Q1 FY2024

Supplementary Materials

Vision Inc.
Stock Code: 9416
May 15, 2024

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01

Company Overview

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Vision Inc.

Code	9416 (Tokyo Stock Exchange Prime Market)
Incorporated	December 4, 2001 (Founded June 1, 1995)
Management Philosophy	To Contribute to the Global Information and Communications Revolution
Head Office	8F Shinjuku Eastside Square, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-0022
Number of Consolidated Employees (Average temporary employees)	906 (158) Domestic: 811 (149) Global: 95 (9) (As of March 31, 2024)
Affiliated Companies	Domestic: 9 Global: 12 (As of March 31, 2024)
Business	GLOBAL WiFi Information and Communications Service Glamping and Tourism

Operation Bases and Affiliates

Domestic Affiliated Companies： 9

Domestic Operation Bases： 14

Global Affiliated Companies： 12

Korea, USA (Hawaii), Hong Kong, Singapore, Taiwan, UK, Vietnam, China (Shanghai), France, Italy, USA (California), New Caledonia



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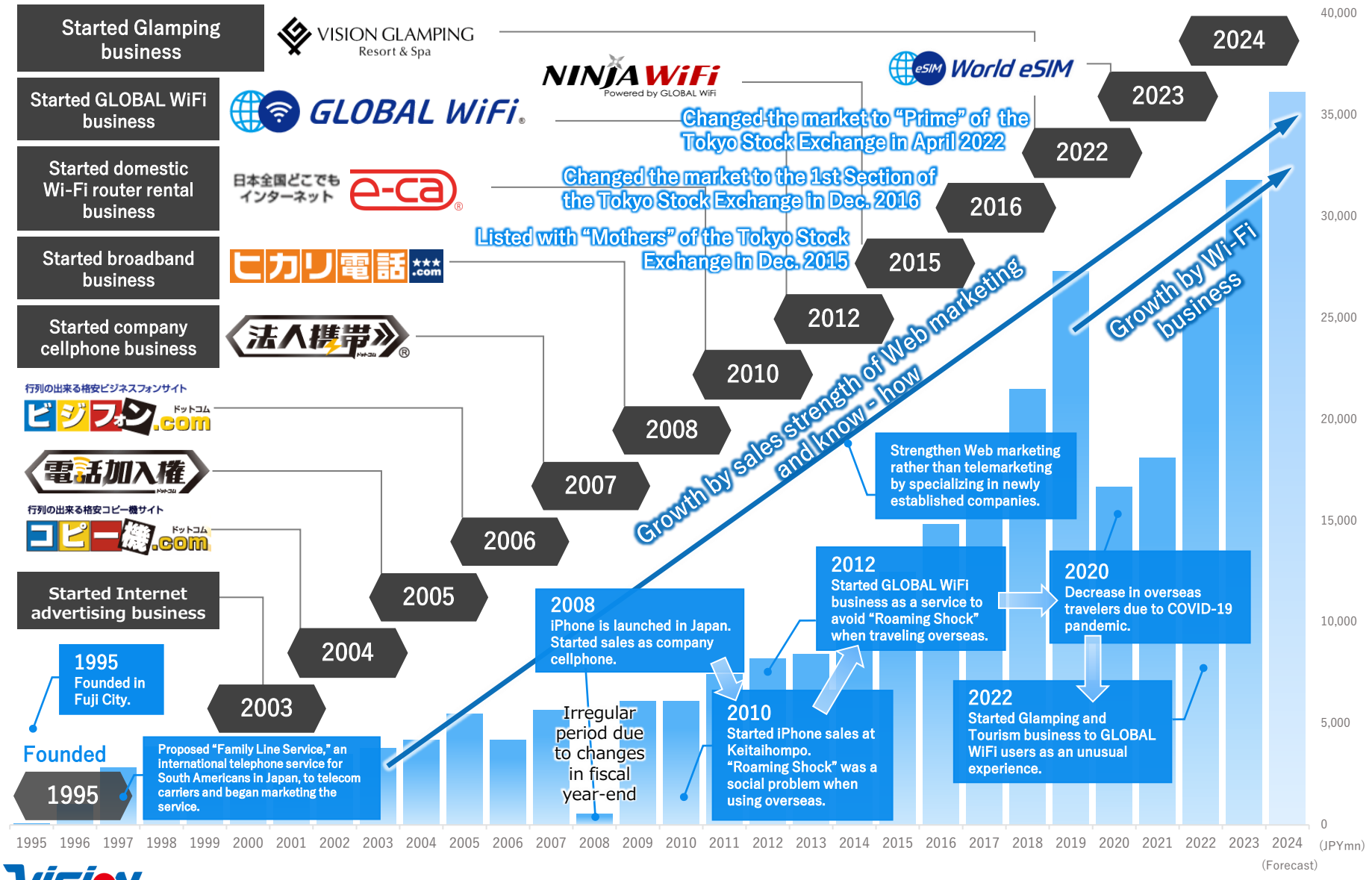
History and Sales Change

Growth Story with VOC (Voice Of Customer)



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Our Core Strategies

Offer just the right value to realize sustainable growth

Niche & Focus strategy



Discover the challenges created by the gaps in the evolution in information and communications and **develop new markets.**
Focus management resources on carefully selected targets and refine our services.

- ✓ Overseas travelers
- ✓ Startup companies
- ✓ Customer asset utilization

Price & Quality leadership strategy



Pursue production efficiency thoroughly.
Realize by improving organizational structure and business speed.
While maintaining **high quality of service**, demonstrate **price competitiveness surpassing competitors.**

- ✓ Productivity, price advantage
- ✓ Service quality evaluation
- ✓ Increased satisfaction through concierge services

Up/Cross selling strategy



Pick up new needs for information and communications services and **continuously offer** services **at reasonable prices at the right time.**
Build a **long-term relationship with customers.**

- ✓ Original CRM
- ✓ Maximize lifetime value
- ✓ Recurring revenue-type business

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02

Business Summary

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Business Segments - Three growing businesses -

GLOBAL WiFi

We provide a flat-rate overseas Wi-Fi router rental service that can be used in over 200 countries and regions around the world. We also provide a domestic Wi-Fi router rental service for foreigners visiting Japan, as well as those returning to Japan temporarily or on business trips.



For overseas travelers

GLOBAL WiFi®

For overseas travelers (corporate)

GLOBAL WiFi® for Biz

For foreigners visiting Japan

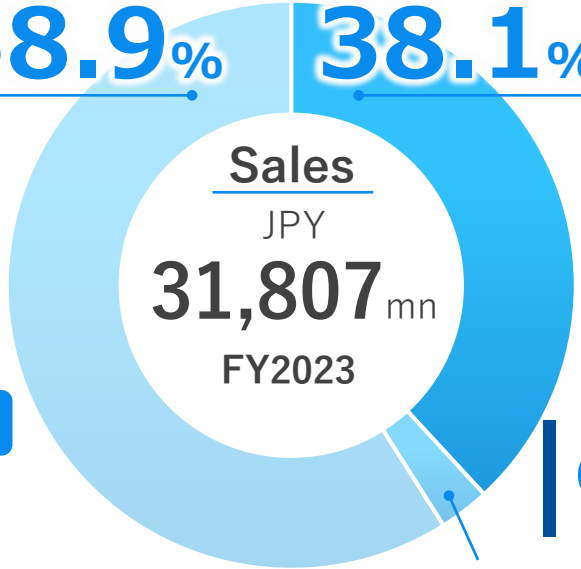
NINJA WiFi Powered by GLOBAL WiFi

For Japan domestic use

WiFiレンタル どっとこむ



Order and payment | Receive router | Use overseas | Return router



Information and Communications Service

Adopted by over 400,000 companies

We provide the communication infrastructure and office equipment necessary for corporate activities, such as fixed-line telecommunications service, mobile communications service, office automation equipment, business phone, and website production. We respond to the customers' needs at their growth stage.

Have new dealings with one in ten companies that are newly established within the year in Japan!

行列の出来る格安コピー機サイト コピー機.com

法人携帯

Vision Crafts!

VWS

Glamping and Tourism

Enjoy your own time in a private space. BBQ equipment, open-air bath, etc. are installed in the dome-shaped tent. Enjoy a fulfilling accommodation while feeling one with nature.

美肌の湯 こしかの温泉 Glamping

VISION GLAMPING Resort & Spa 山中湖



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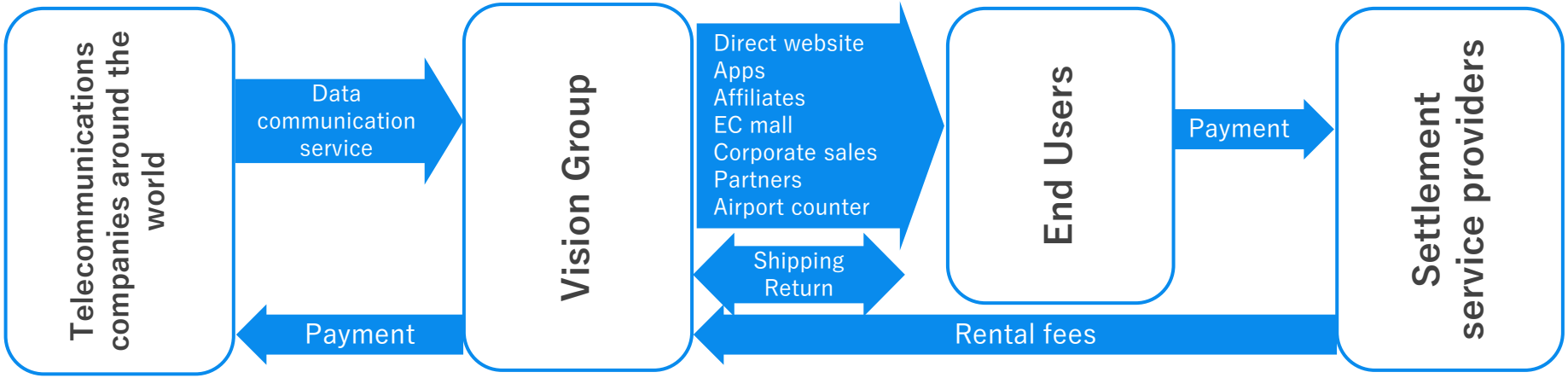
“GLOBAL WiFi” Business
Business Model / Competitive Advantage

GLOBAL WiFi® NINJA WiFi Powered by GLOBAL WiFi Wifiレンタルどっとこむ e-ca®

Less Expensive Fixed-rate	Maximum cost benefits -89.9% From JPY300/day　Japanese cellphone companies’ fixed-rate discount comparison
Areas	Available in over 200 countries and regions worldwide, leading the industry in the number
Comfortable	High-speed communications in partnership with telecom carriers around the world
Safe / Secure	Secure; 24 hours/365 days support
Counter	Number of airport counter is the industry’s largest class
Corporate Sales	Uptake ability of corporate needs
Customers	Number of users is the largest in the industry*1　Over 19 million users!*2

*1 Number of users and sales revenue survey for “2016-2021 Overseas Wi-Fi rental service (domestic → overseas)” (Tokyo Shoko Research, annual surveys from 2017 to 2022)
*2 Excluding “GLOBAL WiFi for Biz” users, surveyed by Vision, February 2024.



