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毎日、発明する会社

FY2024/04

Financial Results for the Second Quarter

FreeBit Co., Ltd.

December 8, 2023

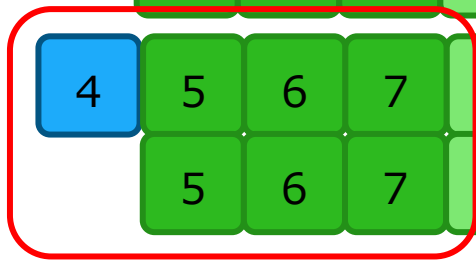
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1. Financial Results for the Second Quarter of FY2024/04

Impact of change in fiscal year-end of consolidated subsidiaries (GIGAPRIZE and its subsidiaries)

- GIGAPRIZE Group (GPG) changed the date of its fiscal year-end from March 31 to April 30, the same as our consolidated fiscal year-end.
As a result, the consolidated subsidiaries in the current fiscal year has an irregular settlement of accounts for the 13-month period from April 1, 2023 to April 30, 2024. In the first quarter of the fiscal year under review, the four-month period from April 1, 2023 to July 31, 2023 has been incorporated into the consolidated settlement.
- In this presentation material, we describe the figures as the figure including the impact of the change in the fiscal year-end and the figure excluding the impact of the change in the fiscal year-end.

| Consolidated period | | First quarter | Second quarter | Third quarter | Fourth quarter | (month) | | | | | | | | |
|-------------------------------------------|-----|---------------|----------------|---------------|----------------|---------|----|----|----|----|---|---|---|---|
| (Previous Fiscal Year) FY2023/04 | GPG | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | |
| | FB | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | |
| (Current Fiscal Year) FY2024/04 | GPG | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 |
| | FB | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | |
| (From the Next Fiscal Year) FY2025/04- | GPG | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | |
| | FB | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | |



Summary of Consolidated Financial Results for the Second Quarter of the Fiscal Year Ending April 30, 2024

| (Millions of yen) | | FY2023/04 2Q | FY2024/04 2Q (including the impact of the change in the fiscal year-end) | | | (Reference) FY2024/04 2Q (Excluding the impact of the change in the fiscal year-end)*2 | | |
|----------------------------------------------------------------|----------------------|-----------------|--------------------------------------------------------------------------------|-----------------------|------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------|-------------------------------------|
| | | | Actual | Increase/ Decrease | Percentage increase/ decrease (Reference)*1 | Actual | Increase/ Decrease | Percentage increase/ decrease |
| Net sales | Actual | 22,581 | 27,073 | +4,491 | - (+19.9%) | 25,341 | +2,759 | +12.2% |
| Operating income | Actual | 1,962 | 3,071 | +1,109 | - (+56.5%) | 2,673 | +711 | +36.2% |
| | Base income *3 | 2,439 | 3,499 | +1,060 | (+43.5%) | 3,101 | +662 | +27.1% |
| Ordinary income | Actual | 1,805 | 3,014 | +1,209 | - (+67.0%) | 2,618 | +813 | +45.1% |
| | Base income | 2,281 | 3,441 | +1,159 | (+50.8%) | 3,046 | +764 | +33.5% |
| Quarterly income attributable to owners of the parent | Actual | 843 | 1,980 | +1,137 | - (+134.8%) | 1,823 | +979 | +116.1% |
| Quarterly net income per share owners of the parent | Actual | 44.87 yen | 99.22 yen | 54.35 yen | - | 79.42 yen | 34.55 yen | - |

*1 As stated in page 4, the rate of increase or decrease compared to the same quarter of the previous year is for reference purposes due to the impact of the change in GPG's fiscal year-end.

*2 The figures in "Excluding the impact of the change in the fiscal year-end" is an unaudited reference figure that excludes the impact of the change in the fiscal year-end of GPG.

*3 Base income are the business profit figure excluding temporary investments and unaudited reference figures.

