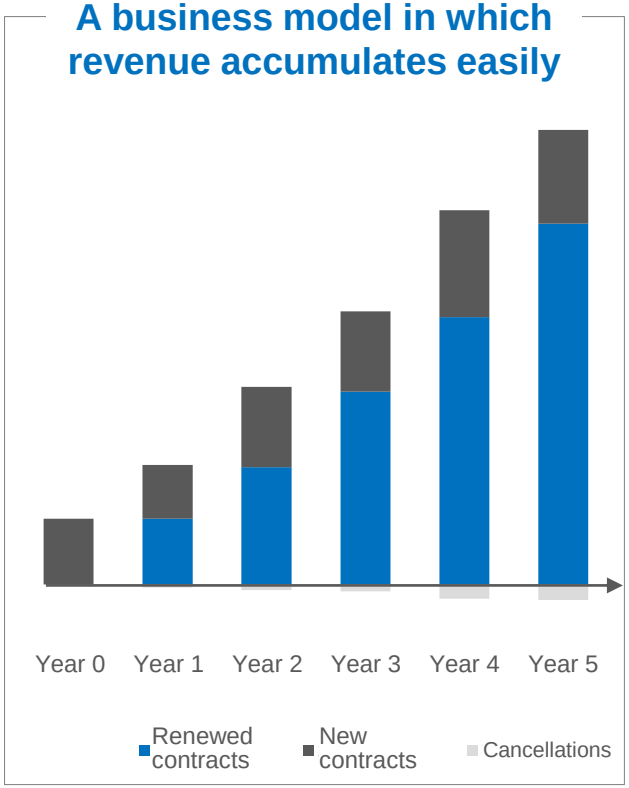


Figure 2: SaaS features

Low average churn rate of 0.48% per month *2

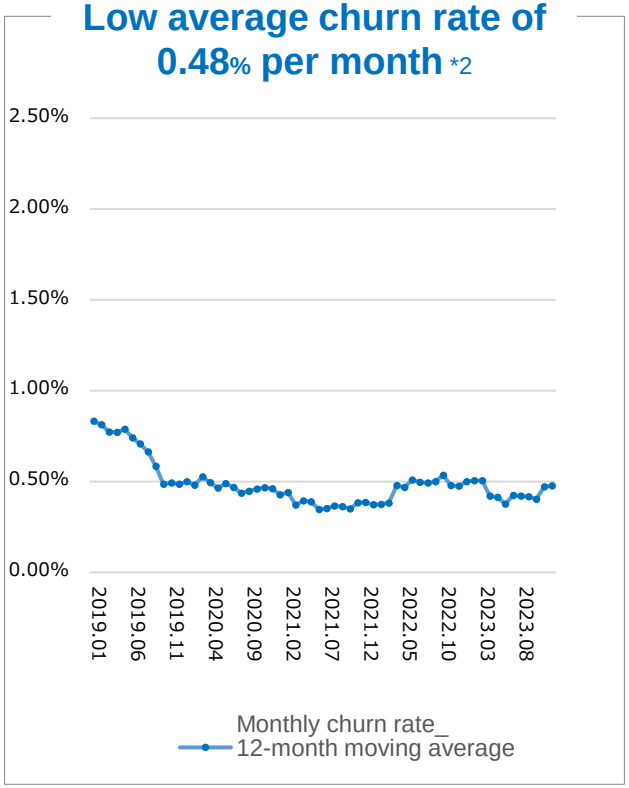


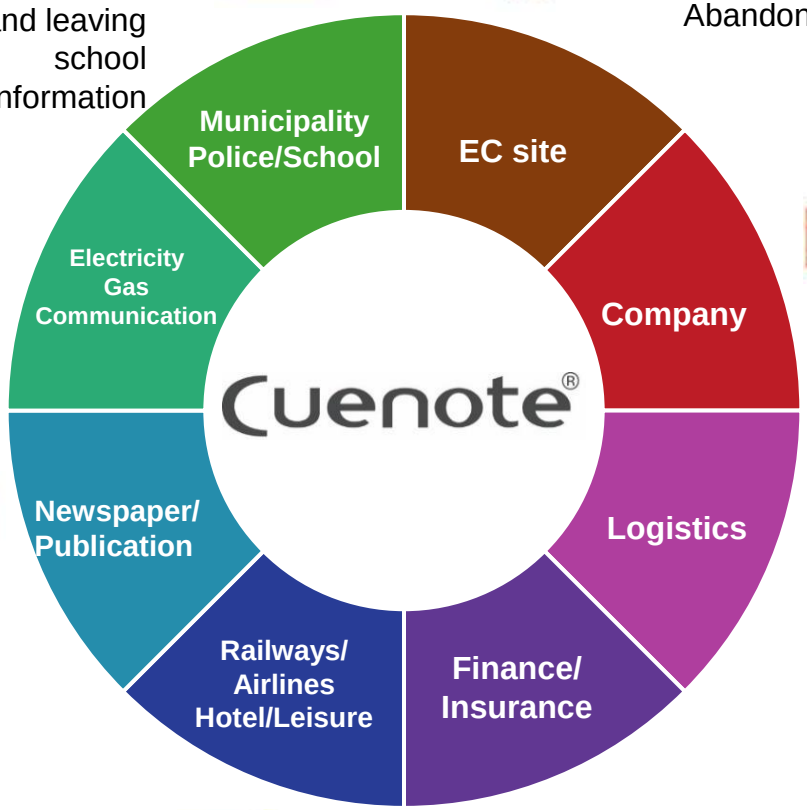
Figure 3: Monthly churn rate for all Cuenote services

*1 Service fees refers to service fees for SaaS (monthly amount)
*2 This is the 12-month moving average for the churn rate of all Cuenote services from January to December 2023
The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

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Where is Cuenote used?

In addition to promotional use, it is used for a variety of purposes and industries



Notifications on disaster prevention/crime prevention
Notifications on arriving at and leaving school
School closure information

Sales promotion
User authentication
Abandoned cart reminder

Price notification
Engineering work date information

IR/PR
Survey
Safety confirmation/
Call for meeting

Breaking news

Encourage store visits
Limited-time event notification

Reservation confirmation
Boarding/Visit remainder

Contract notice
Expiration/Renewal date information
Stock alert

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Clients of Cuenote

Since its launch, Cuenote has gained popularity with many clients.
Over 2,400 contracts

Listed companies that use Cuenote
273 companies*

Listed companies

CyberAgent, SAPPORO, Canon, LIXIL, KADOKAWA, @cosme, Tabio, cookpad, enigmo, Quest, mercari, LIVESENSE, 株式会社永谷園, I-O DATA, CYCLE BASE ASAHI, りそな銀行, JAPAN AIRLINES, F@N COMMUNICATIONS, AINZ&TULPE DRUG AND COSMETIC, 松竹, MORINAGA, Leopalace21, future shop, impress, SOFT99

Unlisted companies

CCC T-SITE, 日本旅行, 朝日新聞 DIGITAL, パーソル ワークスデザイン, Ponta, セイバン, MORITA, 日本気象協会, docomo insurance, Sony Payment Services, 毎日新聞, イーデザイン損保 東京海上グループ, DTI, 紀伊國屋書店, ECOMIYA, 日本ネット経済新聞, kinko's, SEGA NETWORKS, FACE, uhb 北海道文化放送, レコチョク, 日本流通産業新聞, JAPAN PHILHARMONIC ORCHESTRA, peach, disk union, 新横浜ラーメン博物館, iPROS, HIBIYA-KADAN, cake.jp, Kids Public, Maturum, マイナビニュース, すぐトル, TRIBECK, 毎日企画サービス, iTSCOM, 新学社, EZニュースEX, CHUBBYGANG, サンケイリビング新聞社, A-PAB, FINANTEC, LEVVELS, PARCO, 森永乳業クリニコ株式会社, LabBase

Government offices

神奈川県, 刈谷市 Kariya City, 岩手県警察, 福島県警察

(Note) The number of core subsidiaries of pure holding companies designated by listed companies and Japan Securities Dealers Association (as of the end of September 2024, according to our research)



2.

Financial results for the 3rd quarter of the fiscal year ending December 31, 2024

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Earnings summary: Sales and profit both reached record highs for the first nine months of the fiscal year

Net sales	**1,981 million yen**	Year-on-year **15.9% increase**
	Mail and SMS services grew and achieved record high results	
Operating profit	**469 million yen**	Year-on-year **9.7% increase**
	Record high thanks to yield increase	
Mail	**1,679 million yen**	Year-on-year **13.9% increase**
	End-of-year MRR: 185 million yen / MRR(*1) growth due to increase in number of contracts	
SMS・Auth	**256 million yen**	Year-on-year **34.2% increase**
	End-of-year MRR: 29 million yen / MRR growth due to increase in number of contracts	
Survey and other services	**44 million yen**	Year-on-year **3.5% increase**
	End-of-year MRR: 5 million yen / 13.1% increase year-on-year	

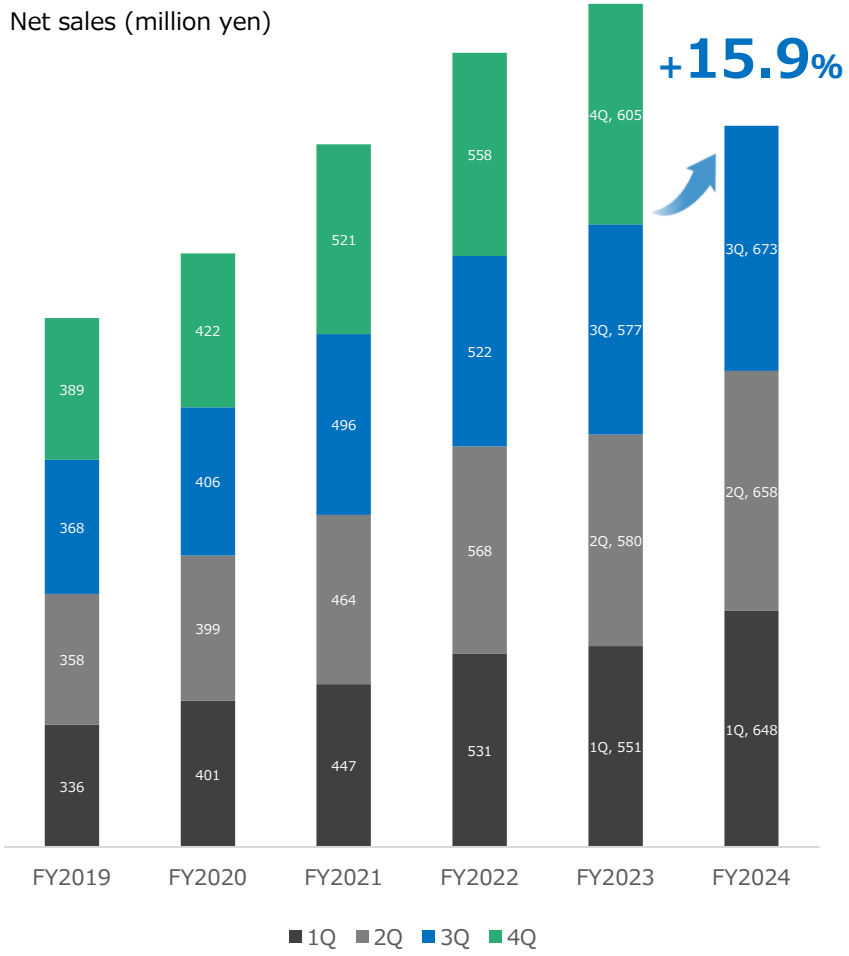
(*1) MRR(Monthly Recurring Revenue):
Revenue from contracts that stipulate services or use for a certain period of time, such as sales from SaaS service usage and maintenance service for purchase type software