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“GLOBAL WiFi” Business
Utilize “CLOUD Wi-Fi Router” - Compare Communication Methods Overseas -

	GLOBAL WiFi	eSIM	Roaming	Free Wi-Fi Spot
Advance preparation	◎ No advance preparation	Smartphone with eSIM support SIM unlocking required	Depends on the telecom carrier under contract.	◎ No advance preparation
How to set up	○ Enter password only	▲ Initial setup required		○ Enter password only
Area	◎ Multi-carrier support	○ Prior confirmation required		▲ Some facilities do not have free Wi-Fi.
Simultaneous use by several people	○	▲ Tethering is possible, but the phone’s charge drains quickly.	Need to apply to the telecom carrier with which you have a contract.	◎
Data capacity	○ Many unlimited plans available	▲ Unlimited in some countries	▲ Depends on the contract.	○ Basically unlimited
5G communications	○ Can be used with non-5G compatible smartphones.	▲ Requires a 5G-enabled smartphone.		
Receipt and return Carrying	▲ Need to pick up, return, and carry router. ○ GLOBAL WiFi for Biz does not require pickup or return.	○		▲ Not portable and limited to use within the facility
Support system for Japanese	◎ 24 hours/365 days, Telephone support is also available.	○ Chat and email support mainly World eSIM supports Japanese.	▲ Need to confirm business hours with telecom carrier.	× Not all facilities are available in Japanese.
Security	○	○	○	×

*Created based on our research and standards.

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Comparison of Overseas Internet Connection Methods

Wi-Fi router rental	Com-parison	Roaming (Telecom carriers' fixed-rate)	Free Wi-Fi Spot / Hotel Wi-Fi
JPY**300-3,370**/day (including 5G) * Round-the-world plan JPY3,570/day **Apply for rental on the website.**	Fee	JPY**980-2,980**/day (4G) **Need to check in advance the contract details, compatible models, and settings, etc. according to the plan.** * Depending on your mobile carrier	Free Wi-Fi spot **Free Accommodation fee** (Hotel Wi-Fi included) or **JPY500-3,000** Hotel Wi-Fi ＋accommodation fee
Fixed fee and stable speed Full security and compensation You can use it comfortably thanks to the fixed fee. Choose the communication capacity according to your situation.	Advantage	**Easy to connect** * Tethering is also available.	**Easy to use** Area is limited, but it is provided free of charge in many places, and it is easy to connect.
More luggage Need to carry a Wi-Fi router in addition to your smartphone.	Dis-advantage	**Expensive** Fee is more expensive than those for Wi-Fi rental. If the setting is wrong for data roaming, the fee can be more expensive.	**Be careful about unauthorized access** It is easy to use, but it has some risks of virus infection and personal information being stolen by unauthorized access.
If you connect the Internet at a stable speed without worrying about additional charges (You can use it with several people at a lower fee by splitting the bill) **Available anywhere.** **No worry about busy access and difficulty to connect.**	Recommen-dation	**If you want to connect the internet easily** with your own device	**Communication area is limited, but you want to save money.** **It is for users who only need to connect the overseas Internet in a limited amount of time.**

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“GLOBAL WiFi” Business Profit Structure

Items	Summary
Sales	**Overseas** 【Regular rental】 Average: Approx. JPY1,700/day, Average days used: 7 days Options available such as insurance, mobile battery, etc. 【GLOBAL WiFi for Biz】 4G plan: Monthly basic charge (JPY2,167) + data communication fee (plan) × number of days used 5G plan: Monthly basic charge (JPY3,278) + data communication fee (plan) × number of days used Use service in Japan (Domestic option for teleworking) **Domestic (in Japan)** Rental fee per month (available for rental from 1 day) Average: Approx. JPY5,000/month, Average days used: 1.5 months (45 days)
Cost of sales	Data communication (telecom carriers in the world) Terminal price (mobile Wi-Fi routers) Recorded as rental asset (recorded by depreciation for 2 years) Outsourcing (commission paid to sales agents), etc.
SG&A expenses	Personnel, advertising, shipping delivery, business consignment, credit card payment, etc. Operation and rent of shipping centers, airport counters, customer centers, etc. Other SG&A expenses, etc.

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Active Sales Expansion of “GLOBAL WiFi for Biz”
- Gaining Competitive Advantage When Travel Recovers -

Sales of in-house permanent type “GLOBAL WiFi for Biz” for corporate customers are favorable by continuing to be used for teleworking (increase in the number of contracts and the communication usage).

Overseas communication increases (long-term use by local expatriates, etc.).
⇒ Used in China, the United States, Thailand, Vietnam, Germany, Indonesia, and other European countries.





Connect Internet anywhere in the world with one digital device

“Global WiFi for Biz”

No need to



apply　receive　return

If you have one “GLOBAL WiFi for Biz” in your company, you can use it immediately for teleworking and sudden overseas business trips, and no application required. You will no longer use overseas roaming services because a rented Wi-Fi router is not delivered in time!

5G unlimited plan is available from September 2023.

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Ultra-High-Speed 5G Plan / World eSIM
- Gaining Competitive Advantage When Travel Recovers -

Ultra-High-Speed 5G Plan



Expanding area for an ultra-high-speed 5G plan, the first in the global Wi-Fi router rental industry.

Available areas are mainland USA, Hawaii, South Korea, Taiwan, Thailand, UK, Italy, France, Germany, Spain, China, Hong Kong, Iceland, Ireland, United Arab Emirates, India, Australia, Austria (Europe), Netherlands, Greece, Croatia, Singapore, Sweden, Slovenia, Czech Republic, New Zealand, Hungary, Philippines, Finland, Bulgaria, Portugal, Malta, Malaysia, Romania, and Luxembourg.

・Our China Special Line
This plan enables the use of applications, SNS, and internet services that are partially restricted in China. The key point is that it uses a different technology for higher communication compared to conventional VPNs, and can be used as it is without the need of additional connection settings.

World eSIM



Launch of an eSIM service, “World eSIM”, that can be used in over 180 countries and regions around the world.

- Less baggage to carry when traveling
- No contact with anyone, so no need to worry about hygiene
- Can be applied for from overseas
- Easy to set up

For international travelers coming from Europe and the U.S., where they often purchase SIM cards locally, we plan to aggressively market to overseas travelers (inbound and overseas travelers from another country).

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Utilize “CLOUD Wi-Fi Router”
- Maximize Convenience and Cost Efficiency -

A Wi-Fi router with next-generation communication technology that manages SIM on the cloud.

No need to insert/change SIM physically.
Communication lines of the world are available with only one device.
The device settings can be adjusted remotely in the case of communication failure.
The plan (data capacity) can be changed during the rental term.

Maximize the characteristics of the CLOUD Wi-Fi router.

Convert the Cloud Wi-Fi router used for overseas communication service to the domestic Wi-Fi router.
Since a physical SIM card is not inserted in the router, it can be assigned to other routers depending on the communication status.
* It can be operated even in the case that the number of rentals is more than the number of SIMs (efficient operation of communication costs).







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Expand Service Areas for Unlimited Plan
- Gaining Competitive Advantage When Travel Recovers -

Tend to consume a lot of data communication capacity, such as diversified smartphone apps, transmission and reception of large images and videos, and SNS postings, etc.

Popular to share with multiple people such as friends and family members, and to use multiple devices (smartphones, tablets, and laptops, etc.) for business.

Expand the service areas and plans, responding to requests for the plan that can be used without worrying about data capacity and long-term use.

Increase choice ratio of unlimited plan ⇒ Improve ARPU.

Unlimited Plan
Introducing a plan with unlimited usage capacity





Popular

You can use a lot of data without worry
with the unlimited plan

Further expanded the coverage area.

Available in 91 countries

What's an unlimited plan?
"Unlimited plan" with unlimited data capacity was born from the voice of customers who want to use without worrying about the data capacity.

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Airport Counter and Smart Pickup

Receive and return at 19 domestic airports, 35 counters, 48 Smart Pickup units, and return BOX.

Installed automatic pick-up lockers at 17 airports.

The service level is optimized according to customer.



Smart Pickup

You can receive in 10 seconds.