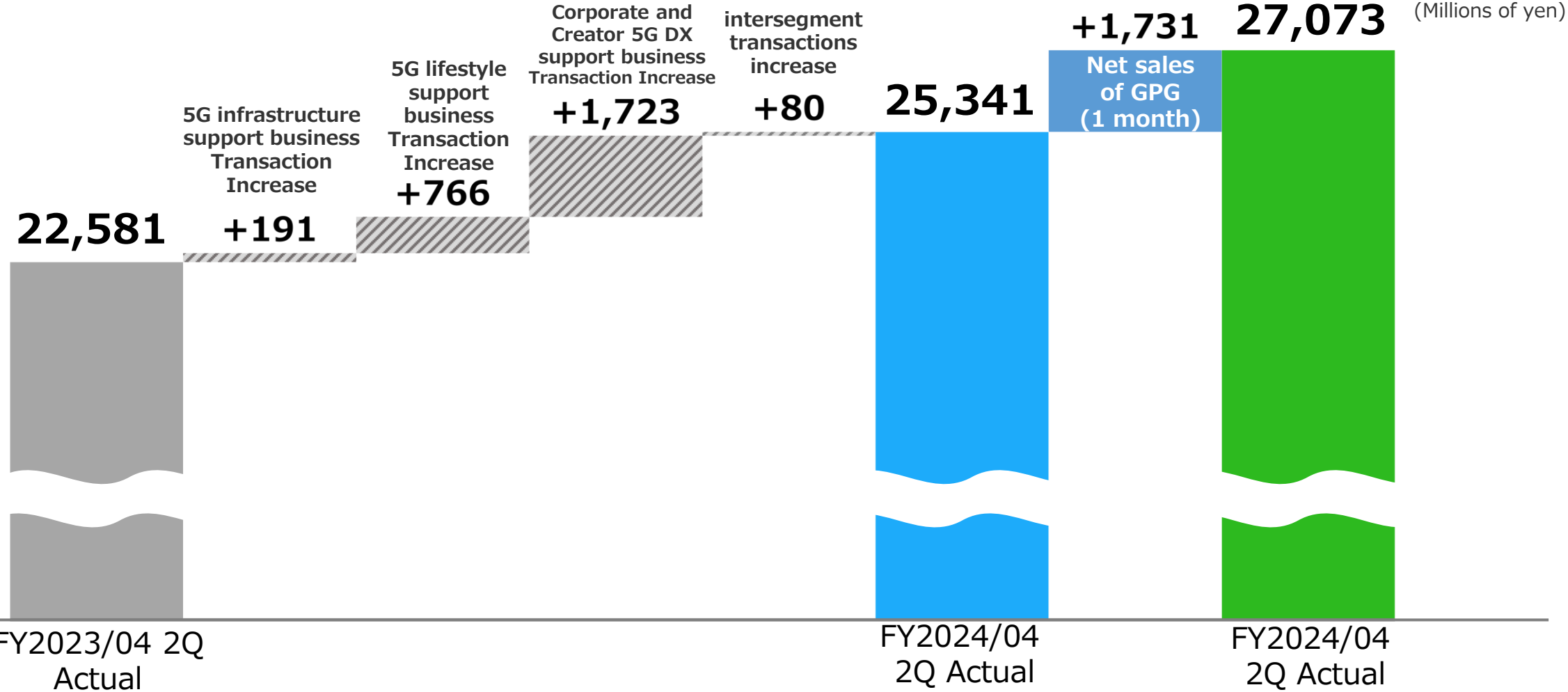
- Net sales increased 19.9% year on year (excluding the impact of the change in the fiscal year (*1): increased 12.2%) due to **scale expansion in 5G Infrastructure Support Business's FreeBit B2B mobile services, customer acquisition in Affiliate Services, the core business of Full Speed Group** of the Corporate and Creator 5G DX Support Business, and **steady growth in the number of units provided in ISP services for apartment buildings in 5G Homestyle**, the core business of 5G Lifestyle Support Business, GIGAPRIZE
- **Operating income grew in all segments**, including 5G Infrastructure Support Business, 5G Lifestyle Support Business, and the Corporate and Creator 5G DX Support Business, despite implementing strategic investments. Operating income **increased 56.5% year on year and increased 42.5% year on year by base comparison (*2) compared to the previous fiscal year** (excluding the impact of the change in the fiscal year: 36.2% year on year / increased 26.2% year on year by base comparison).
- Quarterly income attributable to owners of the parent **increased 134.8% year on year** due to growth in operating income and ordinary income, gain on sales of investment securities, and gain on sales of shares of subsidiaries and associates (excluding the impact of the change in the fiscal year end: 116.1% increase)
- Taking into account the progress of results up to the second quarter, **implement upward revisions to the earnings forecast**
- In the next medium-term management plan, we announced initiatives to deepen and strengthen returns to stakeholders. We announced the start of web3, stakeholder community demonstration test “One Vision” by revising increasing the plan dividend forecast
In the current medium-term management plan, we implemented a shareholder return policy ahead of schedule

*1 Figures of “excluding the impact of the change in the fiscal year-end” are unaudited reference figures.

*2 Base comparison is the year-on-year comparison of base incomes.

YoY Variance Analysis Net Sales

All segments remained solid, mainly in the Affiliate Business of the Corporate and Creator 5G DX Support Business. As a result, actual results increased by 19.9% year on year (excluding the impact of the change in the fiscal year end: 12.2% increase)