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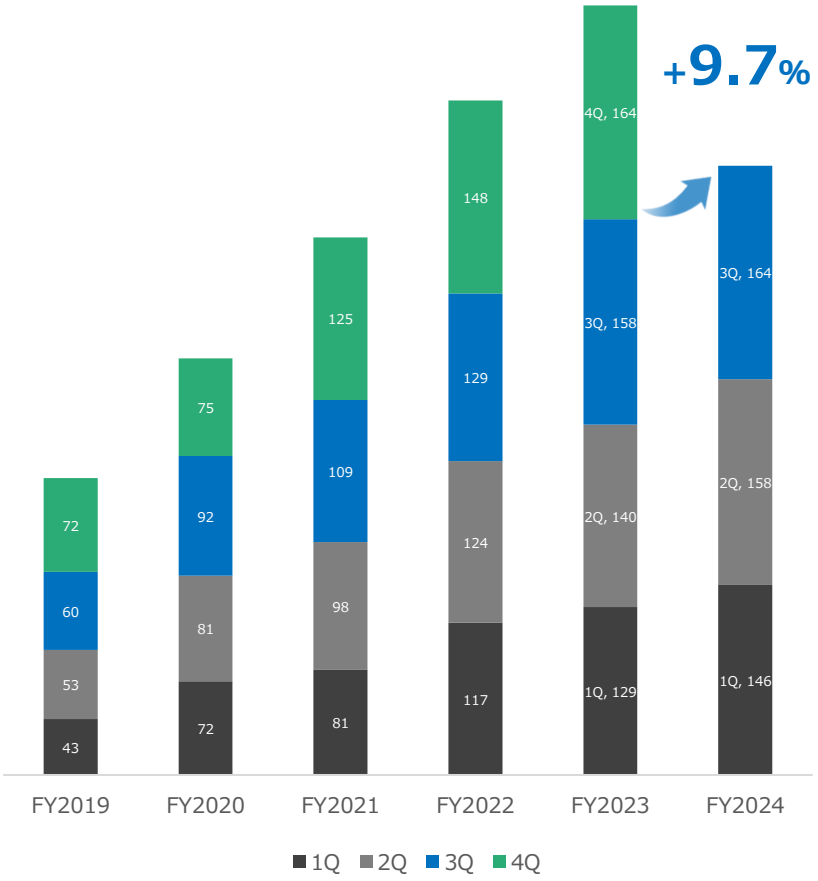
Business Results Development (up to the most recent quarter)

Sales and operating profit both reached record highs in the first nine months of the fiscal year

Net sales (million yen)



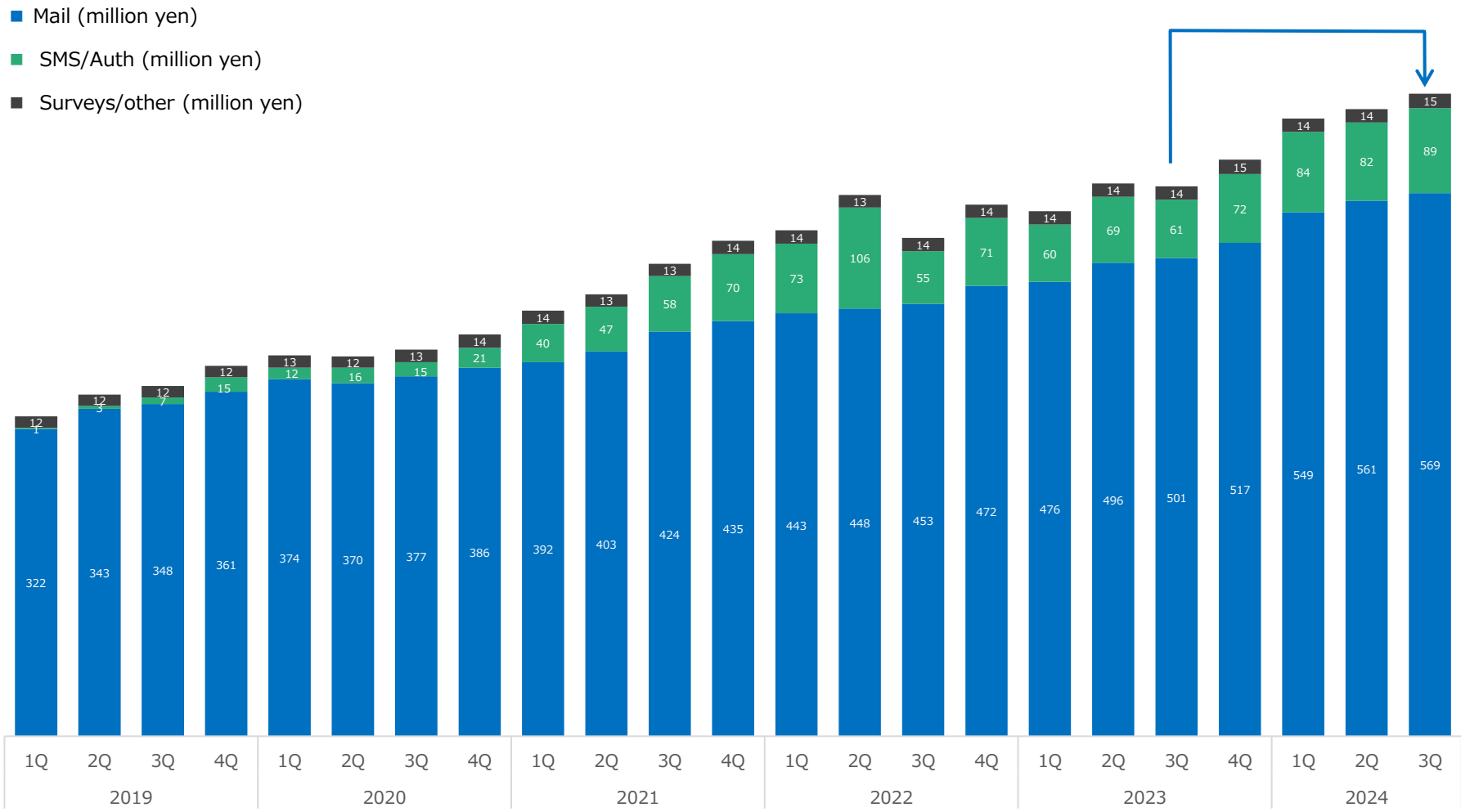
Operating profit (million yen)



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Quarterly Sales Development (by Service)

Year-on-year Mail 13.4% / SMS 44.9% increase



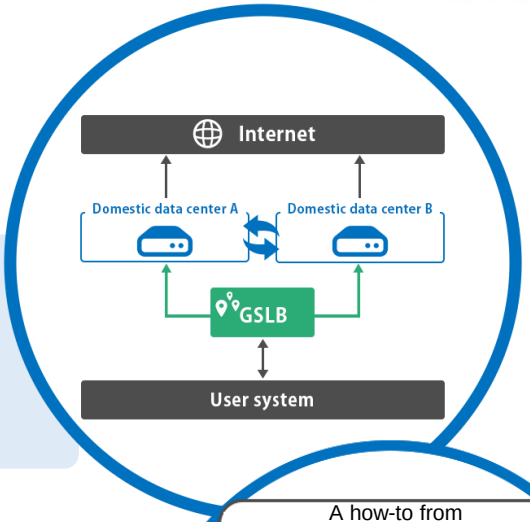
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Main service highlights Mail

Enterprise plan continues to be well received on the back of heightened needs for throughput, availability, robustness, and confidentiality

» Main enterprise plan clients in Q3 of 2024

Information and communications industry (telecommunications service providers, ISP, Sier), electricity/energy, healthcare-related business
Use by industrial groups (transport), wholesale/retail, human resources service, finance (banks, credit card companies),
convenience stores, ticketing services, etc.



Growing demand due to changes in the Google guidelines for email senders

Technical requirements for sender authentication Technical requirements to maintain safety in communication
Technical and operational requirements taking recipients into account

While the surge in demand calmed after the month in which the Gmail guidelines were applied (June), increase in demand for us and other specialized vendors is expected given an improvement in the specialization of email delivery technology



Alliance promotion

Start of setup and operation support service for DMARC and BIMI through collaboration with Cybervision Hosting
Start of Cuenote Concierge service through collaboration with COCOO Corp.



Publishing of customer stories

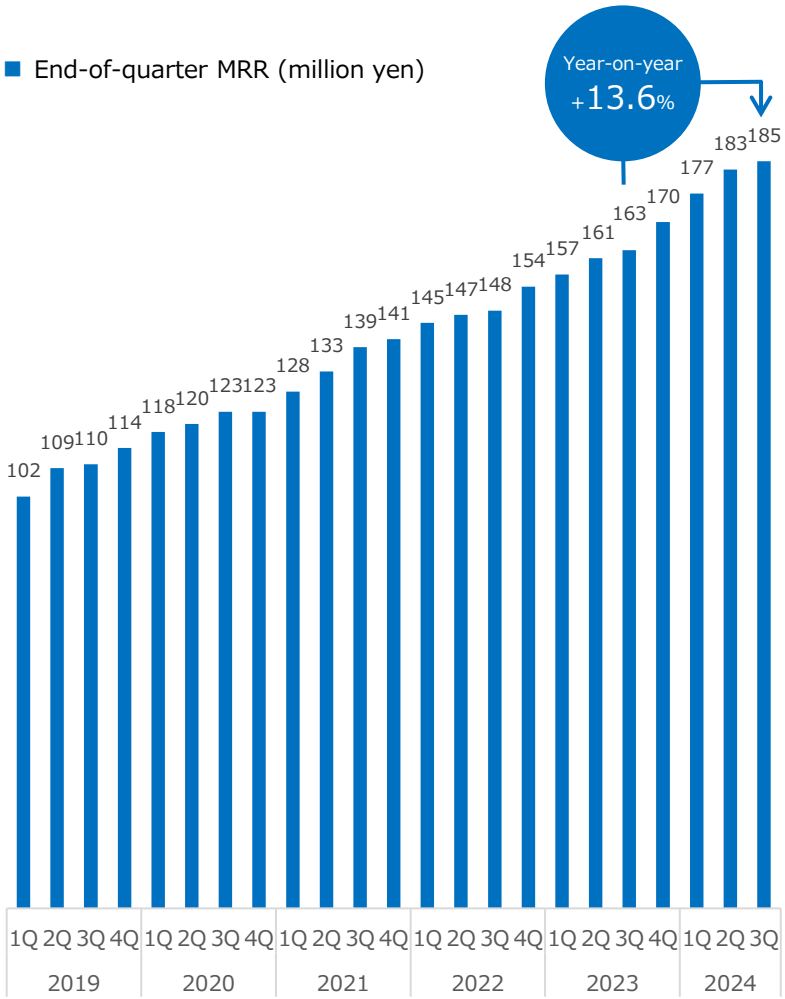
Publishing of customer stories from Saitama Resona Bank, Morinaga, the Association for Promotion of Advanced Broadcasting Services, Mainichi Kikaku Service, Mercari, and more.