Automatic pick-up locker

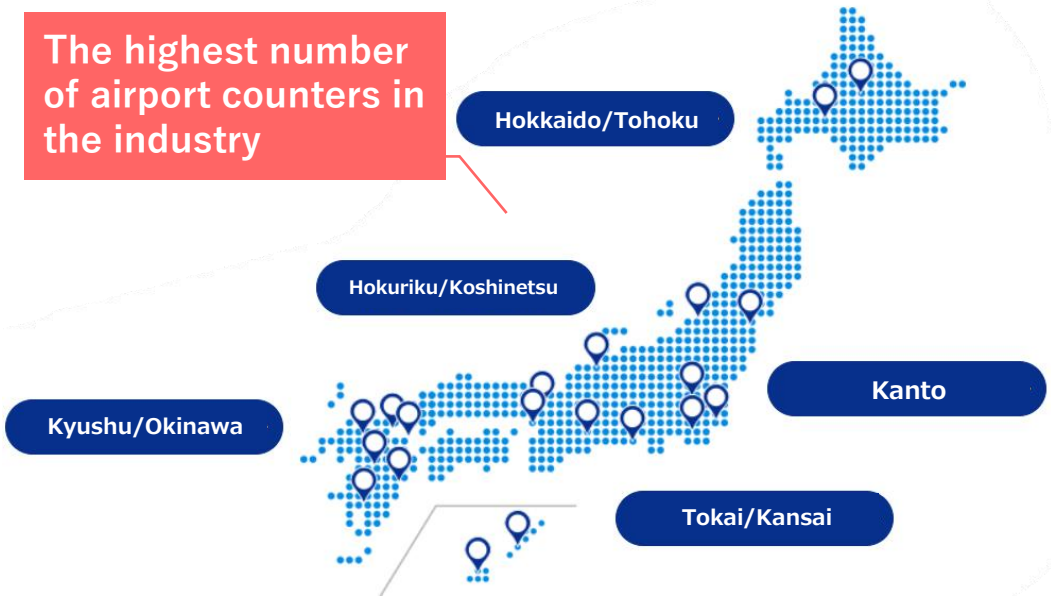
Available at Haneda, Narita, Kansai, and other airports!

Eliminate waiting time for customers who do not need explanation such as repeaters (Utilize Smart Pickups).
Airport staffs respond to customers who need explanation (Utilize airport counters).

Receive and Return according to customers needs

At the airport	By delivery	At a convenience store	Overseas destination

The highest number of airport counters in the industry



Airport and other places to receive/return in Japan

Hokuriku/Koshinetsu	Hokkaido/Tohoku
Niigata Airport	New Chitose Airport★
Komatsu Airport★	Asahikawa Airport
Kyushu/Okinawa	Sendai Airport★
Fukuoka Airport★	**Kanto**
Kita-kyushu Airport★	Narita Airport★
Kumamoto Airport★	Haneda Airport★
Oita Airport★	SHIBUYA“CHIKAMICHI”
Miyazaki Airport★	**Tokai/Kansai**
JR Miyazaki Sta.	Kansai Airport★
Kagoshima Airport★	Chubu Airport★
Naha Airport★	Itami Airport★
Miyako Shimojishima Airport★	Mt. Fuji Shizuoka Airport★

★Available for automatic pick-up lockers

Vision
More vision, More success.

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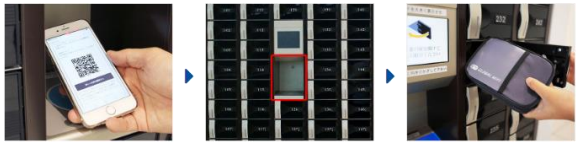
Smart Strategy

Automatic pick-up locker

You can receive in 10 seconds without waiting.



Smart Pickup
(Automatic pick-up locker)



Smart Pickup

Immediate customer identification counter

(QR code reception counter)



Reception



Standby



SmartCheck

Shorten waiting time　No congestion　Improve convenience

Improve CS　Increase sales

Evolve to more convenient, comfortable, relieved counters that meet each customer's needs, responding to the increase in the number of rental (delivery) and optional services (compensation service, accessory etc.), for Japanese traveling overseas and foreign visitors to Japan.

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Online Order System just before Departure
(Smart Strategy × CLOUD WiFi × Database)

Smart Strategy



Collaboration

CLOUD WiFi



Collaboration

Database

GLOBAL WiFi
NINJA WiFi
Powered by GLOBAL WiFi

Collaborate with each effort to further improve convenience

Acquire departing passengers on the day.
⇒ Increase number of users.

* Respond to Web application in front of the airport counter instantly in collaboration with the database.

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Expand Tabi-naka Services (Services during Travel)

Expand Tabi-naka services (including options), responding to customer requests.

Support safe, secure, and comfortable travel.



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Pick up at Convenience Store
- Gaining Competitive Advantage When Travel Recovers -

Add picking up at convenience store as an option which can be received at 7-Eleven stores nationwide (except Okinawa) near work or home based on convenience.

You can pick it up in advance, so there is no need to wait in line at the airport counter on the day of departure.
You can pick it up even at midnight if the store is open.



At Seven-Eleven near you



You can pick it up at Seven-Eleven near you.

At anytime



You can pick it up even at midnight if the store is open.

Ready-to-go in advance



You don't need to wait at the airport counter.

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Expand Unmanned Stores
- Gaining Competitive Advantage When Travel Recovers -

Increase unmanned stores with vending machines.

Where are they set up? (As of March 31, 2024)

Sendai Airport, Mt. Fuji Shizuoka Airport, Kumamoto Airport, Kita-kyushu Airport, Miyako Shimojishima Airport

*Plan to add more in the future.





What type of machines are set up?

- Smart Pickup (Receive)
- Return BOX (Return)
- Vending machine for pre-paid SIM for Japan

Features

Non-face-to-face receipt without waiting at the airport counter even during busy seasons (for repeaters who do not need explanation, and effective against COVID-19).

Available 24 hours a day including early in the morning and late at night, when there are needs, but it is difficult to secure personnel.

Also set up vending machines for pre-paid SIM for domestic use mainly for foreign travelers visiting Japan and those who are temporarily back to Japan.

Possible to add touch points in a small space and at low cost (convenience improved and profits increased).



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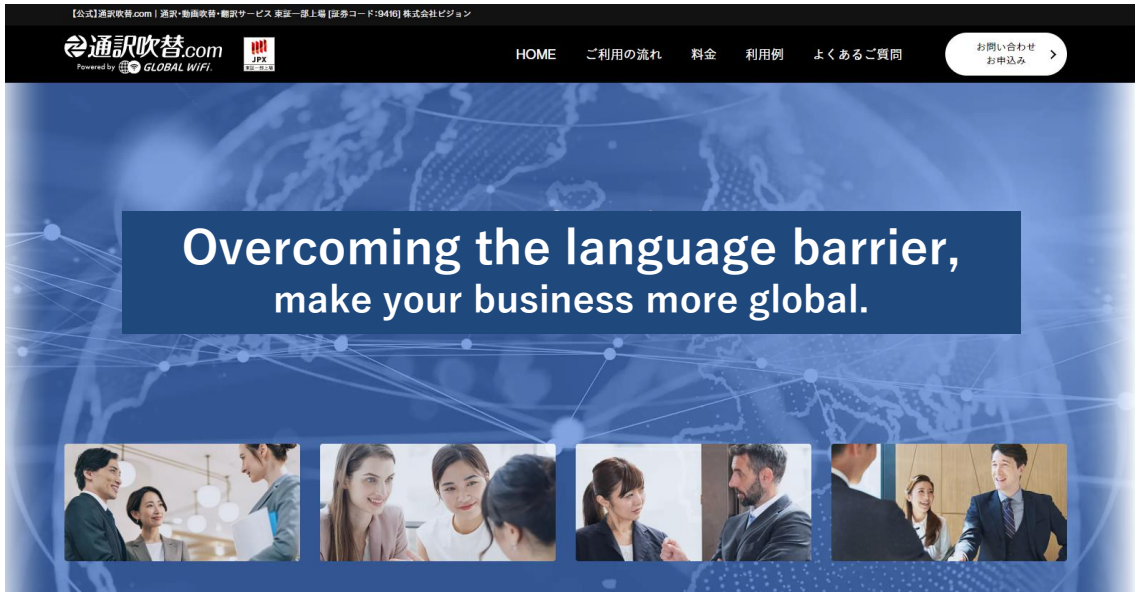
“Tsuyaku-fukikae.com”
- Service Making the Most of Our Customer Base -

The service for online/offline business negotiations and conference interpretation, video translation/dubbing, and translation.

“Overcoming the language barrier, make your business more global.”

Provide interpretation, translation, and dubbing services that can be available in various business situations at reasonable prices.

Emphasize communication with overseas investors and support the enhancement of the English-language disclosure.
Also support dubbing and subtitles of financial summary video, translation and other services of financial statements, financial results presentation materials, and convocation notices of general shareholders’ meeting.



Video translation/dubbing (Japanese → English)
Financial summary video (Vision Inc.)