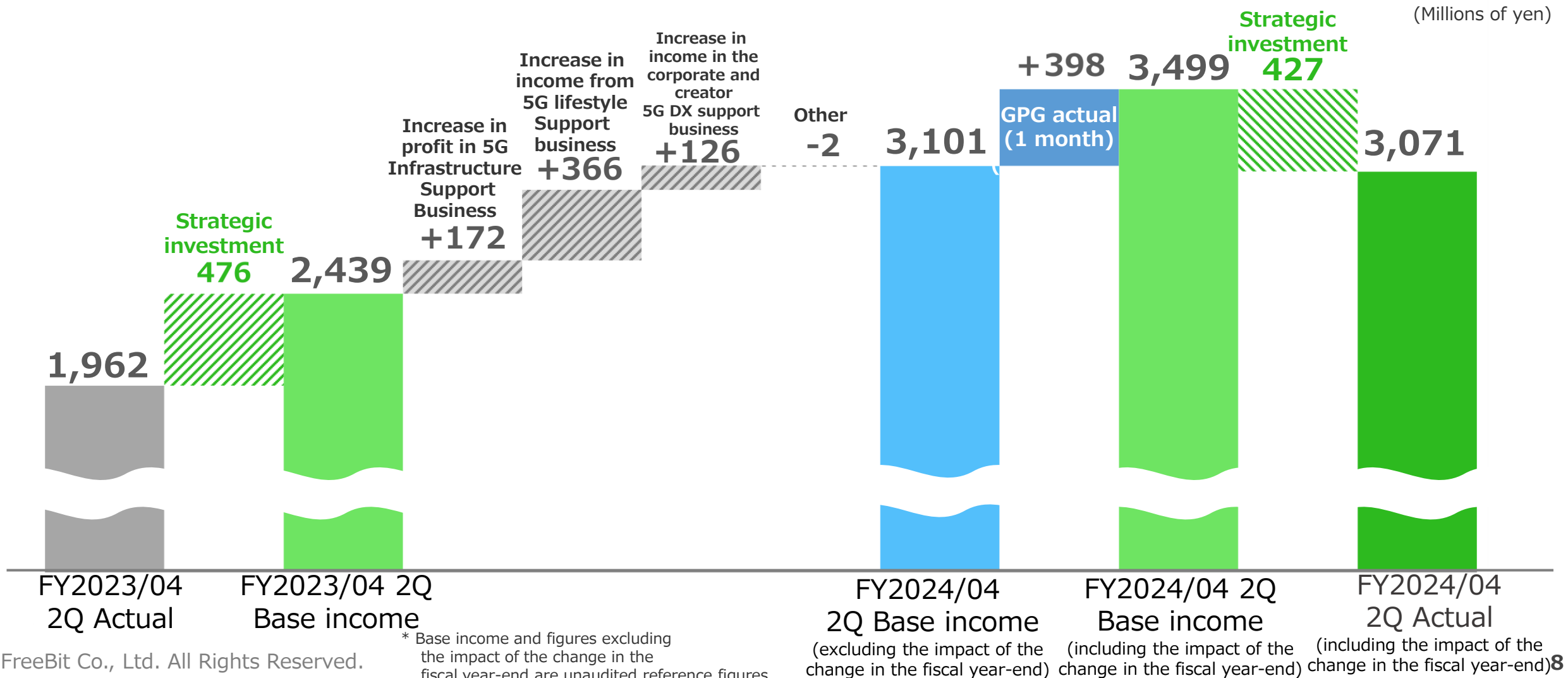
* Figures of "excluding the impact of the change in the fiscal year-end" are unaudited reference figures.

(excluding the impact of the change in the fiscal year-end)

(including the impact of the change in the fiscal year-end)

YoY Variance Analysis Operating Income

While implementing strategic investments, all segments remained solid, mainly in 5G Lifestyle Support Business. As a result, actual results increased by 56.5% year on year and base income increased by 43.5%



Breakdown of strategic investment for FY 2023 and FY 2024

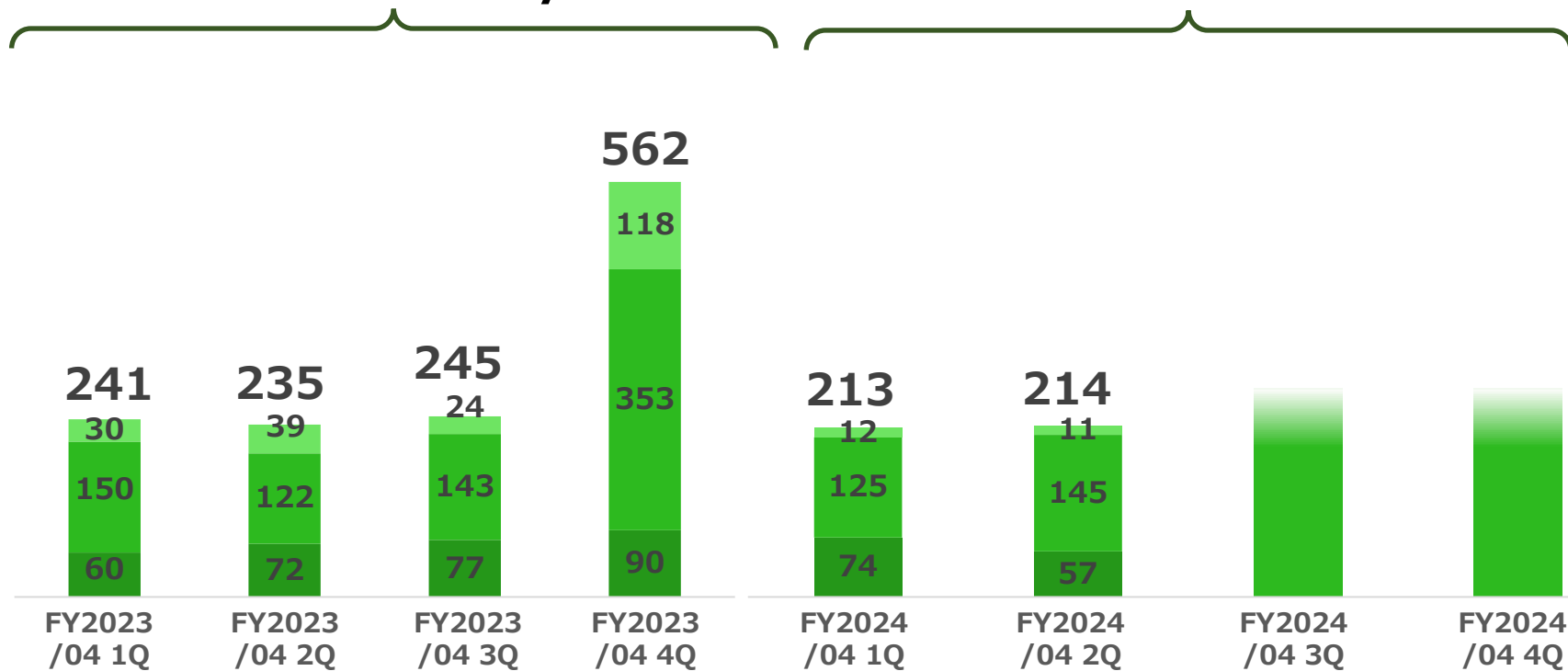
Continuous implementation of strategic investments, including acquisition of "TONE" and "TONE Labo" users for 5G lifestyle support business and promotion of businesses in the incubation zone