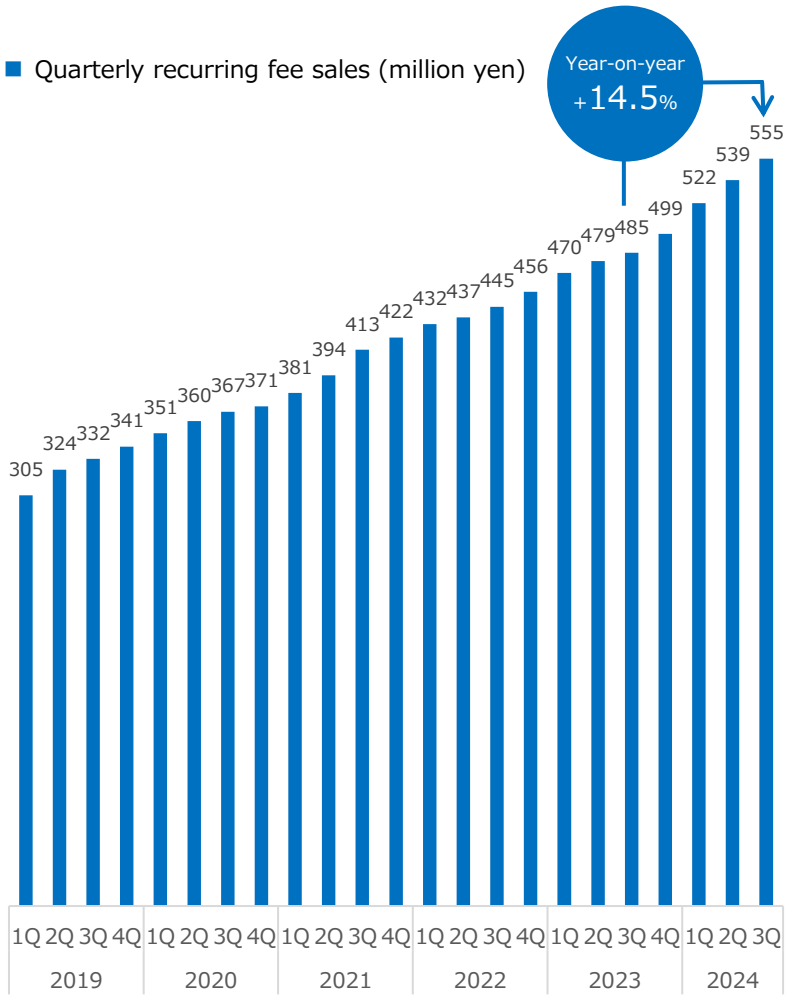
* Google and Gmail are trademarks or registered trademarks of Google LLC.

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Mail End-of-quarter MRR (*1)/Quarterly recurring fee sales

MRR at the end of the fiscal year increased by 13.6% over the same period in the previous year to 185 million yen, and third quarter recurring fee sales saw a 14.5% year-on-year increase to 555 million yen.



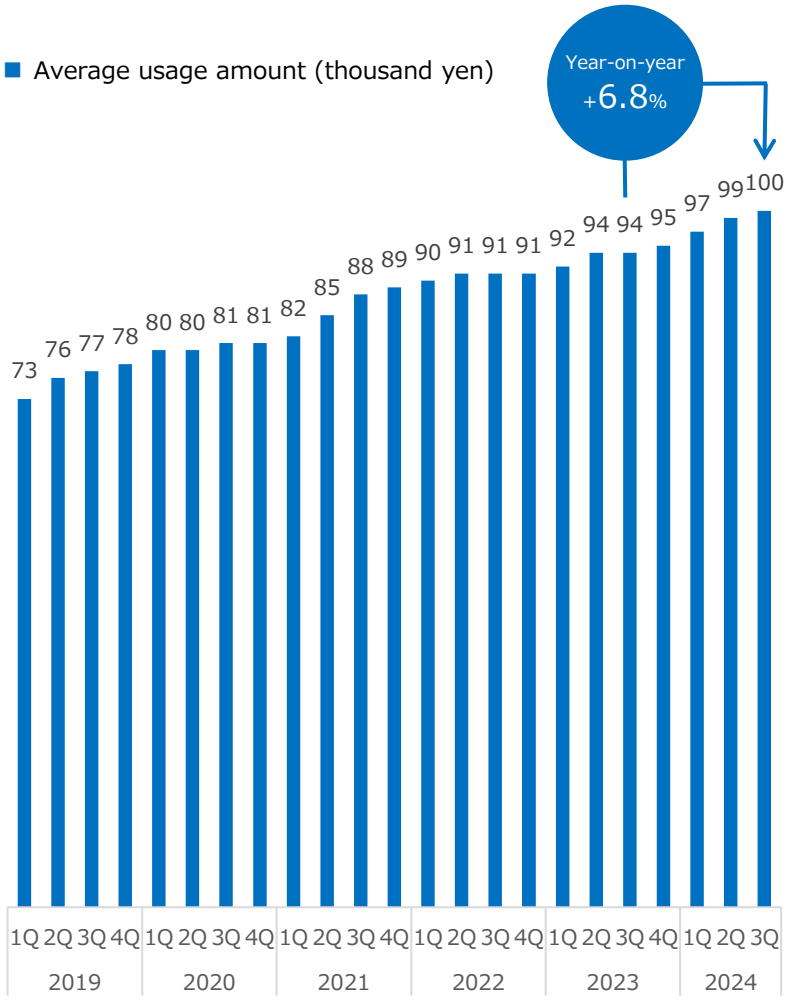


(*1) MRR(Monthly Recurring Revenue):
Revenue from contracts that stipulate services or use for a certain period of time, such as sales from SaaS service usage and maintenance service for purchase type software

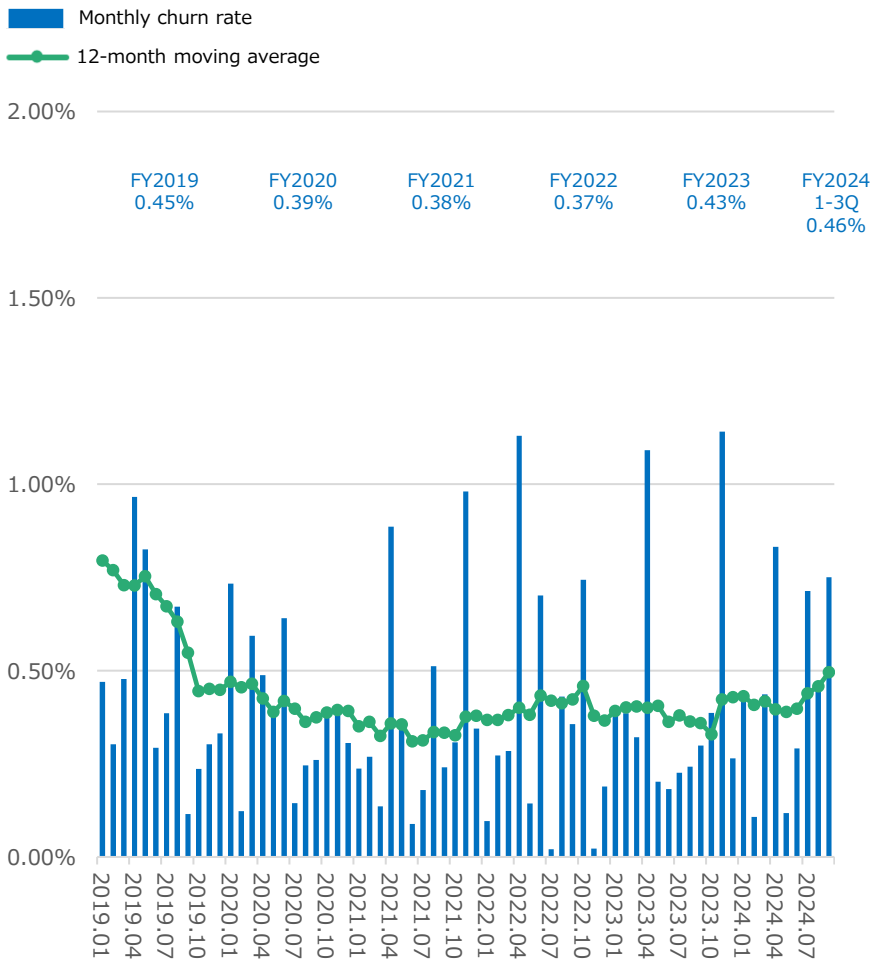
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Mail Average usage amount/Monthly churn rate

Average usage amount (*1)
6.8% growth in average usage amount due to increase in enterprise plan contracts



Churn rate (*2)
The monthly churn rate for the January-September period remained low at the average of 0.46%



(*1) One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract
This is calculated by the formula: [Total full-year recurring fee sales / Total number of full-year contracts]
(*2) The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

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Main service highlights SMS/Auth

Sales in the first nine months of the fiscal year increased by 34.2% year-on-year due to an increase in contracts

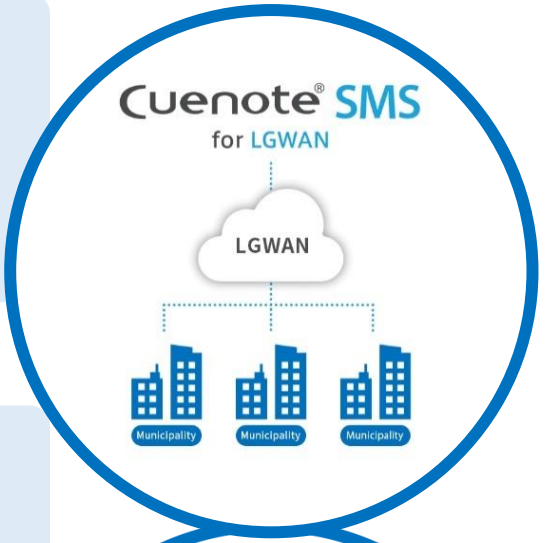
» Main clients in Q3 of 2024

Identity verification: Market platforms, machinery and equipment wholesale, credit cards

Notifications/contact: Worker dispatch, chemical industry, real estate, lodging, tutoring schools, retail, medical care, local governments

Promotions: Automobile sales, real estate, gas, retail

Prompts and reminders: Gas, unions

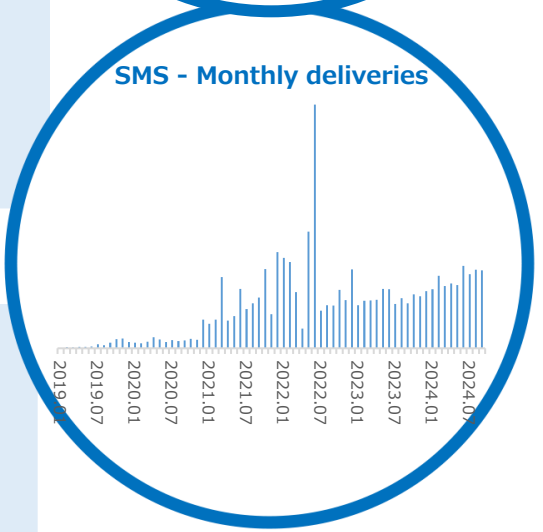


New functions/services

Following on from **Cuenote SMS for LGWAN**, provision of the following services for external connection and coordination has started

Cuenote SMS for Salesforce
Coordinates with Salesforce Service Cloud and Sales Cloud