Example of interpretation (English ⇄ Japanese)
Special talk with Mr. Audrey Tang, Digital Minister of Taiwan



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“GLOBAL WiFi” Business Market Scale

Inbound (Foreign visitors to Japan)

Approx. 31.88mn people for a year.
*Results in FY2019
Approx. 25.06mn people for a year.
*Results in FY2023
Government’s target: 60mn people in 2030

Outbound (Travelers from Japan to overseas)

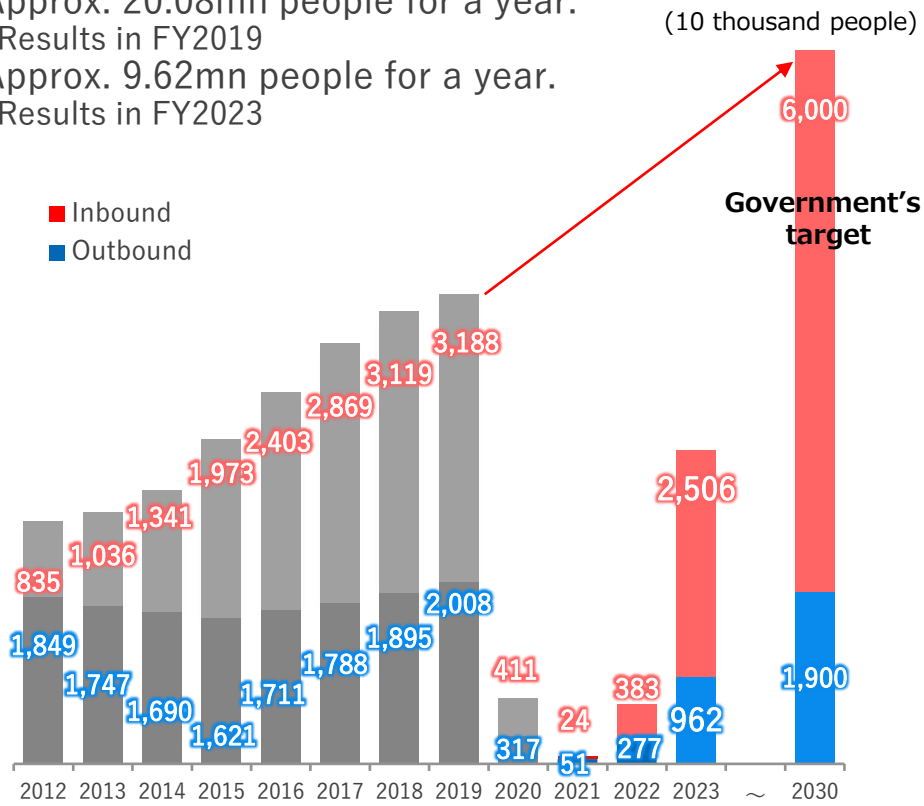
Approx. 20.08mn people for a year.
*Results in FY2019
Approx. 9.62mn people for a year.
*Results in FY2023

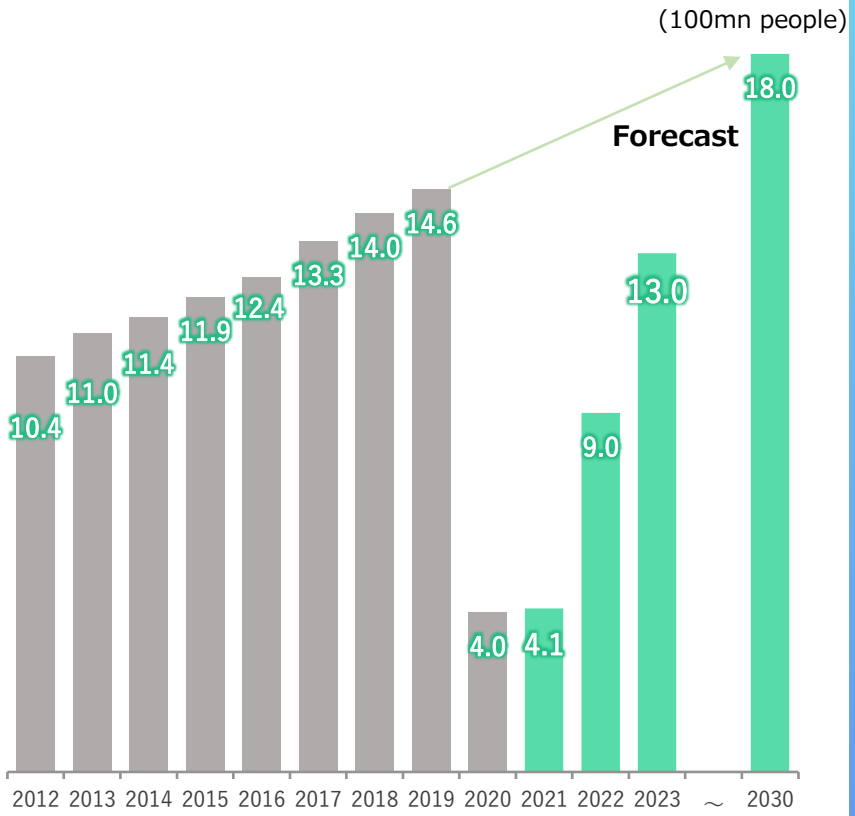
Overseas travelers in the world (Number of international tourist arrivals)

A huge market of 1.46bn people. *Results in FY2019

The number of international tourist arrivals in 2023 is estimated at 1.3bn, 88% of the pre-pandemic level.

Announced by UNWTO Japan Office on January 19, 2024.





Created from JNTO materials, Reiwa 1 (2019) edition tourism white paper, and the materials released by UNWTO.

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Wi-Fi for Japan
- Gaining Competitive Advantage When Travel Recovers -

For foreign visitors to Japan Wi-Fi router rental service

NINJA WiFi
Powered by GLOBAL WiFi



Internet anywhere in Japan with your usual smartphone!
Unlimited use of high-speed 4G-LTE!

Unlimited data!

Even after going over your daily high speed data limit, you can still use the internet for maps, texts, and more.

Can be used anywhere

Even with the lack of free WiFi spots in Japan, rest easy with NINJA WiFi.

Easy to use

Just turn on the WiFi router and enter the password.

For domestic use in Japan Wi-Fi router rental service

WiFiレンタル どっとこむ®



Domestic travel Return to Japan	Business trip Event (corporate use)	Hospital stay	Moving

Can be used as soon as it arrives!

The convenience of being able to rent for the required period (by the day) at the required location has been well received in a variety of usage scenarios.

Wi-Fi router for sale

Vision WiMAX®
powered by UQ WiMAX



Customers can use it as a trial for rent. After checking the communication environment of their home, customers can purchase the one that meets their needs.
We will take it as a trade-in when customers terminate their contracts. (Vision WiMAX original service)

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Information and Communications Service Business
Growth Strategy (Competitive Advantage)

Startup Companies	Have new dealings with **one company in ten companies*** that are newly established within the year in Japan Number of incorporations being registered in Japan: 141,452 (2023) Source: Ministry of Internal Affairs and Communications
Web Strategy	Ability to attract customers due to **our own Web marketing** (Internet media strategy)
Customer Loyalty	**CRM (customer relations/continuous dealings) strategy**, our own know-how Maximization of continued revenue = Recurring revenue-type business Additional sales with high productivity (up/cross selling)
Products and Services	Products and services that lead to customers' **"sales improvement," "cost reduction," "efficiency improvement," "communication activation," and "DX promotion" (Products that are less affected by the economy)** We have multiple business segments (each product), and the business structure can be changed according to the situation (economic conditions, trends, etc.) **(a flexible business structure)**.



Telephone Line Arrangements



Cellphone Support



Office Automation



Website Support



Security



Electric Power



Cloud App Service (SaaS)

* Total number of companies established within 6 months (including sole proprietors), starting business with us (our research)
The number of acquisitions will depend on the fluctuations in handling services and products.

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Information and Communications Service Business Profit Structure

Items	Summary		
	OA equipment (multifunction printers, business phone system), security	Fixed-line phones, cellphones, electricity	In-house services, website
Sales	・Sales proceeds Paid by leasing and credit companies, and the customers ・Maintenance fee Factoring and paid by the manufacturers	・Business brokerage fee ・Brokerage commission ・Renewal commission* Paid by telecom carriers and primary sales agents *These fees may not occur according to the products and customers' usage situation	・Monthly subscription fee Factoring from the customers and paid by credit companies ・Initial cost Paid by the customers as installation cost, production cost, etc., or through factoring, and paid by credit companies
Cost of sales	・Equipment Paid to the manufacturers ・Outsourcing Paid to sales agents ・Installation cost Paid to shipping companies and installation contractors	・Cellphone terminals ・Outsourcing Paid to telecom carriers, primary agents, and sales agents *No cost of sales for fixed-line phones arrangements and electric power	・Equipment Paid to VWS Cam ・Outsourcing and installation cost Paid to telecom carriers, manufacturers, sales agents, etc. ・Design-related expenses ・Server and system usage fees, maintenance fee
SG&A expenses	Personnel expense, advertising expense (website, etc.), communication cost, packing transportation cost, outsourcing cost, rent for call centers, etc., and other SG&A expenses, etc.		

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Information and Communications Service Business Market Scale

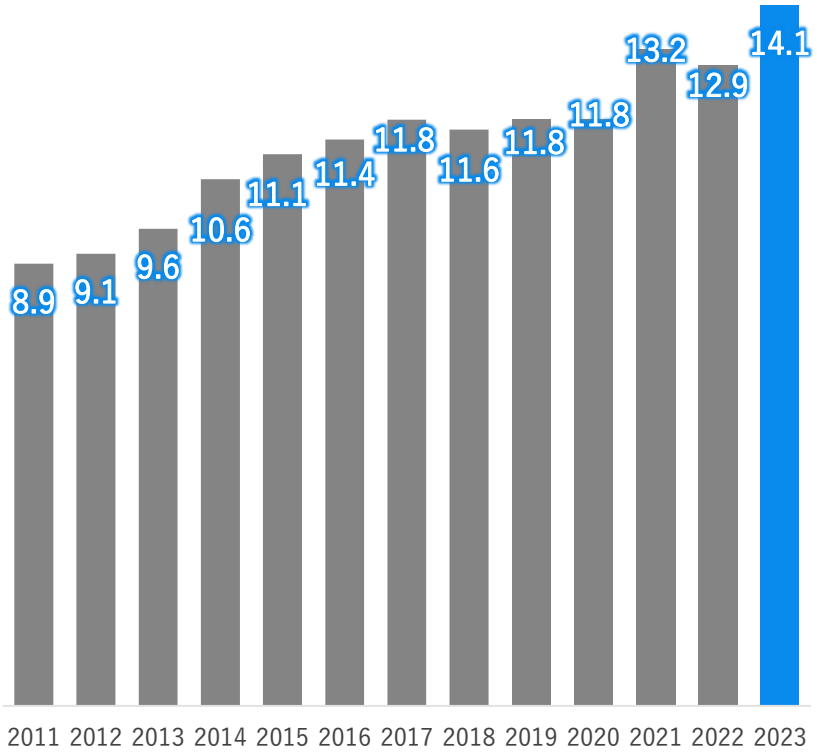
Number of incorporation registrations (total) : 141,452

Approx. 140 thousand companies annually.