- 5G Infrastructure Support Business
- 5G Lifestyle Support Business
- Corporate and Creator 5G DX Support Business

(Millions of yen)

FY2023/4
Total 1.28 billion yen

FY2024/04



FY2024/04 Strategic Investment Results

5G Infrastructure Support Business (131 million yen)

- Development of 5G data-center
- Data collaboration projects, etc.

5G Lifestyle Support Business (271 million yen)

- Promotion-related to TONE
- Develop and test 5G Healthstyle area "TONE Care"
- Web3(Blockchain) related development and testing
- "LIVING TOWN Minatomirai" project-related expenses

etc.

Corporate and creator 5G DX Support Business (24 million yen)

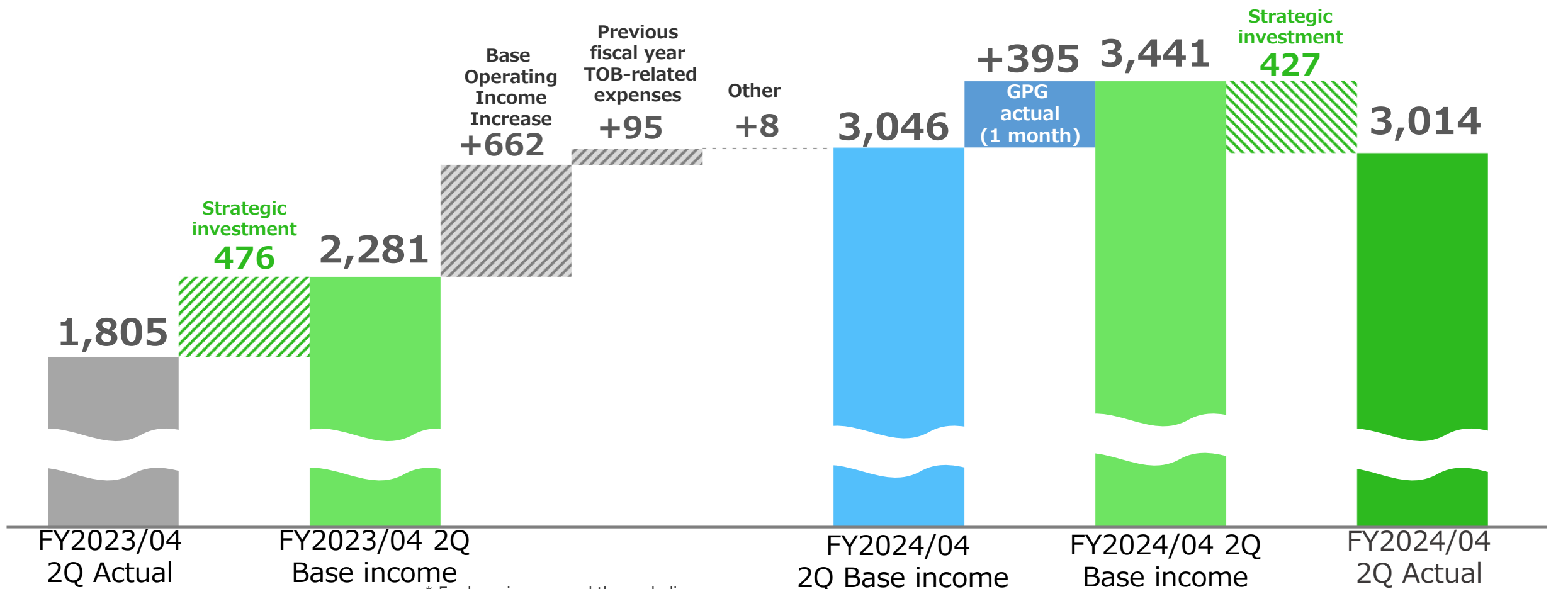
- Develop and expand human resources for multi-faced development of StandAlone, a Creator Maker area

YoY Variance Analysis Ordinary Income

Due to strong base profit, actual results increased by 67.0% year on year and base profit increased by 50.8%.