Cuenote SMS for kintone
Coordinates with Cybozu's kintone



User companies

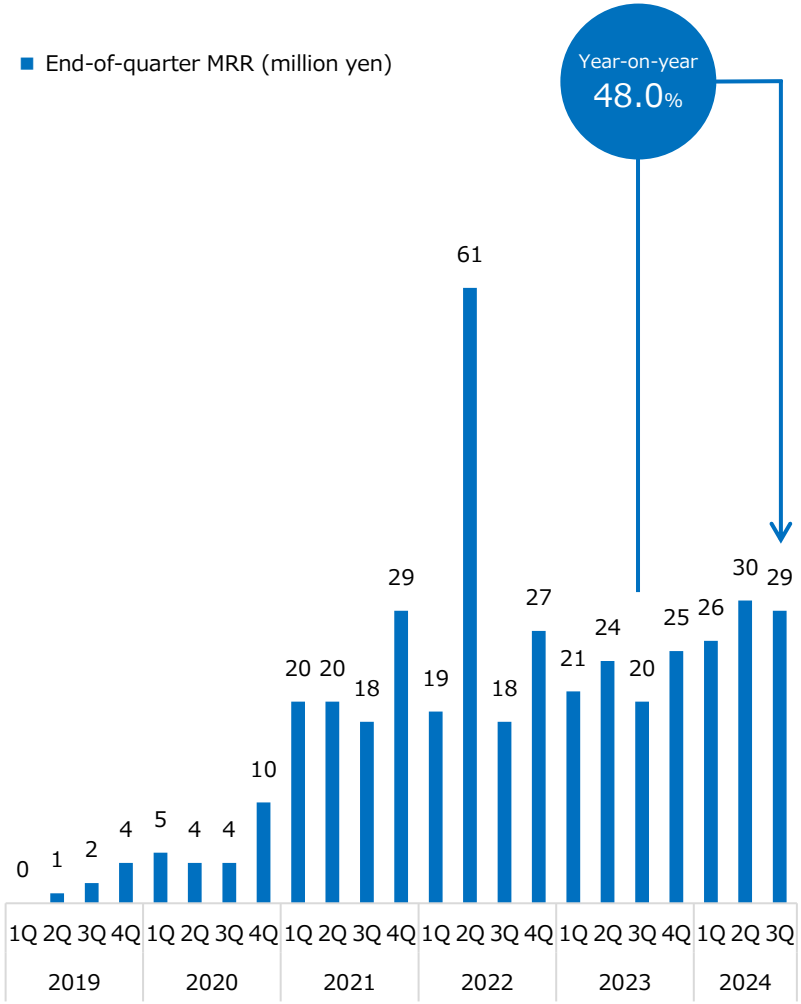
User stories for the companies and local authorities below have been published

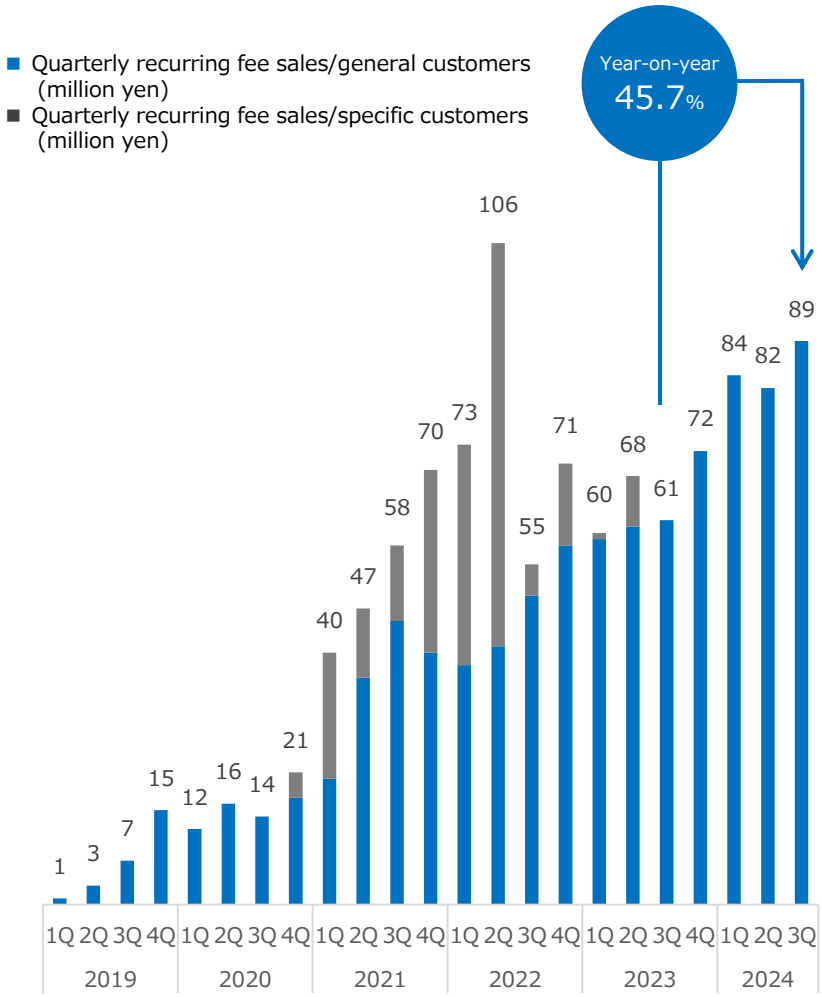
Iwai	: Notification of delivery time
Scene Live	: Coordination with call system
LabBase	: Reminders for events, reduction of cancellations
Kariya City Council	: Reduced costs through use as an alternative to post

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SMS/Auth Quarterly MRR/Quarterly recurring fee sales

End-of-quarter MRR and quarterly recurring fee sales both grew year-on-year due to increased users





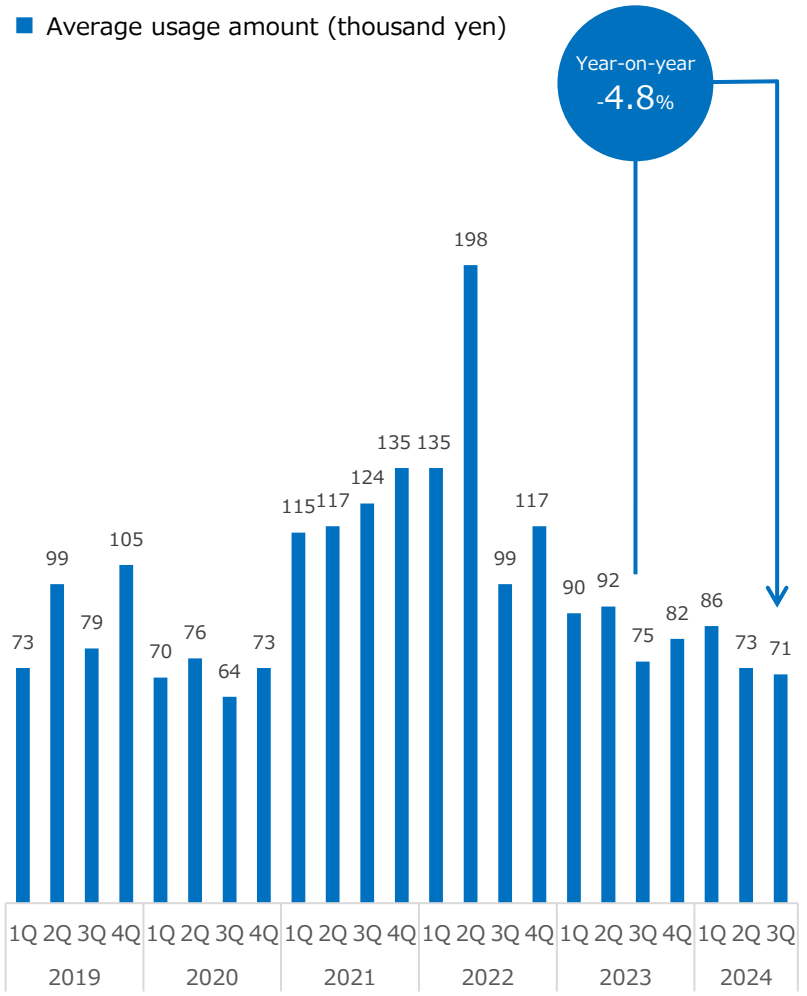
The number of monthly deliveries may increase or decrease due to seasonal factors such as peak season and off-peak season or environmental factors such as climate and disasters.

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SMS/Auth Average usage amount/Monthly churn rate

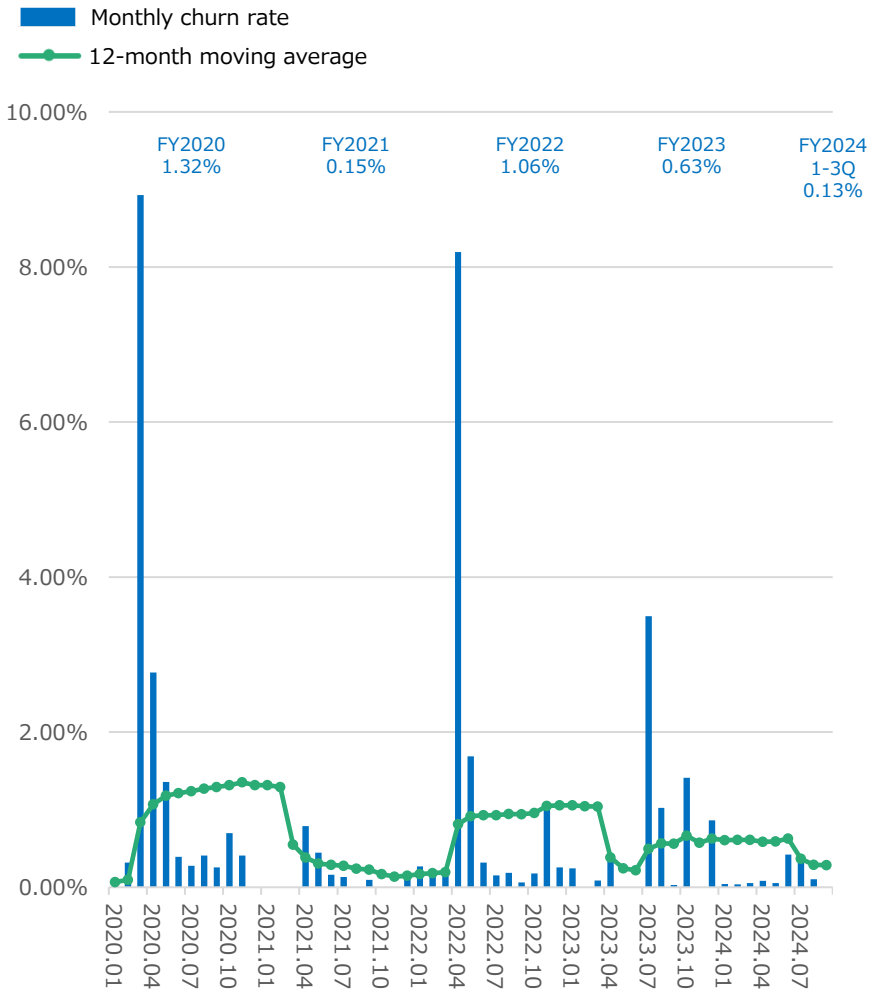
Average usage amount for SMS/Auth (*1)

Decrease of 4.8% in average usage amount due to an increase in small-scale delivery customers



SMS/Auth churn rate (*2)(*3)

The monthly churn rate for the January-September period was low at an average of 0.13%



(*1) One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract. This is calculated by the formula: [Total full-year recurring fee sales / Total number of full-year contracts]
(*2) The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>
(*3) Since SMS is mostly pay-per-use based on the number of deliveries and monthly usage amounts vary, the churn rate is calculated after determining the average usage amount before the clients left the service