(Continued increase trend due to aggressive establishment and corporate support by the government)

Attract customers utilizing the know-how of web marketing with approx. 20 years experience.

Target newly established companies.



Number of registration of transfer of head office and branch (total) : 167,032

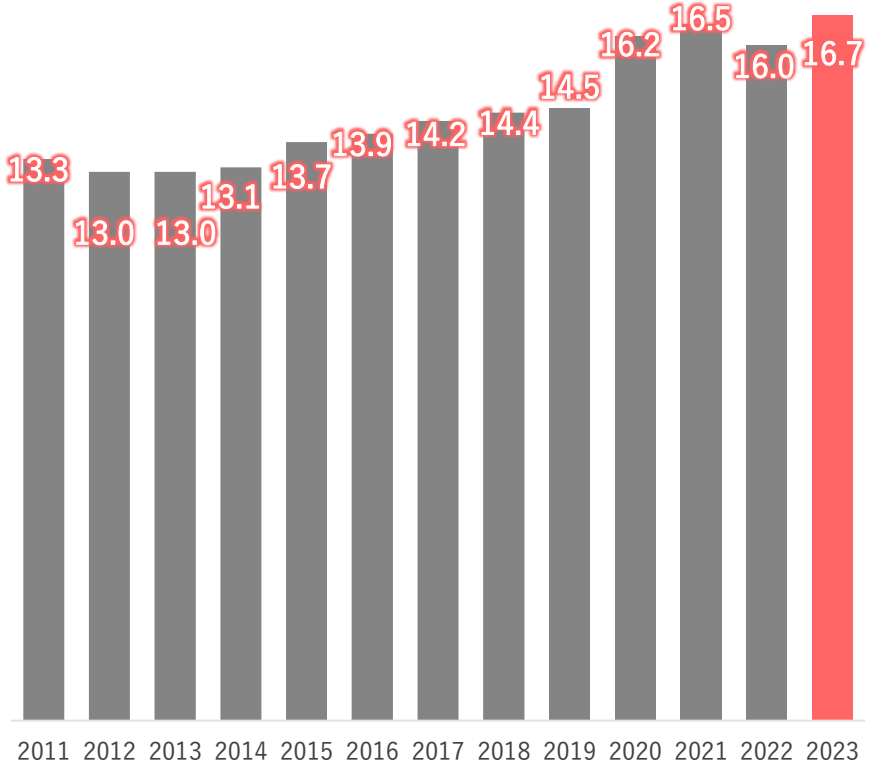
Approx. 160 thousand companies annually.

(Excluding the number of offices transferred that are not obliged to apply for registration)

Cover change procedures, etc. on addition and relocation.

Up/cross selling by advanced operations of Customer Loyalty Team (CLT).

(10 thousand)



Source: National Statistics Center

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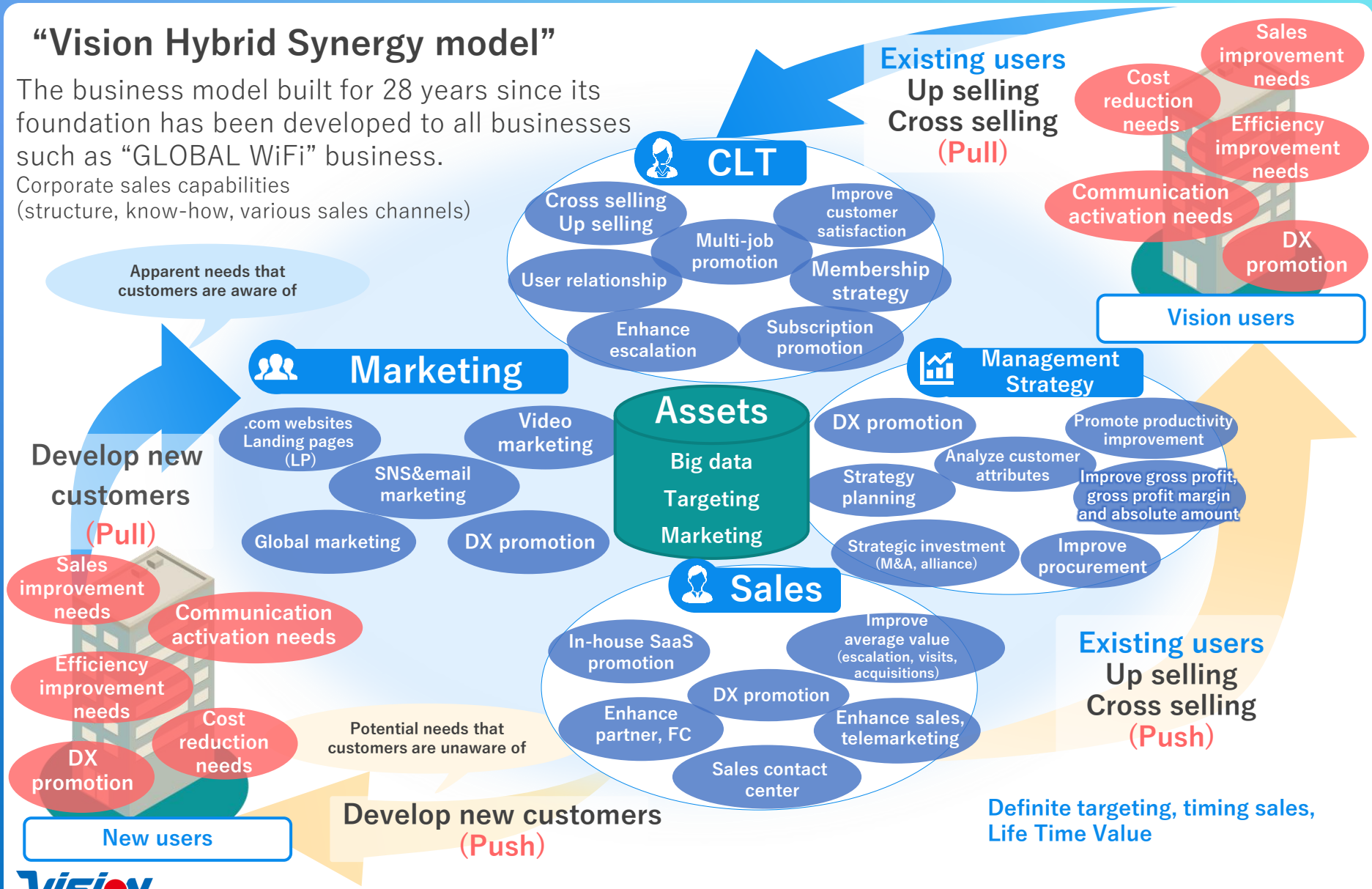
Information and Communications Service Business
Business Model

“Vision Hybrid Synergy model”

The business model built for 28 years since its foundation has been developed to all businesses such as “GLOBAL WiFi” business.

Corporate sales capabilities
(structure, know-how, various sales channels)



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Information and Communications Service Business
Customer Service

Create values with advanced operations

Customer Loyalty Team (CLT)



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Information and Communications Service Business
“High Efficiency” Marketing

“High efficiency” marketing with combined three factors:

web marketing × sales rep. × CLT



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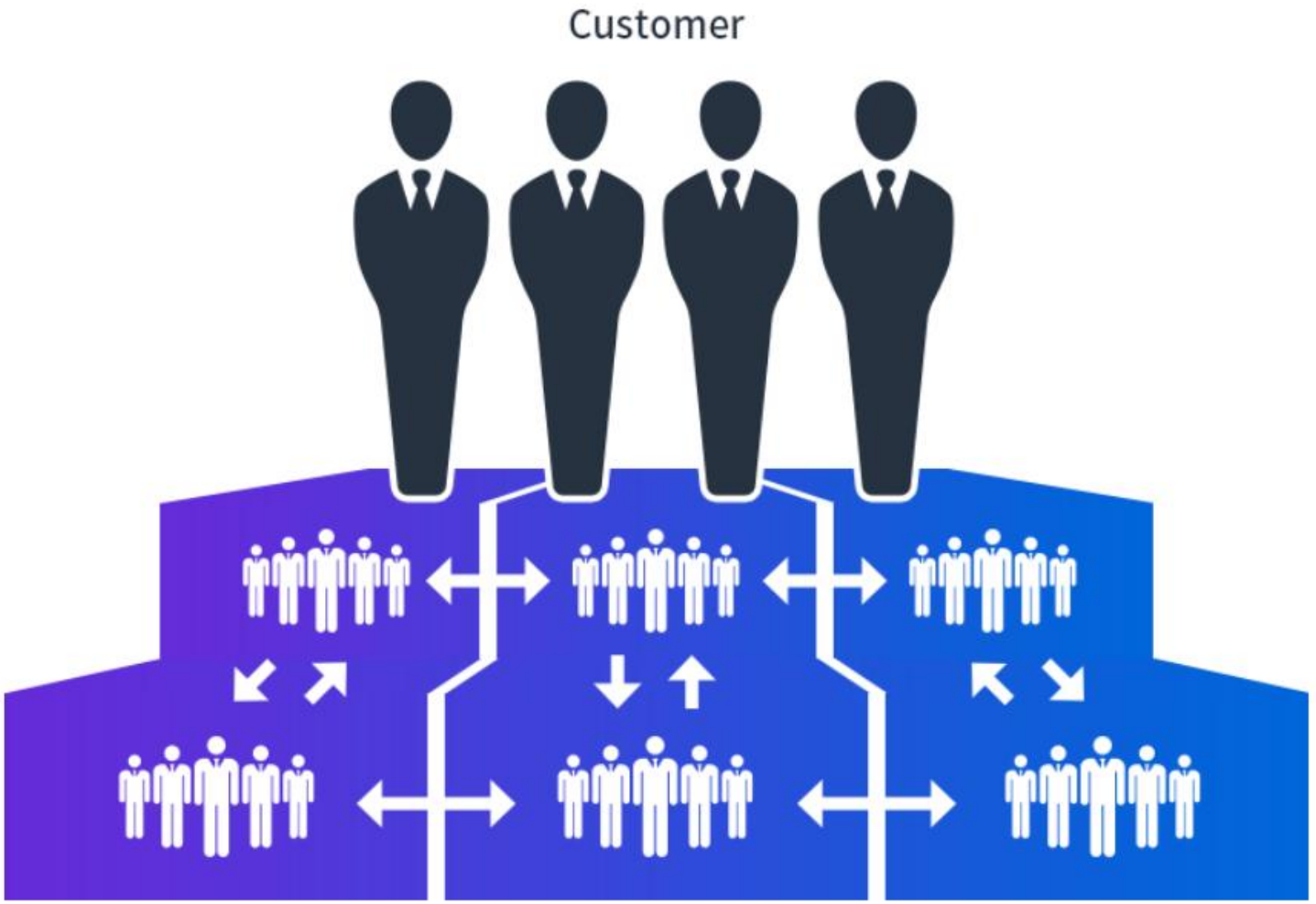
Information and Communications Service Business
Escalation (Cooperation among Divisions, Customer Referral)