(Excluding the impact of the change in the fiscal year-end: Base profit increased 33.5%)

(Millions of yen)

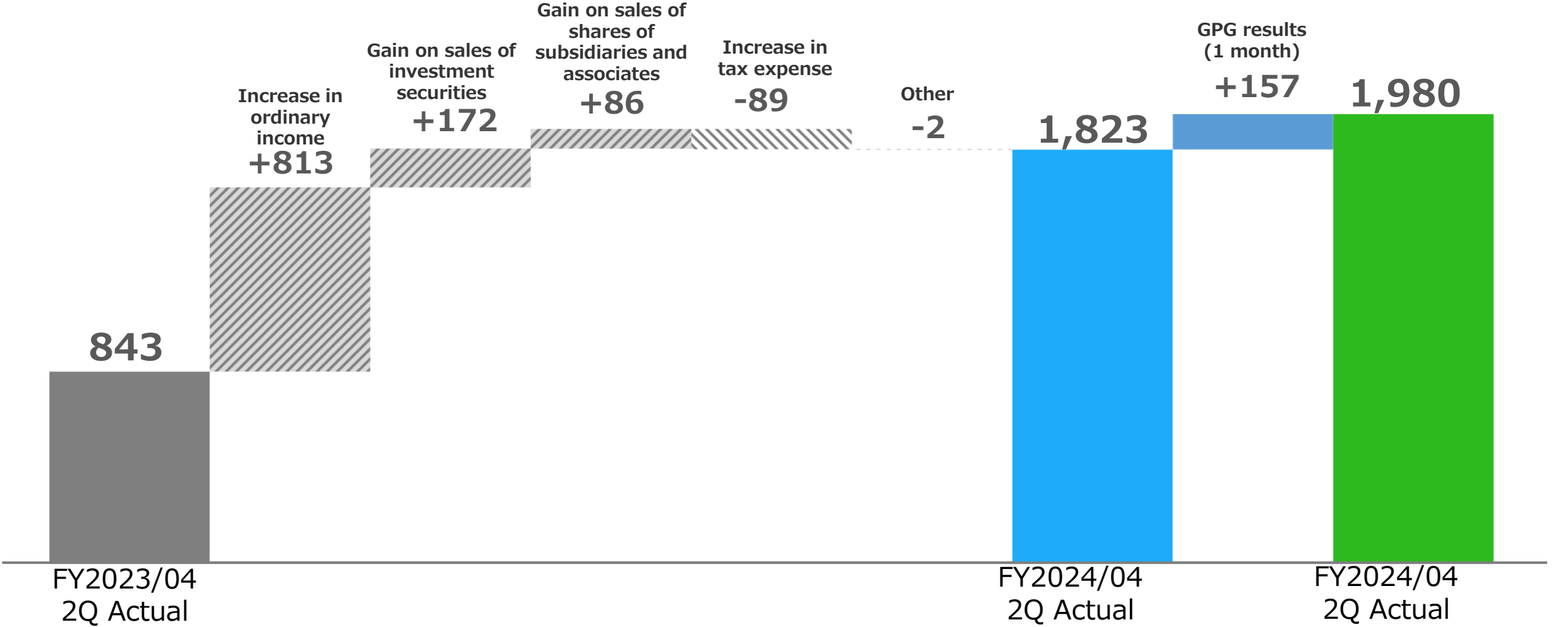


* For base income and the excluding the impact of the change in the fiscal year-end Unaudited reference figures.

YoY Variance Analysis Quarterly net income attributable to owners of the parent

**Increased by 134.8% year on year due to increase in ordinary income, etc.
(Excluding the impact of the change in the fiscal year-end: 116.1% up)**

(Millions of yen)