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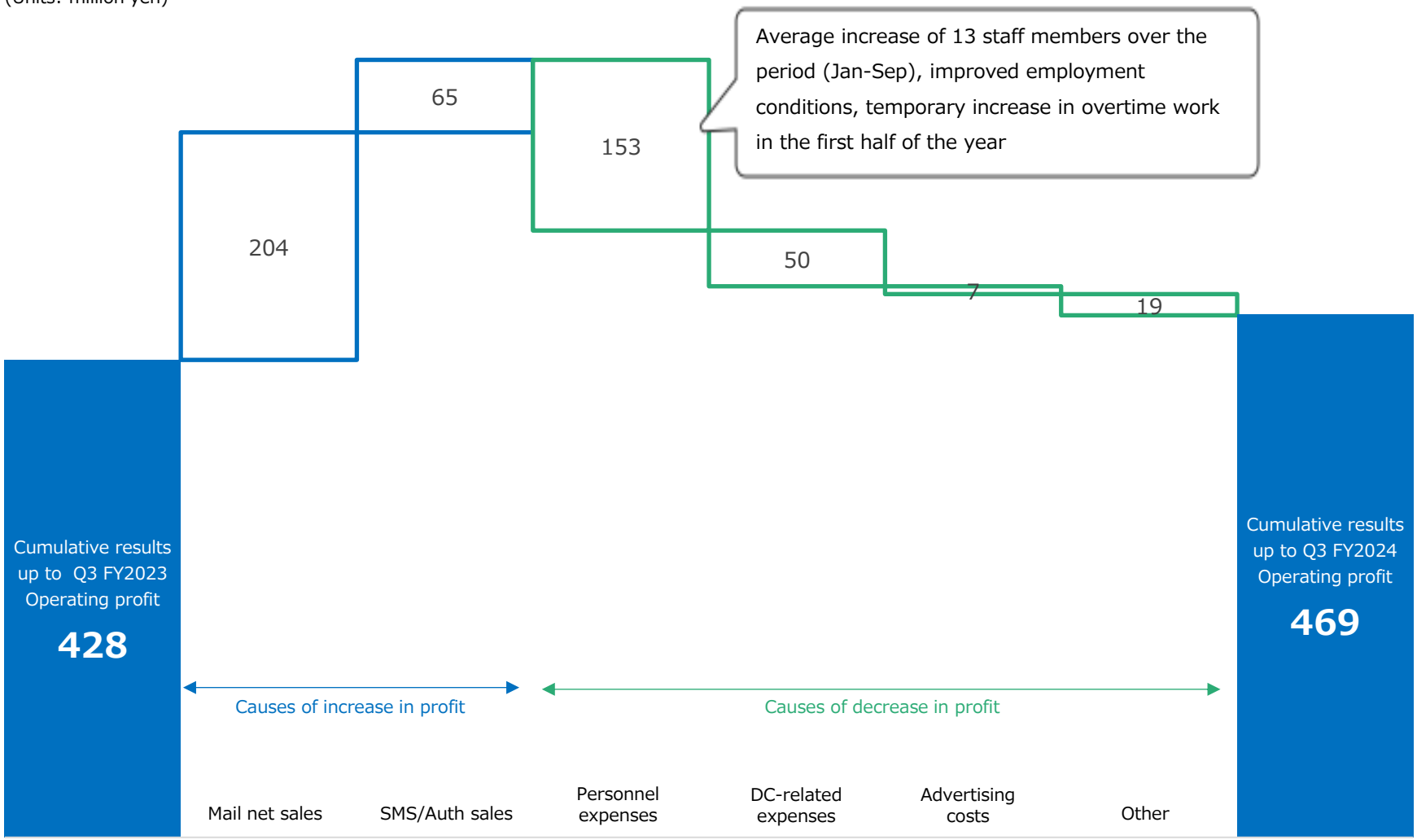
Income statement

	Q3 FY2023 (Jan-Sep)	Q3 2024 (Jan-Sep)	Rate of increase/decrease	Increase/decrease
Net sales	1,709 million yen	1,981 million yen	15.9 %	271 million yen
Cost of sales	539 million yen	671 million yen	24.4 %	131 million yen
Gross profit	1,170 million yen	1,309 million yen	12.0 %	139 million yen
Gross profit ratio	68.4 %	66.1 %	(2.3) pts.	-
Sales, general and administrative expenses	741 million yen	840 million yen	13.3 %	98 million yen
Operating profit	428 million yen	469 million yen	9.7 %	41 million yen
Operating profit ratio	25.0 %	23.7 %	(1.3) pts.	-
Ordinary profit	428 million yen	469 million yen	9.6 %	41 million yen
Current net profit	295 million yen	324 million yen	9.7 %	28 million yen
Current net profit ratio	17.3 %	16.4 %	(0.9) pts.	-

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Causes of increase/decrease of operating profit

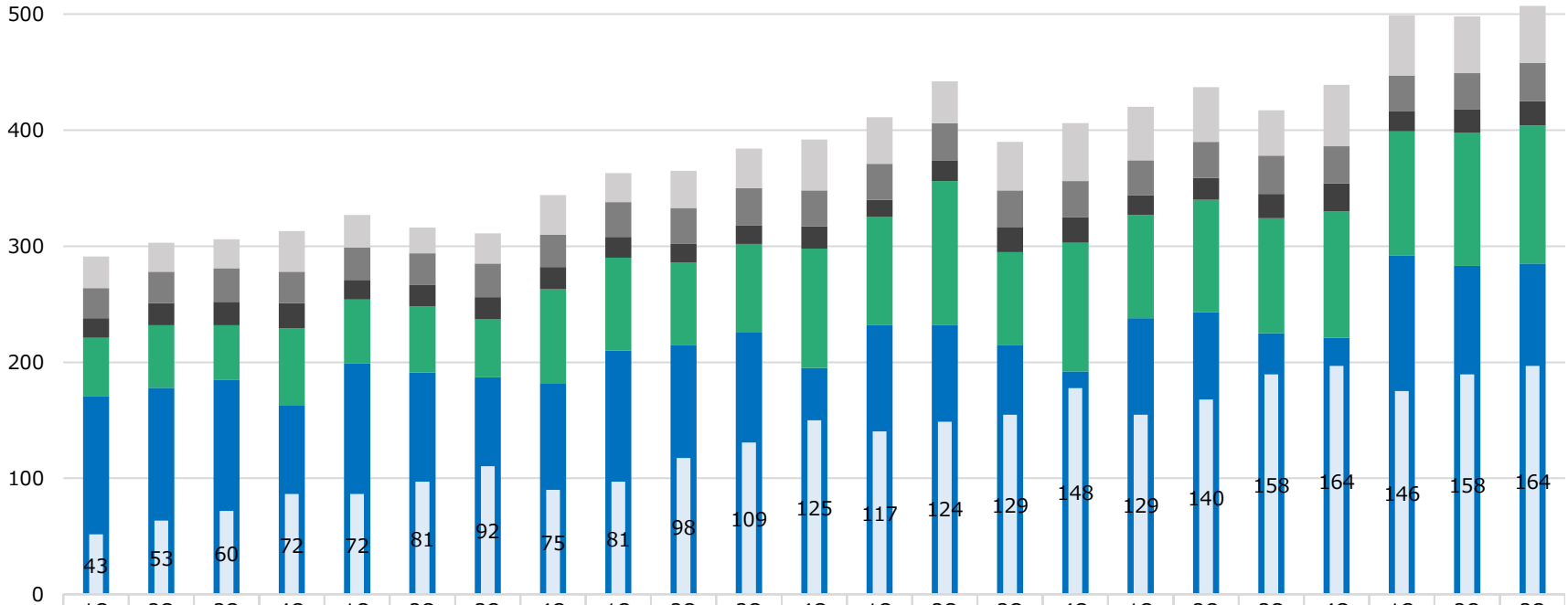
(Units: million yen)



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Growth of quarterly operating expenses and operating profit

The period in question saw an increase in employees and improved employment conditions, which, among other factors, led to an increase in personnel expenses

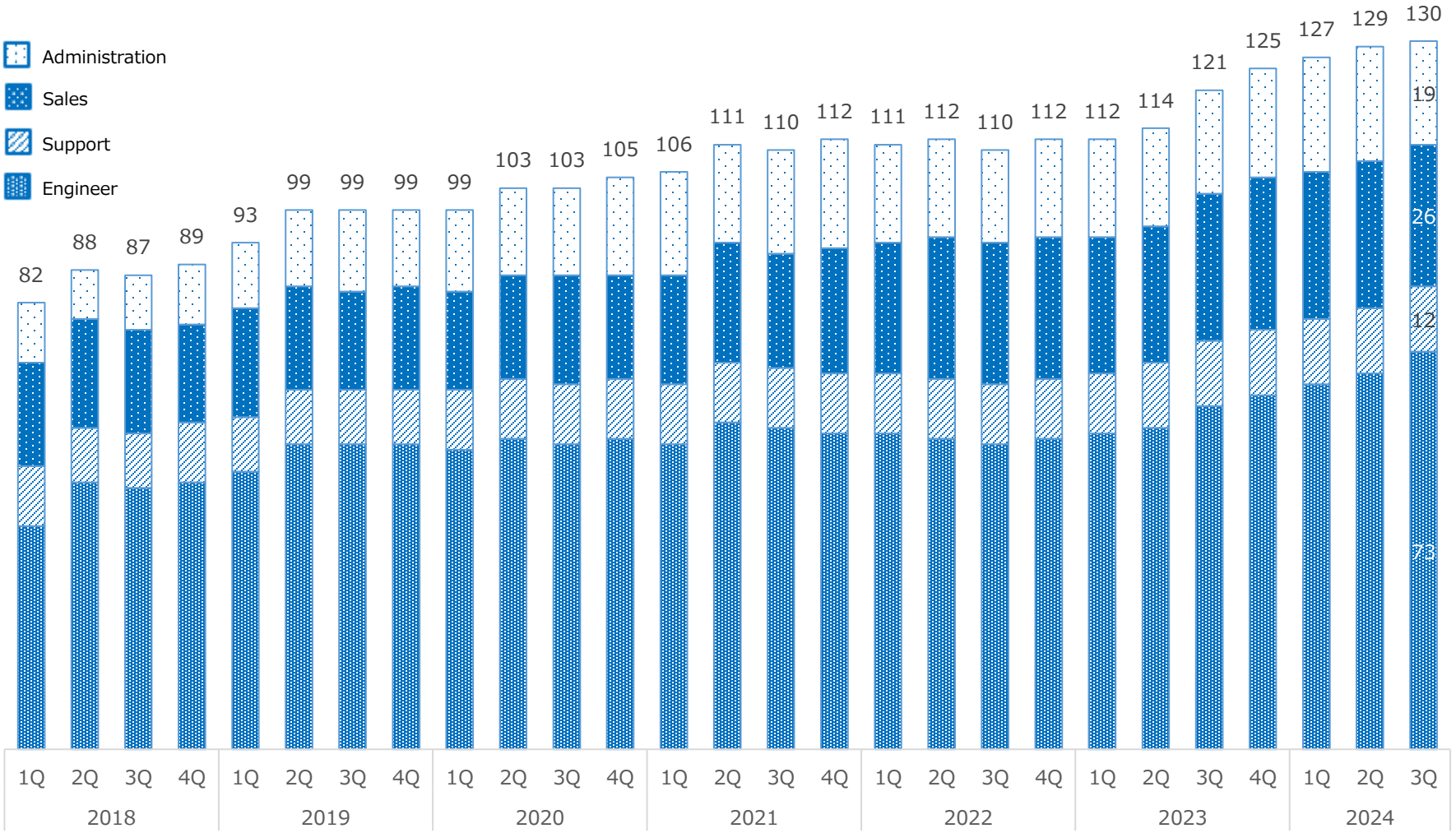


	1Q 2019	2Q 2019	3Q 2019	4Q 2019	1Q 2020	2Q 2020	3Q 2020	4Q 2020	1Q 2021	2Q 2021	3Q 2021	4Q 2021	1Q 2022	2Q 2022	3Q 2022	4Q 2022	1Q 2023	2Q 2023	3Q 2023	4Q 2023	1Q 2024	2Q 2024	3Q 2024
Other	27	25	25	35	28	22	26	34	25	32	34	44	40	36	42	50	46	47	39	53	52	49	49
Rent and utility expenses	26	27	29	27	28	27	29	28	30	31	32	31	31	32	32	31	30	31	33	32	31	31	33
Depreciation expenses	17	19	20	22	17	19	19	19	18	16	16	19	15	18	21	22	17	19	21	24	17	20	21
Server/DC, stocking, etc.	50	54	47	66	55	57	50	81	80	71	76	103	93	124	80	111	89	97	99	109	107	115	119
Personnel expenses	171	178	185	163	199	191	187	182	210	215	226	195	232	232	215	192	238	243	225	221	292	283	285
Operating profit	43	53	60	72	72	81	92	75	81	98	109	125	117	124	129	148	129	140	158	164	146	158	164
Operating profit ratio	12.9%	15.0%	16.3%	18.6%	18.1%	20.4%	22.8%	17.9%	18.1%	21.1%	22.1%	24.1%	22.2%	21.8%	24.8%	26.6%	23.5%	24.2%	27.4%	27.1%	22.6%	24.0%	24.4%

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Number of employees

Four more employees have joined since the end of the previous period to make the total 130 (tech staff +8, administration -1, sales -2)



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Balance sheet

	Fiscal year ended December 31, 2023	Fiscal year to September 30, 2024	Increase/ decrease
Current assets	2,466 million yen	2,761 million yen	295 million yen
Fixed assets	314 million yen	468 million yen	154 million yen
Total assets	2,780 million yen	3,230 million yen	449 million yen
Current liabilities	406 million yen	528 million yen	122 million yen
Fixed liabilities	- million yen	- million yen	- million yen
Total liabilities	406 million yen	528 million yen	122 million yen
Total net assets	2,374 million yen	2,701 million yen	327 million yen
Equity ratio	85.4 %	83.6 %	(1.7) pts.