Organization culture that creates continuous evolution

High productivity generated by escalation system (cooperation among divisions and customer referral)



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Information and Communications Service Business
Recurring Revenue-type Business Model

Recurring Revenue-type Business Model

Provide optimum solutions according to the growth stage, continuing to stay close to the growth of customer companies.

Structure that accumulates profits by our original know-how CRM (customer relations/continuous dealings).

Offer OA equipment and website support, etc. suitable for the business environment.
Consulting services suitable for the business growth stage.

電話加入権 / ビジフォン.com / コピー機.com / Vision Crafts! / MORPH

Optimum solutions

Startup stage



Increase the number of employees due to business expansion.
(Add communication lines, and numbers of units, etc.)



Optimum solutions

Early growth stage

Offer products and services suitable for the business environment.
Offer in-house products and services.
Consulting services suitable for the business growth stage.

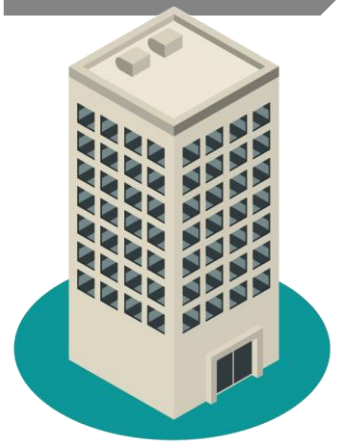
Increase the number of employees due to business expansion.
(Add communication lines, and numbers of units, etc.)



Cloud App Service (SaaS)

Optimum solutions

Further growth stage



Current main targets
“Reserves for Growth”

Future targets
“Companies in growth stages”

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03

APPENDIX

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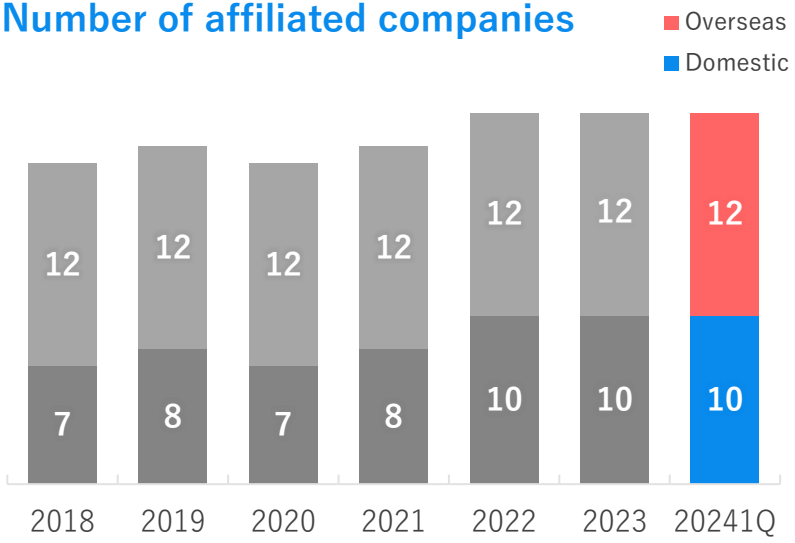
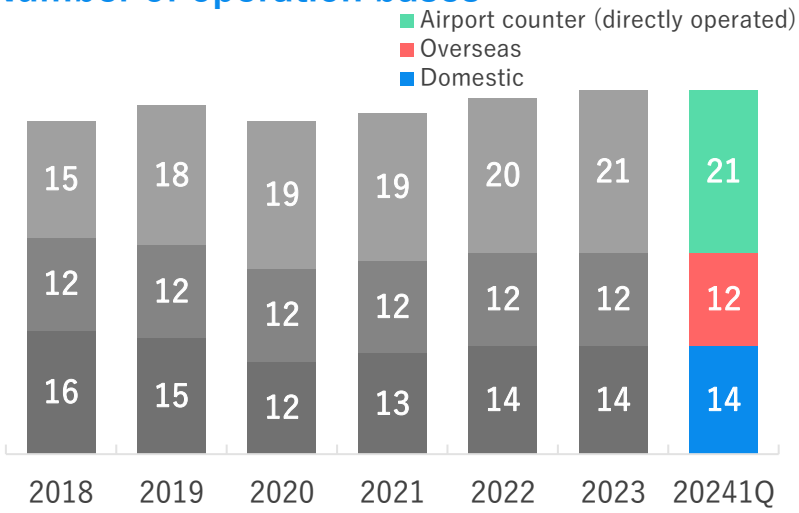
Group Structure

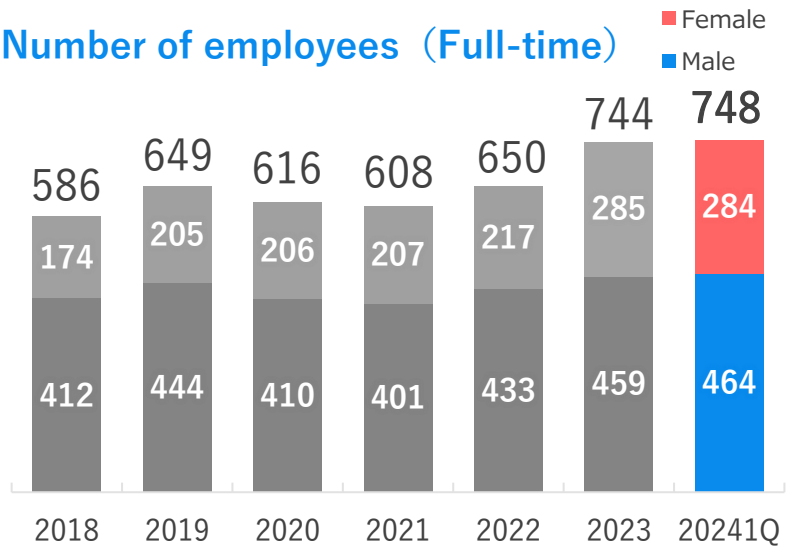
Number of affiliated companies



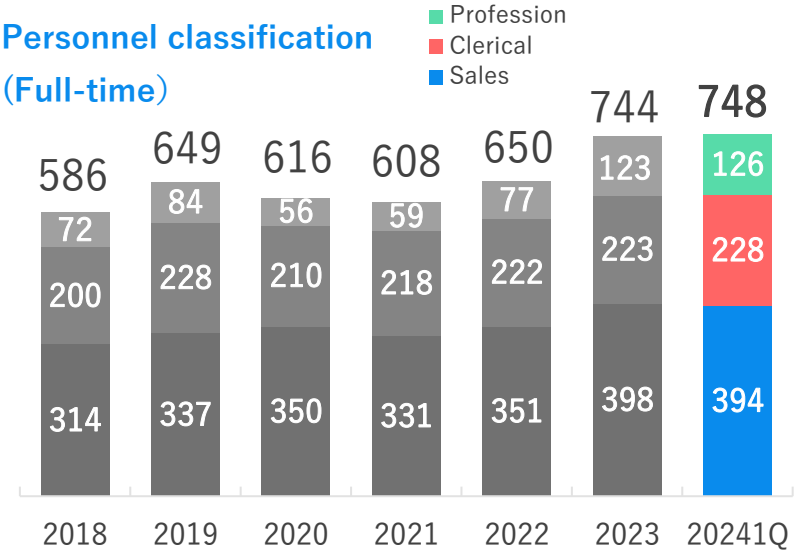
Number of operation bases



Number of employees（Full-time）



Personnel classification (Full-time)