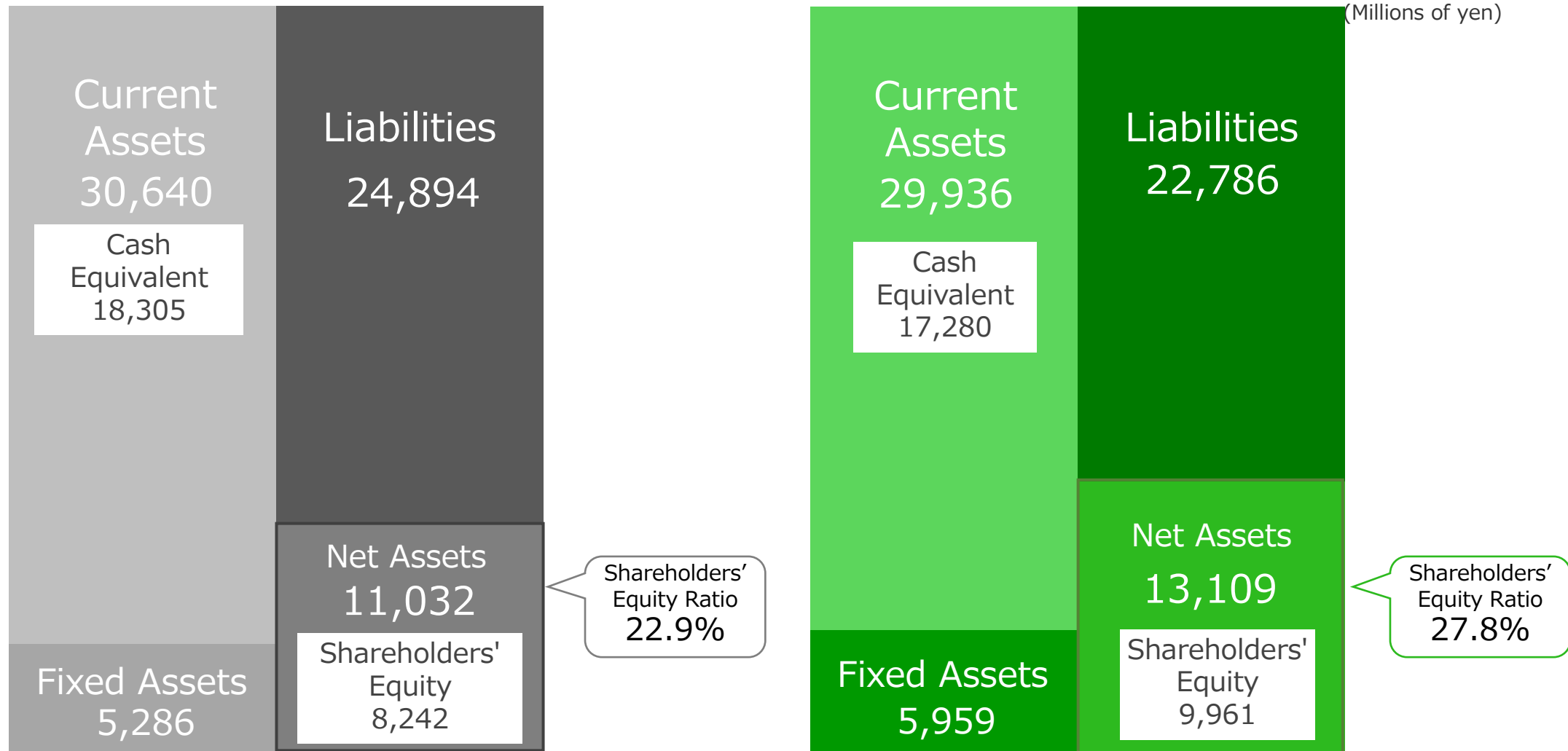
* Figures of "excluding the impact of the change in the fiscal year-end" are unaudited reference figures.

(excluding the impact of the change in the fiscal year-end)

(including the impact of the change in the fiscal year-end) **11**

Consolidated Results Summary BS Comparison

Shareholders' equity ratio increased to 27.8% due to increase in retained earnings resulting from solid performance and reduction of interest-bearing debt

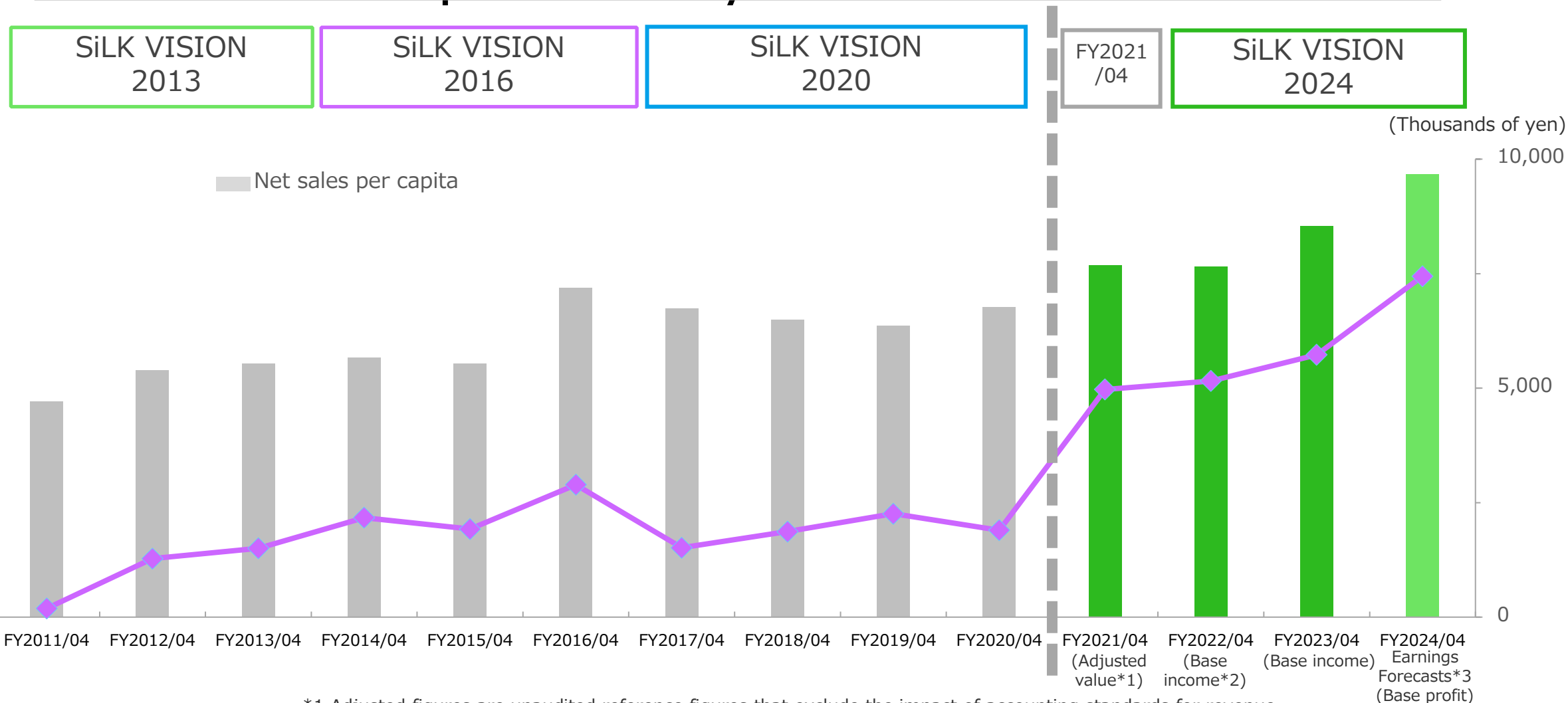


FY2023/04 4Q (As of April 31st, 2023)