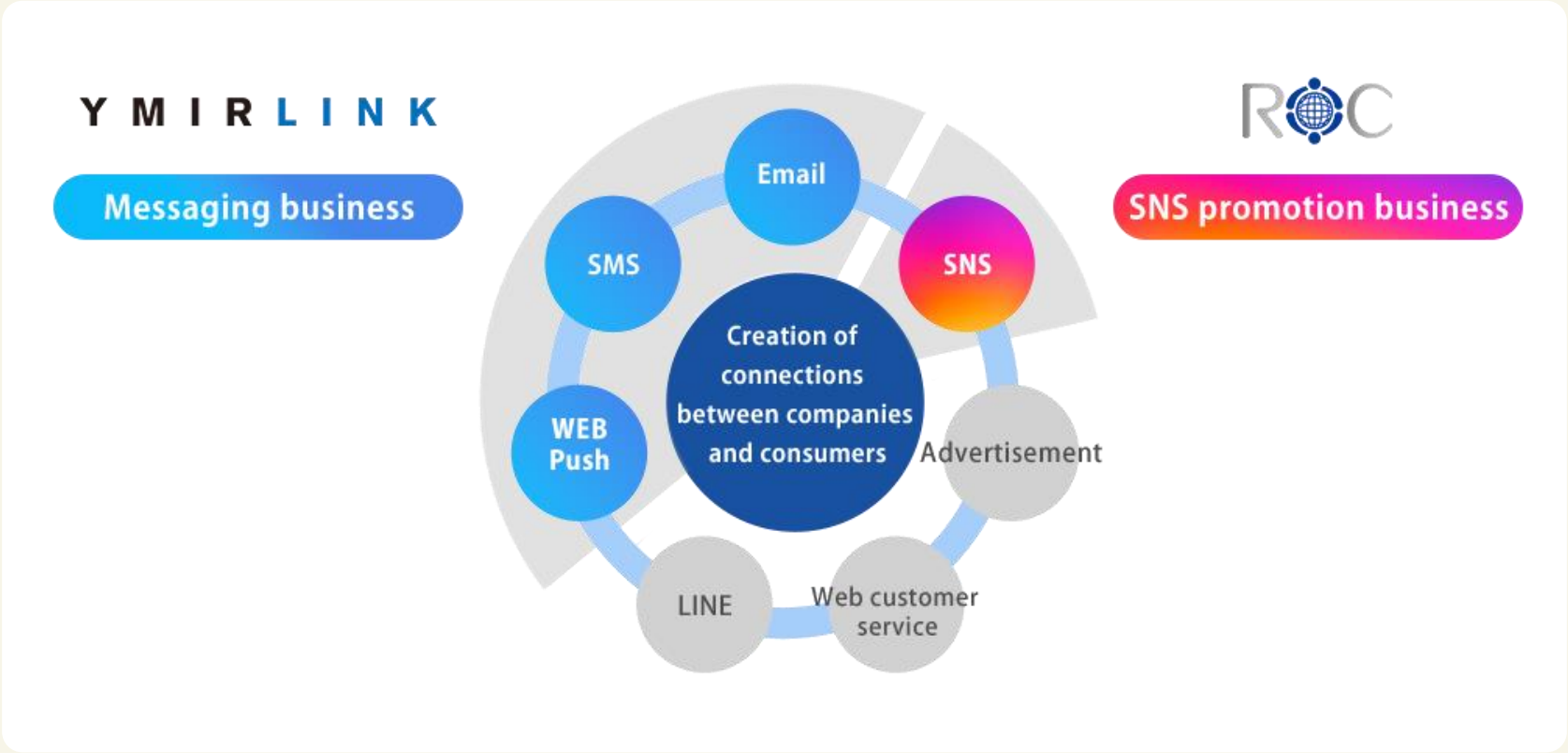
(Current assets)
- Liquid assets
  +315 million yen
- Prepaid expenses
  -18 million yen

(Non-current assets)
- Tangible fixed assets
  -10 million yen
- Intangible fixed assets
  +20 million yen
- Investments and other assets
  +144 million yen
  (Affiliate shares, etc. +98)

(Current liabilities)
- Accounts payable- trade, etc.
  +83 million yen
- Accrued tax, etc.
  -20 million yen
- Advances received, etc.
  +58 million yen

Topics: Acquisition of shares in ROC inc.

Shares acquired in ROC inc., which provides social media solutions, making ROC a subsidiary

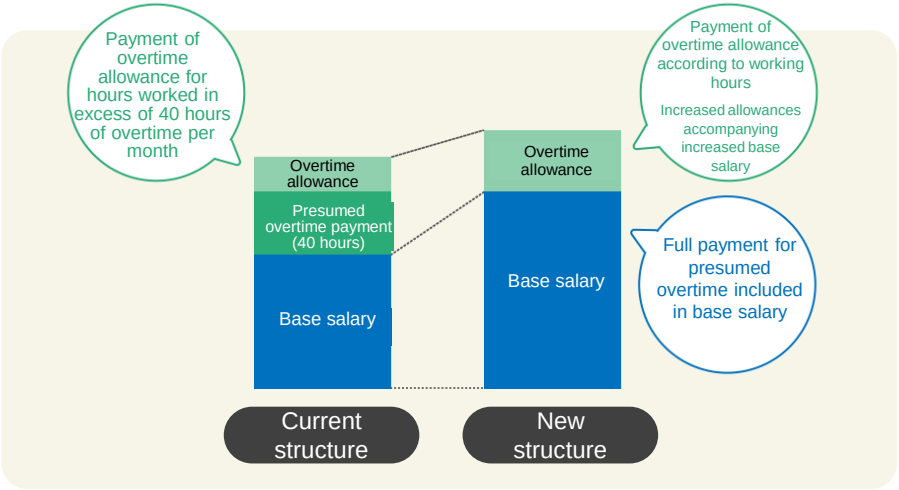


With a desire to create connections, the two companies will come together to achieve improved corporate value through a synergy that includes social media promotion support from ROC, SaaS system linking, and sharing of customers between the companies.

Topics

Inclusion of presumed overtime in base salary abolished in order to improve employees' conditions and reform working style

From January 2024



Presumed overtime payment (40 hours per month fixed payment) abolished, with its fixed payment amount now included in base salary in order to improve employees' conditions and reform working style
(Disclosed December 26, 2023, implemented January 1, 2024)

New Business Promotion Headquarters established

From January 2024



Business Promotion Headquarters established with the aim of planning and promoting new businesses and projects, and promoting alliance strategies
(Disclosed December 14, 2023, implemented January 1, 2024)

Topics

Start of provision of Cuenote SMS for Salesforce that links with Salesforce

July 2024



Linking with Service Cloud and Sales Cloud from Salesforce, single and batch SMS messages can be send from the management screen of Salesforce*.

* Salesforce is a cloud-based business application, and is a platform that enables multiple products to be combined for use, with core functions of sales force automation (SFA) and customer relationship management (CRM)

.

Start of provision of Merusapo and Dejisapo services in collaboration with COCOO

July 2024

Main Details of Service

- **Support for Introduction of Cuenote FC**
- **Operational Support for Cuenote FC after Initial Setup**
- **Proposals for Analysis Improvement Utilizing Cuenote FC**
- **Content Idea Consultations and General Marketing Consultations**



Thanks to an alliance with COCOO Corp., it is now possible for us to provide operational support concerning email marketing and digital marketing.

In the Merusapo and Dejisapo services for email support and total digital marketing support, respectively, we work together with COCOO Corp., a digital solution provider promoting digital transformation for businesses, and offer a choice of two plans for operational support according to the issues faced by businesses, such as being unsure about the most effective way to use Cuenote FC and how to get improved results in email marketing and digital marketing.

Topics

Start of provision of Cuenote SMS for kintone that works in coordination with kintone

October 2024

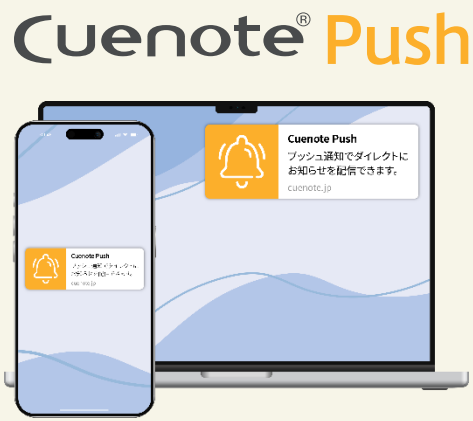


By adding a plugin to kintone*, users can send SMS messages individually and in bulk and check the delivery results from the kintone management screen.

*kintone is a cloud service that lets users create apps for work computerization and streamlining without the need for programming knowledge or coding.

Web push notification service Cuenote Push to be available from November 25, 2024

November 2024



Cuenote Push is a service that can send web push notifications to users' PCs and smartphones without the need for an app. Companies do not need to obtain the email address or other personal information of users, and users do not need to undertake any membership registration or other procedures. This makes it simple to receive notifications.

Web push notifications are effective for approaching potential customers and other such light users and can lead to website visits and encourage purchases. This makes them a marketing service with a different effect to email magazines and social media.



3.

Full-year forecast for the fiscal year ending December 31, 2024

YMIRLINK

Financial forecast for the fiscal year to December 31, 2024

Sales stand at 77.1% and operating profit stands at 77.0% in terms of the full-year results forecast

	Full-year FY2024	Cumulative results up to Q3 FY2024	Progress rate
Net sales	2,570 million yen	1,981 million yen	77.1 %
Recurring fee sales	2,508 million yen	1,918 million yen	76.5 %
One-time-fee sales	61 million yen	63 million yen	103.5 %
Operating profit	610 million yen	469 million yen	77.0 %
Operating profit ratio	23.7 %	23.7 %	0.0 pts.
Ordinary profit	610 million yen	469 million yen	76.9 %
Current net profit	420 million yen	324 million yen	77.1 %
Current net profit ratio	16.4 %	16.4 %	0.0 pts.

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Fiscal year ending December 31, 2024 Index of main services

	Fiscal year ended December 31, 2023	Fiscal year ending December 31, 2024	Rate of increase/decrease
Mail			
Full-year recurring fee sales	1,934 million yen	2,157 million yen	11.5 %
End-of-year MRR	170 million yen	187 million yen	9.9 %
Monthly churn rate	0.43 %	0.39 %	(0.03) Pts.
SMS・Auth			
Full-year recurring fee sales	263 million yen	293 million yen	11.2 %
End-of-year MRR	25 million yen	26 million yen	5.6 %
Monthly churn rate	0.63 %	0.80 %	0.17 Pts.



4.