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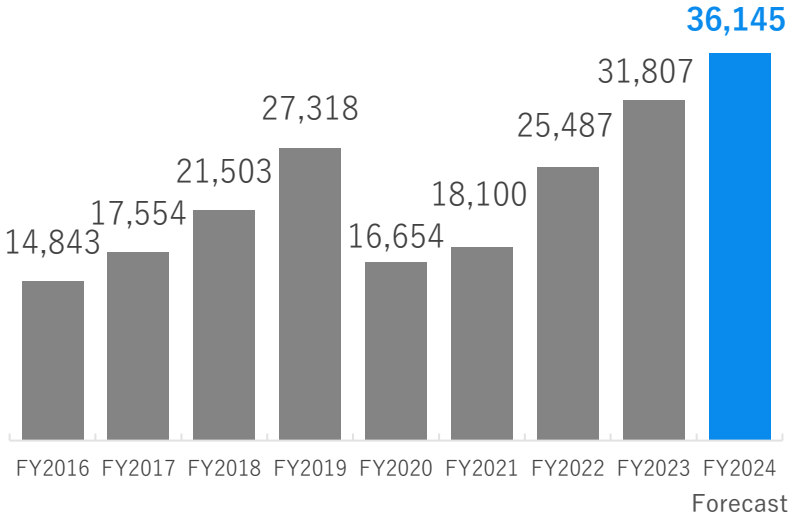
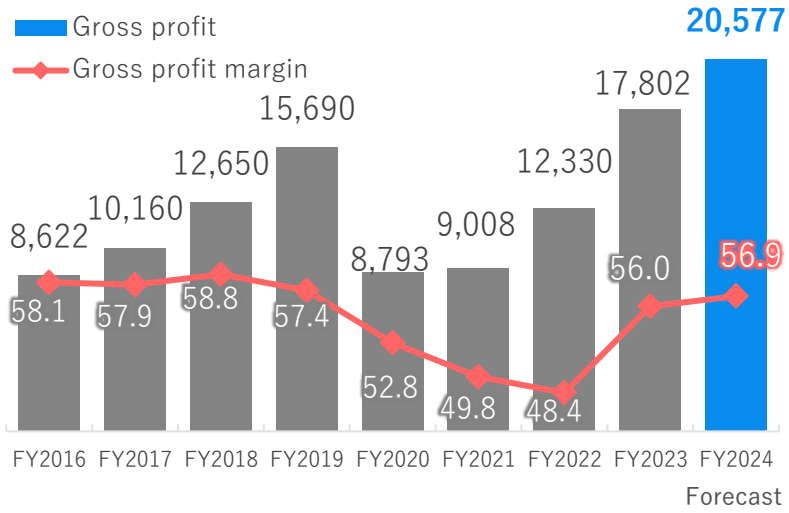
Performance Data

(JPYmn, %)

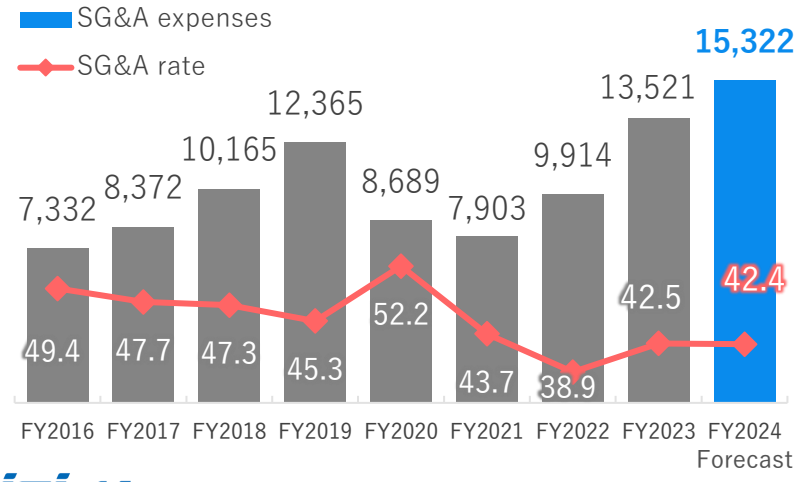
Sales



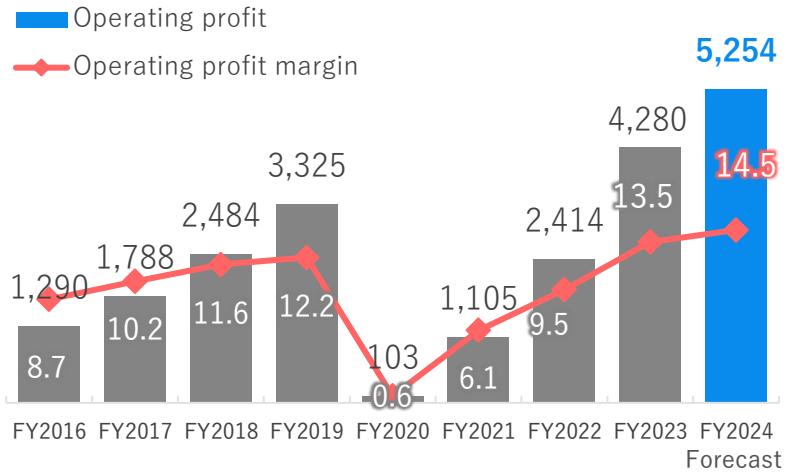
Gross profit



SG&A expenses



Operating profit



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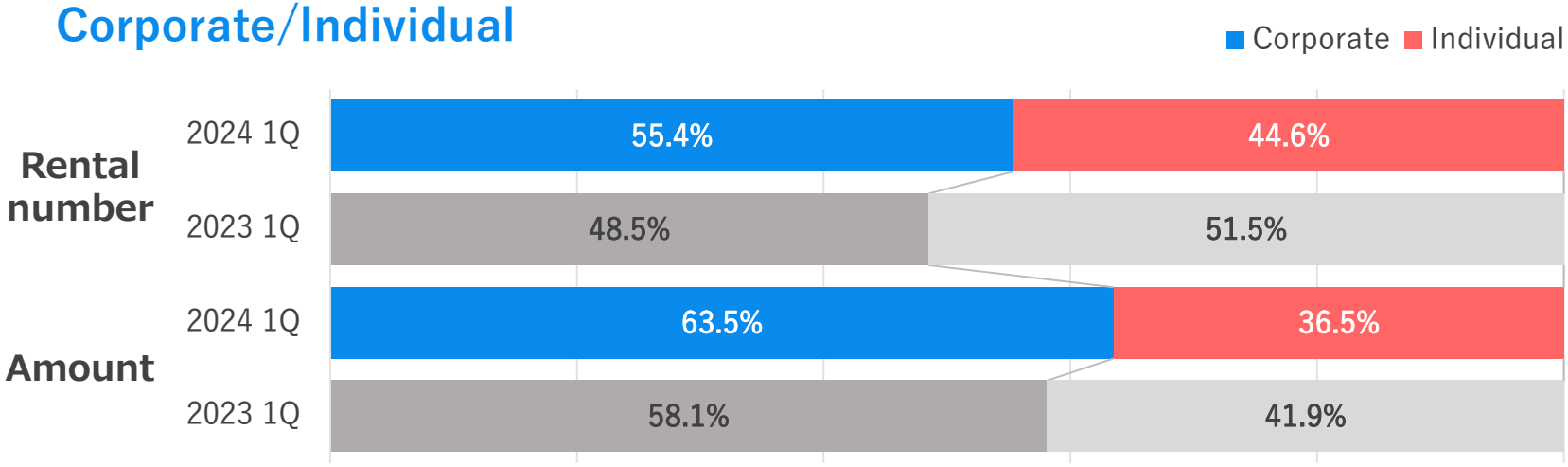
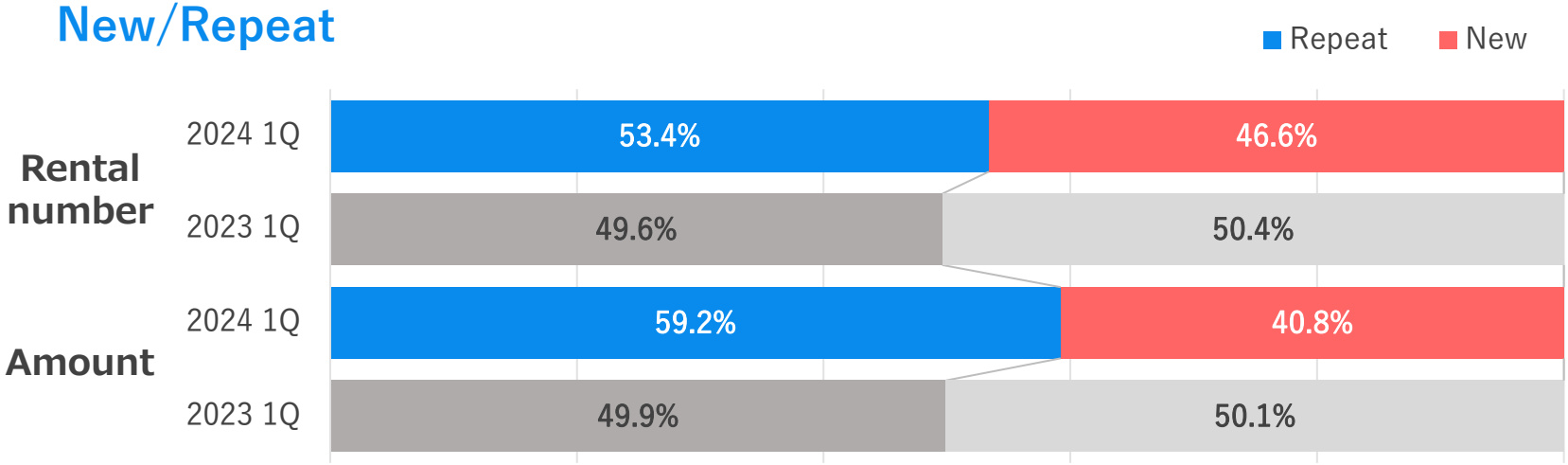
Customer Attributes
“GLOBAL WiFi” Business Overseas Use (Outbound)

Corporate/Individual



New/Repeat



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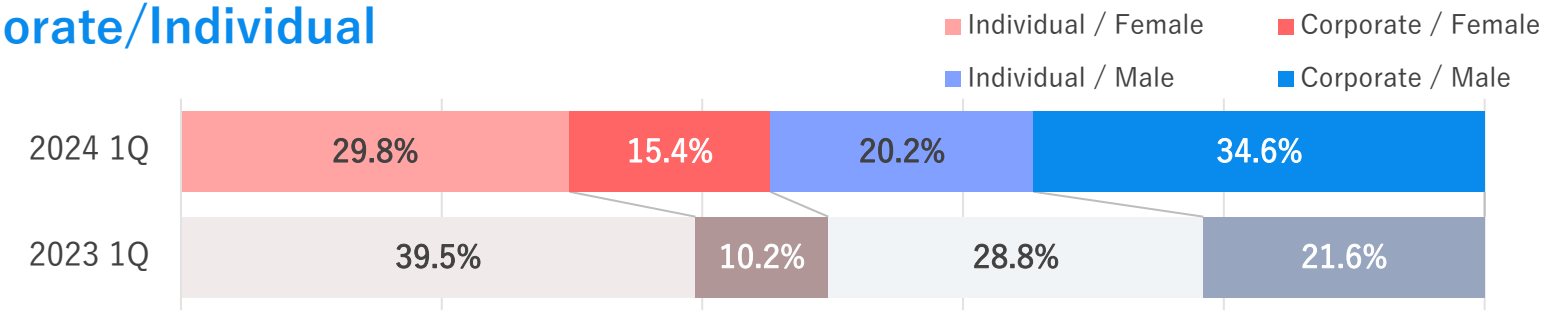
Customer Attributes
“GLOBAL WiFi” Business Overseas Use (Outbound)