FY2024/04 2Q (As of October 31st, 2023)

Net Sales and Operating Income per Employee

Net sales and operating income (base profit) per employee are expected to increase from the previous fiscal year



*1 Adjusted figures are unaudited reference figures that exclude the impact of accounting standards for revenue recognition, off-balance-sheet businesses, strategic investments, and changes in the DTI fiscal year-end.

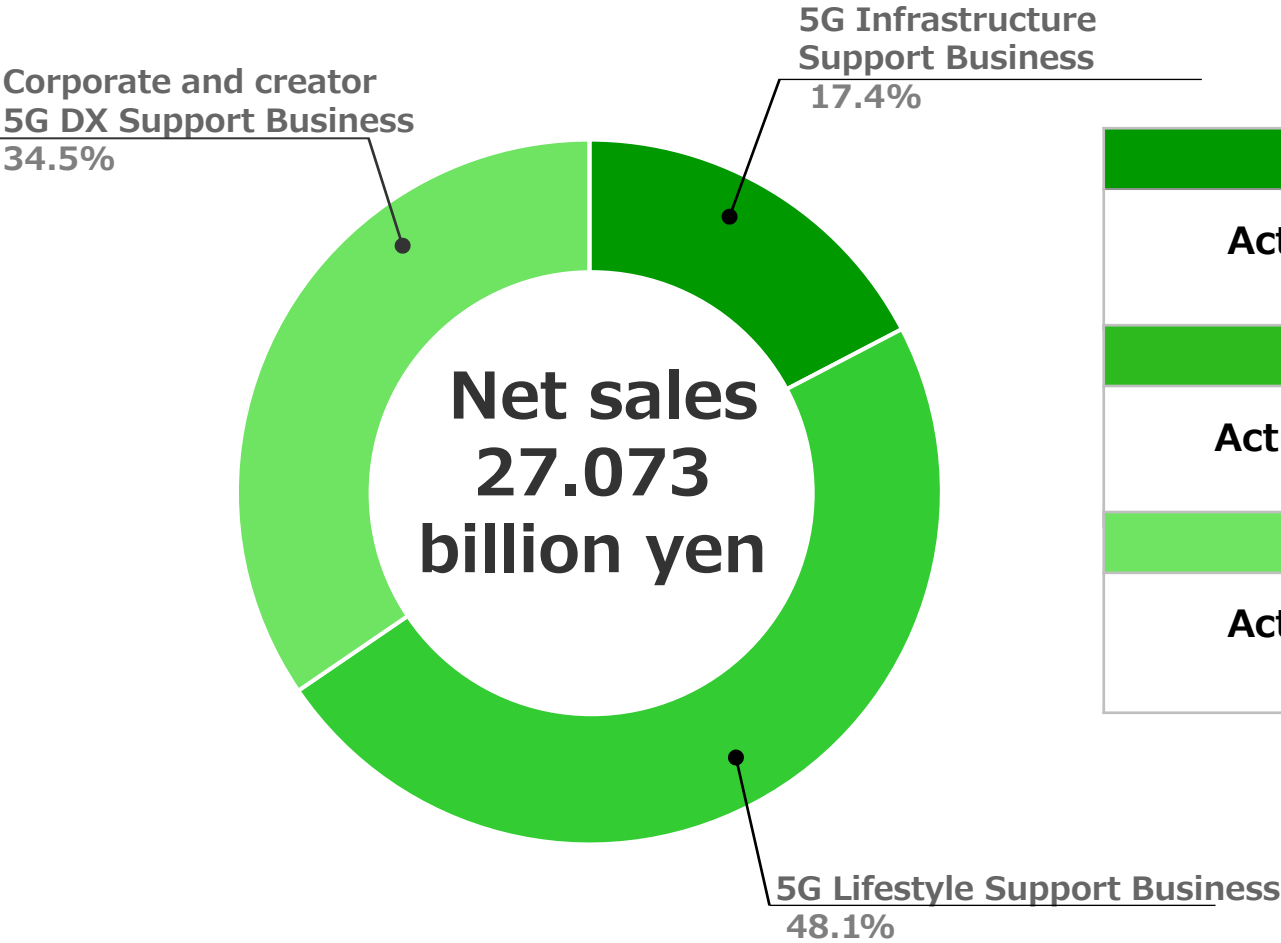
*2 Base profit values are unaudited reference figures.

*3 Estimated using the number of employees in the 23rd fiscal period for the 224th fiscal period.