Growth plan

Sustained growth from an increased number of messaging channels and platform creation



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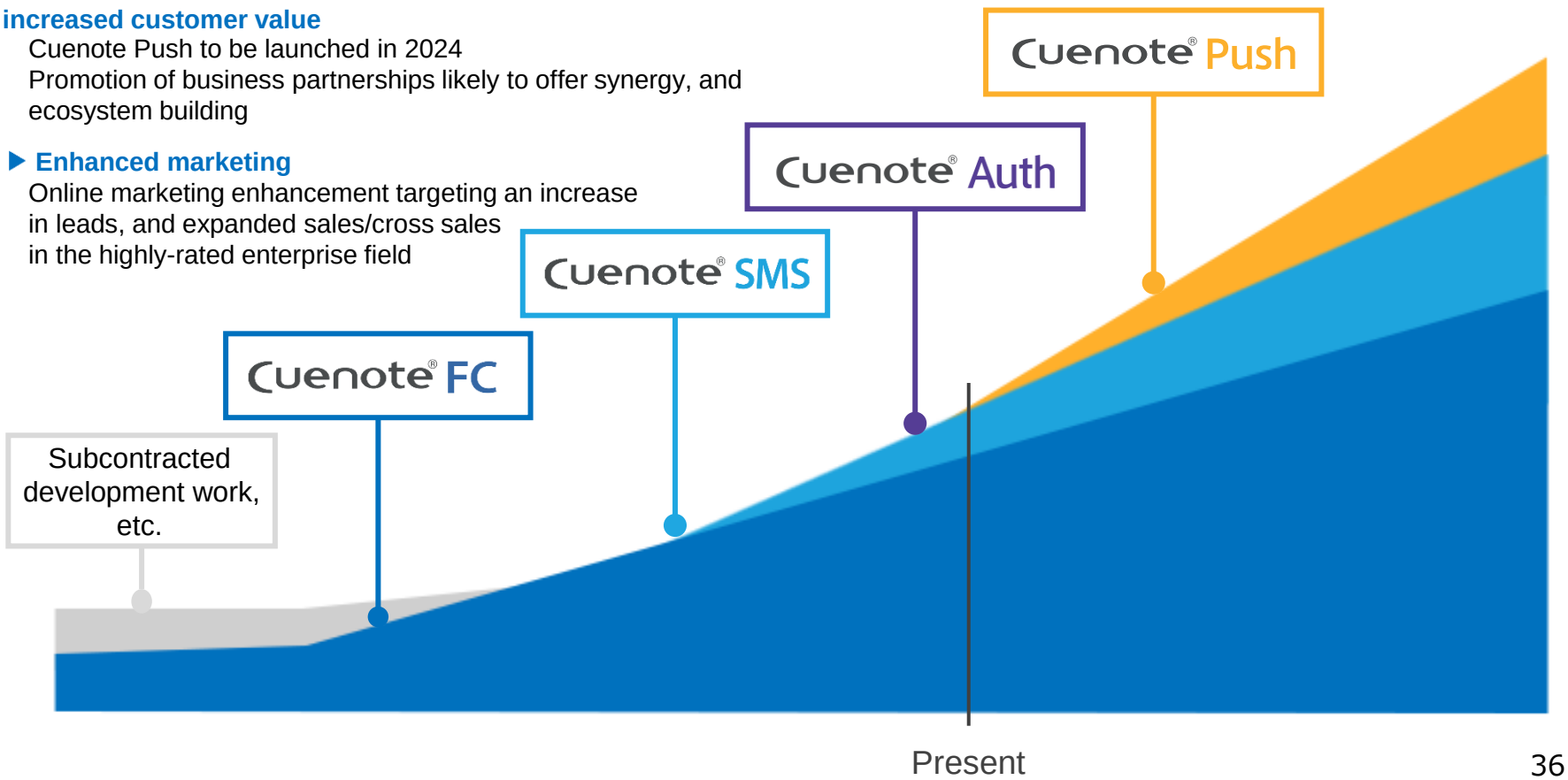
Vision for future growth

Strong growth from an increased share in the growing mail and SMS markets and an increased number of messaging channels.

- **Increased and enhanced human capital (increased employee numbers with a focus on technology, human resources development)**
  28 staff members to be added over two years from 2024 to 2025

- **New channel development and business partnership promotion targeting increased customer value**
  Cuenote Push to be launched in 2024
  Promotion of business partnerships likely to offer synergy, and ecosystem building

- **Enhanced marketing**
  Online marketing enhancement targeting an increase in leads, and expanded sales/cross sales in the highly-rated enterprise field



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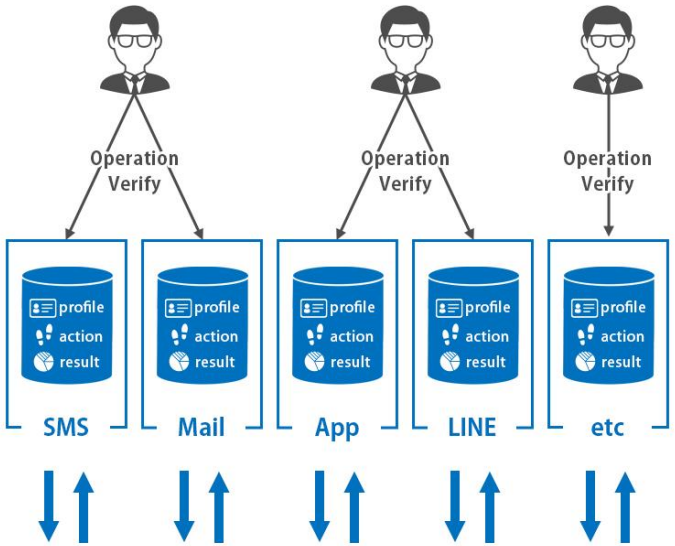
Role of a messaging platform

Background

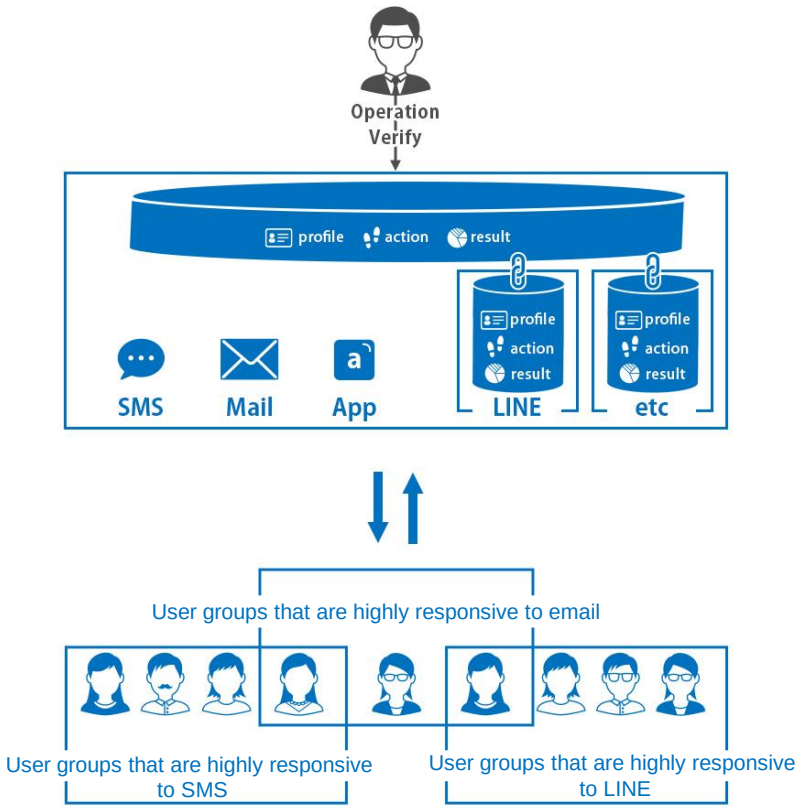
Diversification of communication methods as a result of the evolution of consumers' lifestyles, and IT tools and technologies

Company

Marketing measures for each communication channel
More complex marketing activities, increased costs



Improvement of the efficiency and sophistication of marketing activities
Realization of consistent or seamless communication
Improvement of effectiveness through user profile and behavior analysis



Consumer

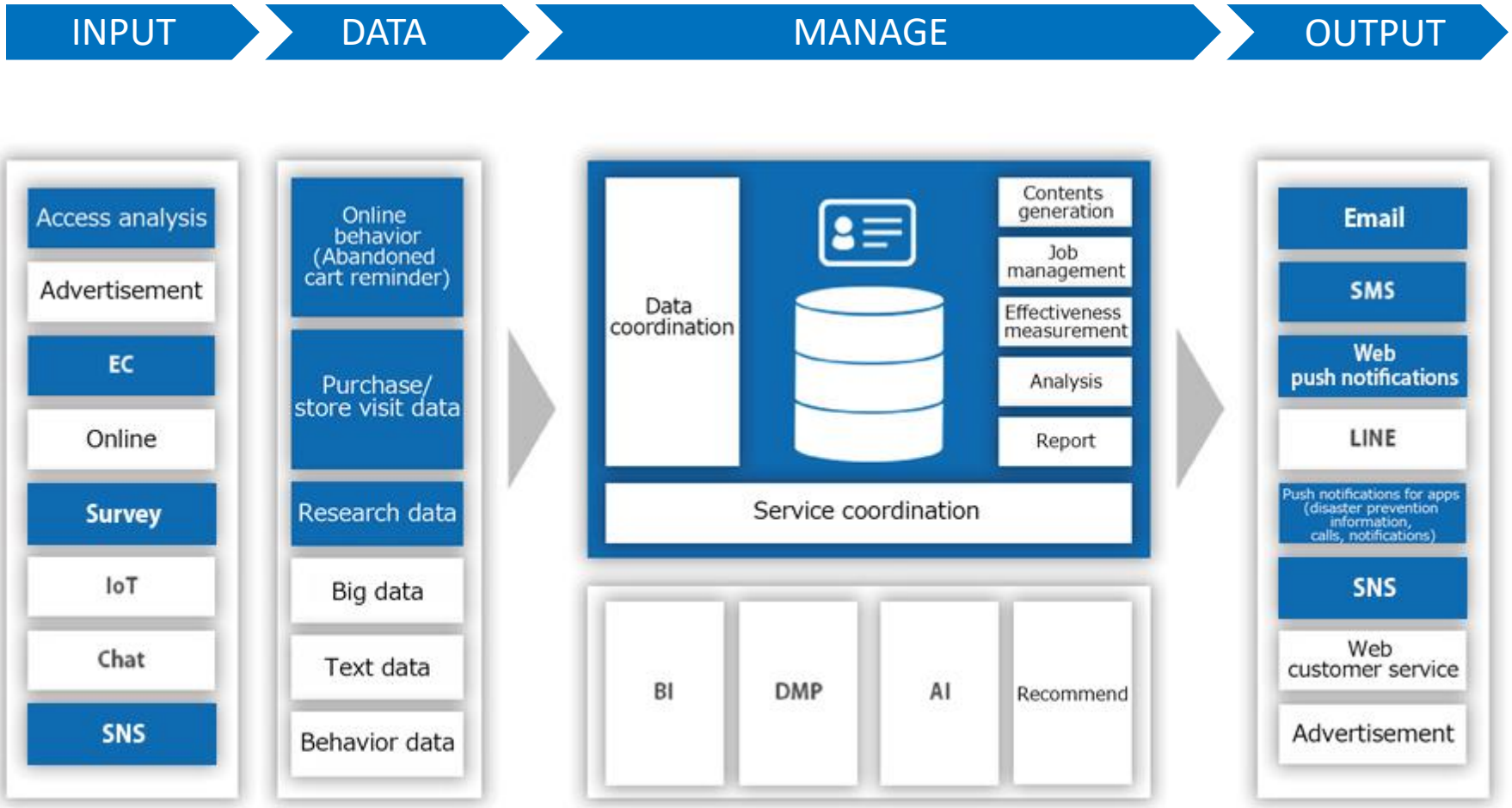
Increase in frequency and similarity of received information
Decline in loyalty, departure of customers