Corporate/Individual



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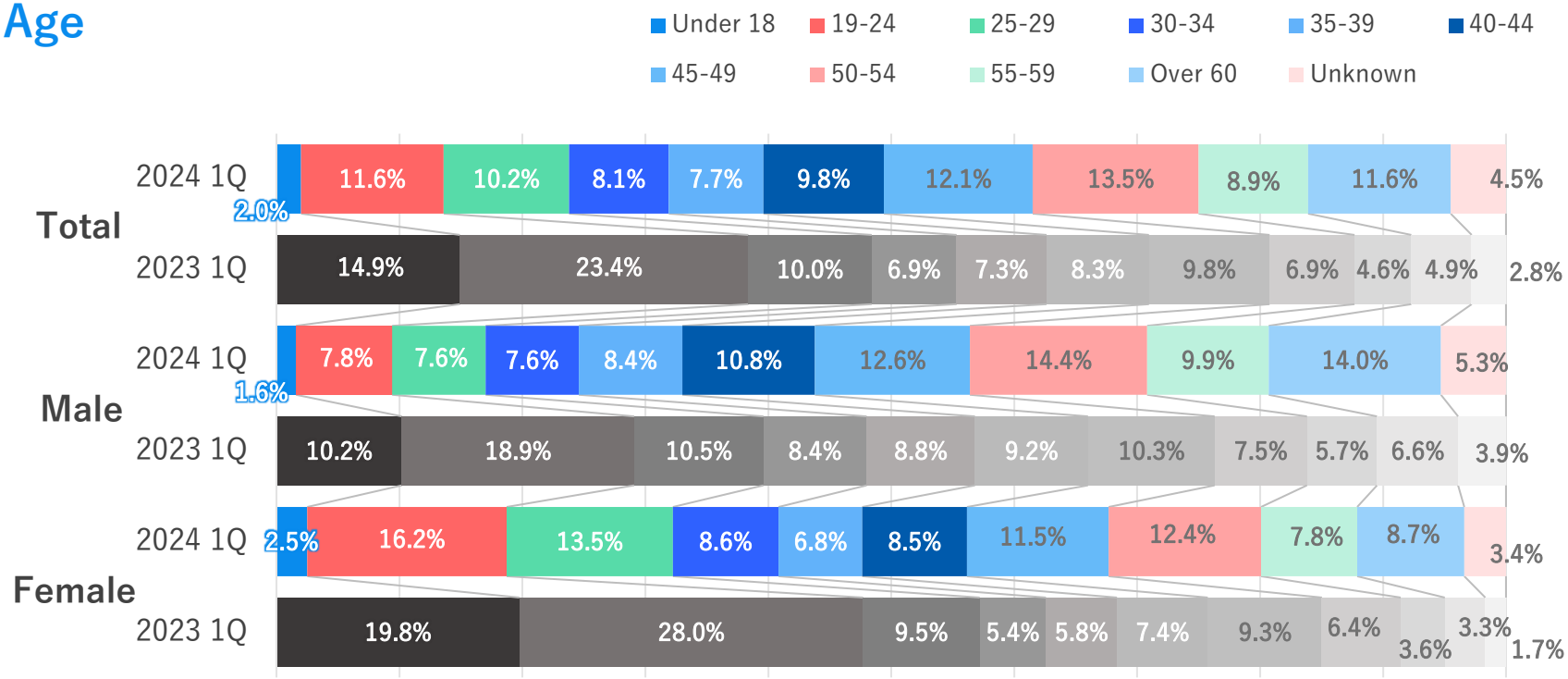

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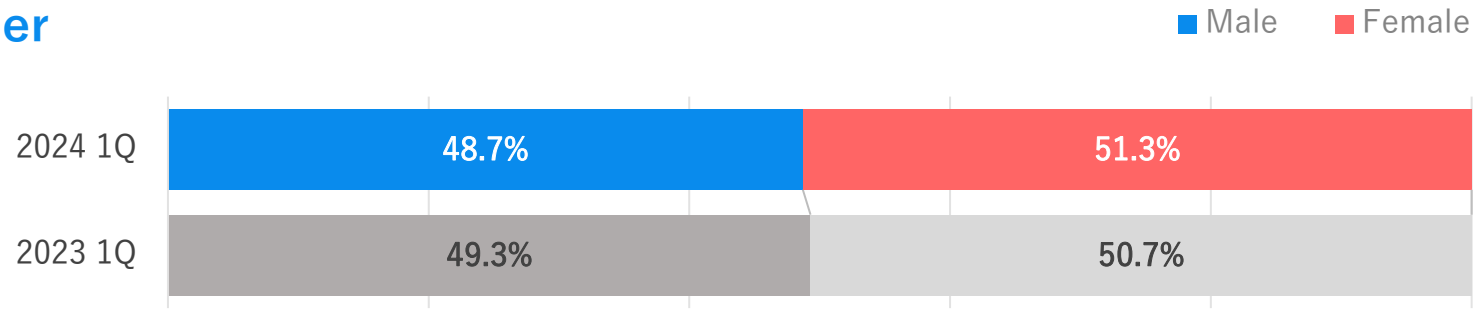
Customer Attributes

“GLOBAL WiFi” Business Domestic Use (Except for GLOBAL WiFi for Biz)

Gender



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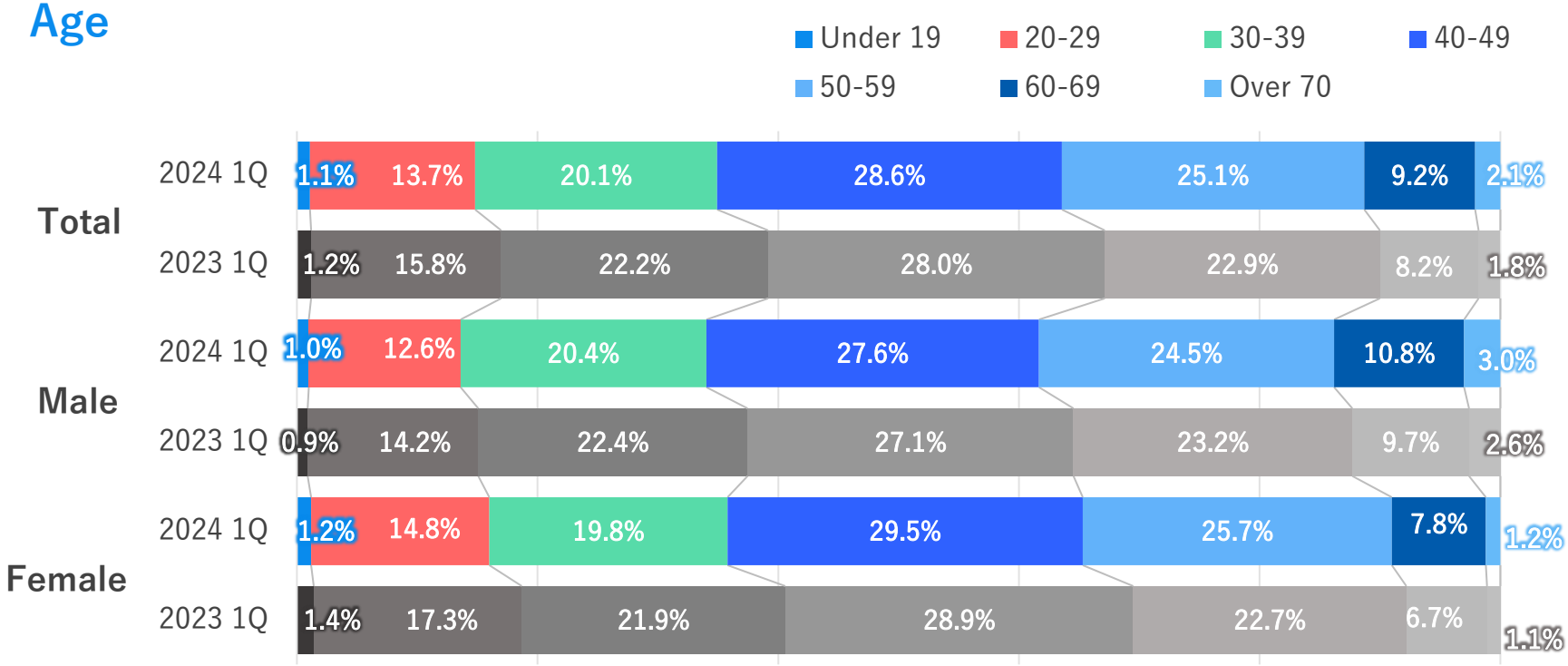

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Forward-Looking Statements

Materials and information provided in this announcement include so-called “forward-looking statements.”

They are estimated at the present and are based on the assumption that involves forecasts and risks, and substantially they include uncertainties which could cause different results from these statements.

These risks and uncertainties include general industry and market conditions, and general domestic and international economic conditions, such as interest rates and currency exchange fluctuations.

In the future, even if there is new information or future events etc., we shall not be obligated to update and revise the “forward-looking statements” included in this announcement.

Vision Inc.

Contact： Investor Relations Dept.

ir@vision-net.co.jp

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