Receiving information with optimized frequency, amount and timing

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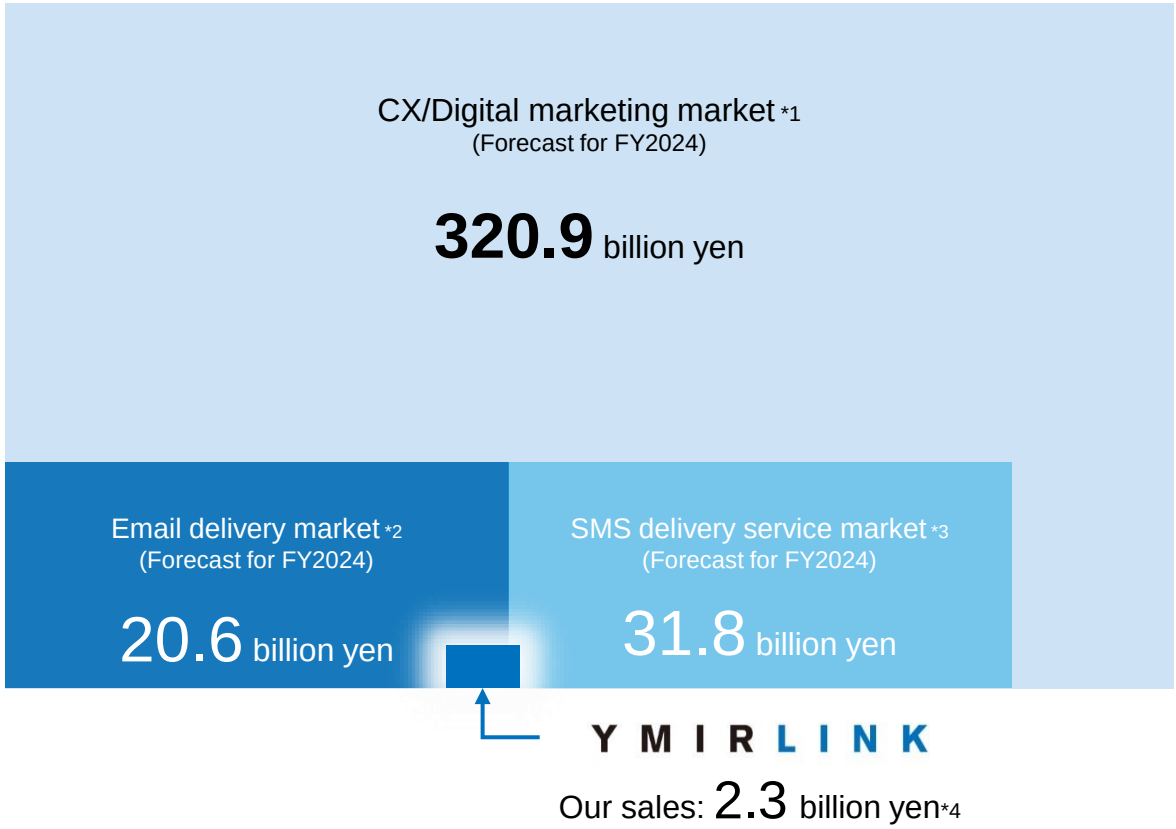
Messaging platform conceptual diagram

Expand the areas to be covered through selection and concentration



Our markets and related markets

We believe that the shift in communication with consumers, from physical to digital, will further progress, and the market that we belong to has a lot of room for growth



*1 Source: Fuji Chimera Research Institute “Software New Market 2024 Edition” CX/digital marketing market (Forecast for FY2024)
*2 Source: ITR Corporation “ITR Market View: Email/Web/SNS marketing markets 2024” Email delivery market (Forecast for FY2024)
*3 Source: ITR Corporation “ITR Market View: EC site construction/CMS/SMS delivery service/electronic invoice service/E-contract service markets 2023" SMS delivery service/electronic invoice market (Forecast for FY2024)
*4 Sales for fiscal year ended December 31, 2023



5.

appendix

The origin of our name

"Ymir" is the first giant in Norse mythology and a symbol of creation.

"Link" represents connection.

As the origin of the company name suggests,

YMIRLINK is a company that **creates connections.**



Company Overview

Provider of a SaaS format messaging solution “Cuenote”

Company name	YMIRLINK, Inc.
Security identifier code	4372 (Tokyo Stock Exchange Growth)
Date of establishment	July 1999
Representative	Wataru Shimizu, President and CEO
Address	Tokyo (Head Office): Odakyu Southern Tower 12F, 2-2-1, Yoyogi, Shibuya-ku, Tokyo Osaka Branch Office: Pacific Marks Nishi-Umeda 7F, 2-6-20, Umeda, Kita-ku, Osaka-shi, Osaka Hokkaido (Office): Hikari Building 5F, 1-1-12, Minami Gojo Nishi, Chuo-ku, Sapporo, Hokkaido
Capital	273 million yen
Number of employees	130 (Full-time employees: 130, temporary employees: 0) *As of September 2024
Business	Messaging solution business

Corporate history

1999 Established by students who met through the Internet as a limited liability company that undertook production work for corporate websites and web systems

2000 Reorganized as a stock company, subcontracted to undertake system development for online communities (such as bulletin board and online chat), and software development for email delivery system

2002 Capital participation of CyberAgent as the largest stockholder. Engaged in development and operation of advertisement management system and campaign system of the group

2003 Independently developed high-speed email delivery engine, launched email delivery ASP service, and gradually expanded clients

2005 Cybozu became the largest stockholder
Business transition from contracted system development to a service-based model, including messaging solution business

2006 Formed business partnership with Itec Hanshin (currently Itec Hankyu Hanshin)

2007 Terminated some services to concentrate management resources

2009 Unified products under Cuenote® brand

2011 Itec Hankyu Hanshin became the largest stockholder, Osaka Branch Office opened for business expansion

2013 Launched Cuenote Survey, SaaS-type survey service

2016 Opened Okinawa Office as a development base (closed in 2024)

2018 Opened offices in Fukuoka and Sapporo (closed in 2024) as development bases
Launched Cuenote SMS

2019 Launched Cuenote safety confirmation service

2020 Relocated Osaka Branch Office for business expansion

2021 Listed on the Tokyo Stock Exchange Mothers Index

2022 Authentication service Cuenote Auth released

2023 Launch of Cuenote for LGWAN that connects to the Local Government Wide Area Network

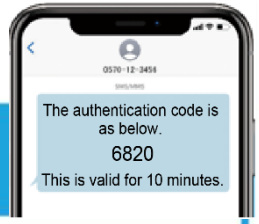
2024 Business Promotion Office established for alliance promotion
Shares acquired in ROC inc., which provides social media solutions, making ROC a subsidiary
WebPush service Cuenote Push release

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Main Service Characteristics and Uses of Mail and SMS

We offer methods for messaging with different characteristics in line with the customer's goals





	Mail	SMS
Recipient	Email address	Cellular phone number
Content richness	Rich Fonts, images, background color, attachments, etc.	Simple Text information
Sending cost	Very cheap Very cheap at less than a few yen per email	Cheap Costs vary from several yen to a few dozen yen per message. Cheaper than post, etc.
User's viewing environment	Diverse Includes PCs, smartphones, and cloud services	Limited Smartphone *Some telecoms carriers offer a service for viewing on PC
Destination massage server	Diverse Sent to diverse destinations such as ISPs, cloud vendors, and mail servers of companies	Limited few Telecoms carriers are the recipients, in Japan's case, the four major carriers
Use and objectives	User authentication (code notification) Batch notifications, reminders, promotions, maintaining relationship with customer	Identity verification (code notification), notifications/communication/reminders (alternative to calling)

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Main Service Revenue Structure of Mail and SMS

Provision of added value through the development of highly specialized functions and operational support, among other such things, and creation of scale benefits through high functionality, aggregation, and streamlining

Rationalization with unique operating structure

Development, operation, maintenance, support

Company



Fixed-rate system depending on delivery scale

Pay-as-you-go system depending on no. of messages

Application (software)

Internet connection

Cuenote®

Data center (racks, power supply, disaster prevention)

Key facilities (hardware)

No ad hoc costs incurred each time a message is sent

Mail servers on the internet (distributed and numerous recipients)

Connection fee incurred depending on number of messages (variable sales)

Carrier's incoming mail server (limited recipients)

Customer



About products

Email delivery system

Cuenote® FC



SaaS　Software

This is an email delivery system that is equipped with large-scale, high-speed delivery performance and extensive marketing functions thanks to a unique delivery engine (MTA) developed by us.

This system aims to improve the arrival rate by analyzing more than 7.6 billion communications per month, thanks to which it can fast and reliable delivery even for large-scale email delivery in which the number of recipients is in excess of tens or hundreds of millions.

Email delivery system

Cuenote® SR-S



SaaS　Software

It is an email relay server that relays SMTP through DNS settings to eliminate email delivery delay and non-delivery.
It includes a delivery error reason analysis function and supports API-based document creation and delivery.

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About products

SMS delivery service

Cuenote® SMS

Cuenote® SMS for LGWAN

Cuenote® SMS for Salesforce

Cuenote® SMS for kintone



SaaS

This is a direct carrier access-type SMS delivery service.
It supports IVR and two-way communication for sending from API and screen.
It can be used for purposes such as identity verification, important notifications and guidance, demands, promotions, the optimization of call business, etc. For administrative bodies and local governments, Cuenote SMS for LGWAN that connects to across local government wide area networks (LGWAN) has been launched.

Authentication service

Cuenote® Auth



SaaS

A secure authentication service utilizing SMS and IVR through phone numbers.
The authentication process can be easily implemented just by making a request to the API, after which an authentication code will be createdand sent.
It can be used for purposes such as identity verification, measures against resale for EC websites, unauthorized access prevention, etc.

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About products

Online survey and form system

Cuenote® Survey

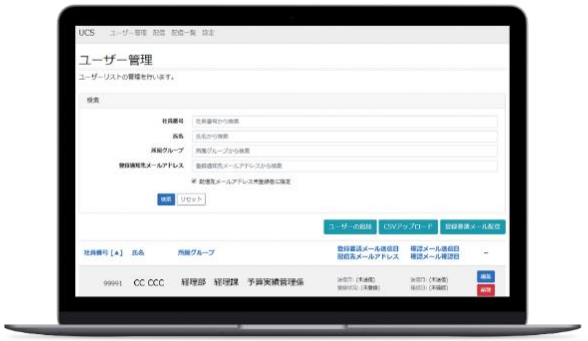


SaaS

This is a web survey form system provided in SaaS that enables the creation of advanced surveys and secure forms using a web browser (without code).
It supports responsive design, multiple languages, and integrated landing page (LP) forms for use in various situations.

Safety confirmation service

安否確認サービス
Cuenote®



SaaS

This is a safety confirmation service that is linked with weather information, and in the event of disaster, it can automatically confirm the safety status of the employees in the affected area.
The Cuenote safety confirmation service provides disaster and emergency support through excellent operability that enables quick notification creation with fast and reliable delivery performance even in times of emergency, allowing you to quickly confirm the safety of members and summon an emergency meeting.

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About products

Web push notifications

Cuenote® Push



SaaS

Web push notification is a function that delivers push notifications to a PC, smartphone, or other device via a web browser.
Combining roughly 120 characters with images, these notifications can encourage website visits and purchasing.
In contrast to email magazines, LINE, and other such means of correspondence, web push notifications have the benefit of being easily noticed, as they are delivered to users without the need to open a dedicated app.
They are a light means of notification where users can receive information by simply permitting them.

Disclaime

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Factors that could cause results to diverge from those described in these statements include but are not limited to changes in domestic and international economic conditions and trends in the industry in which we operate.

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