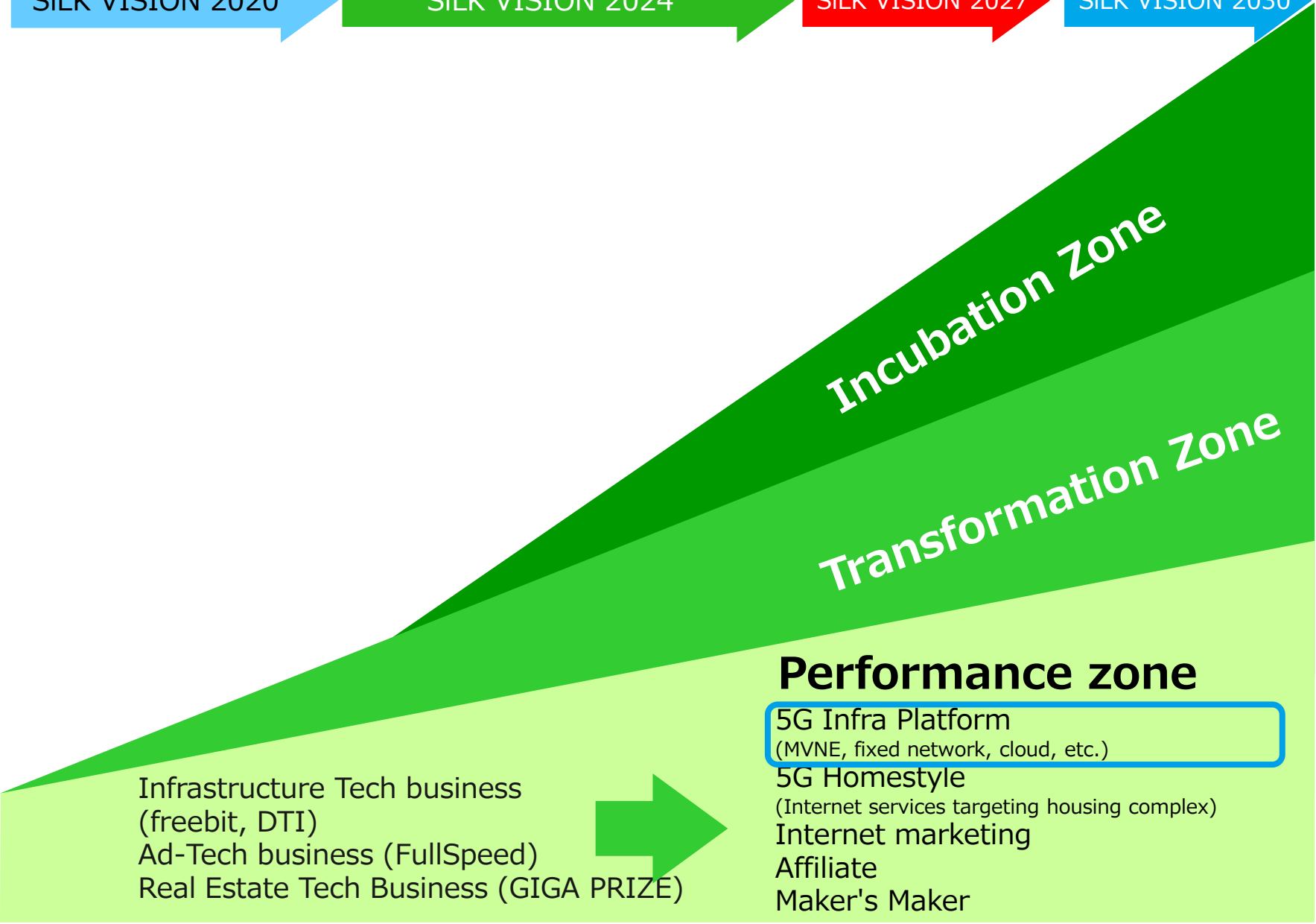
2. Financial results by segment for the Second Quarter of FY2024/04

Composition by segment

Revenues and profits increased in all segments: 5G Infrastructure Support Business, 5G Lifestyle Support Business, and Corporate and Creator 5G DX Support Business



| Net sales | Segment profit or loss |
|-----------------------------------------------------|---------------------------------------------------------------------------------------|
| 5G Infrastructure Support Business | |
| Actual 4,924 million yen YoY +4.1% | Actual 906 million yen YoY +23.6% (Actual profit) +19.9% (Base profit) |
| 5G Lifestyle Support Business | |
| Actual 13,654 million yen YoY +22.4% | Actual 1,746 million yen YoY +78.2% (Actual profit) +61.0% (Base profit) |
| Corporate and creator 5G DX support business | |
| Actual 9,799 million yen YoY +21.3% | Actual 428 million yen YoY +67.8% (Actual profit) +38.9% (Base profit) |



Corporate and Creator 5G DX Support Business

Creator Maker (StandAlone)
Bizmodel Maker (4.0)

5G Lifestyle Support Business

5G Workstyle / 5G Healthstyle
5G Carlifestyle (MaaS)

5G Lifestyle Support Business

5G Lifestyle (TONE/DTI)
5G Homestyle

5G Infrastructure Support Business

Most existing businesses have shifted to the Performance zone. Growing continuously incorporating the changing times such as 5G and eSIM.

Performance zone

5G Infra Platform
(MVNE, fixed network, cloud, etc.)

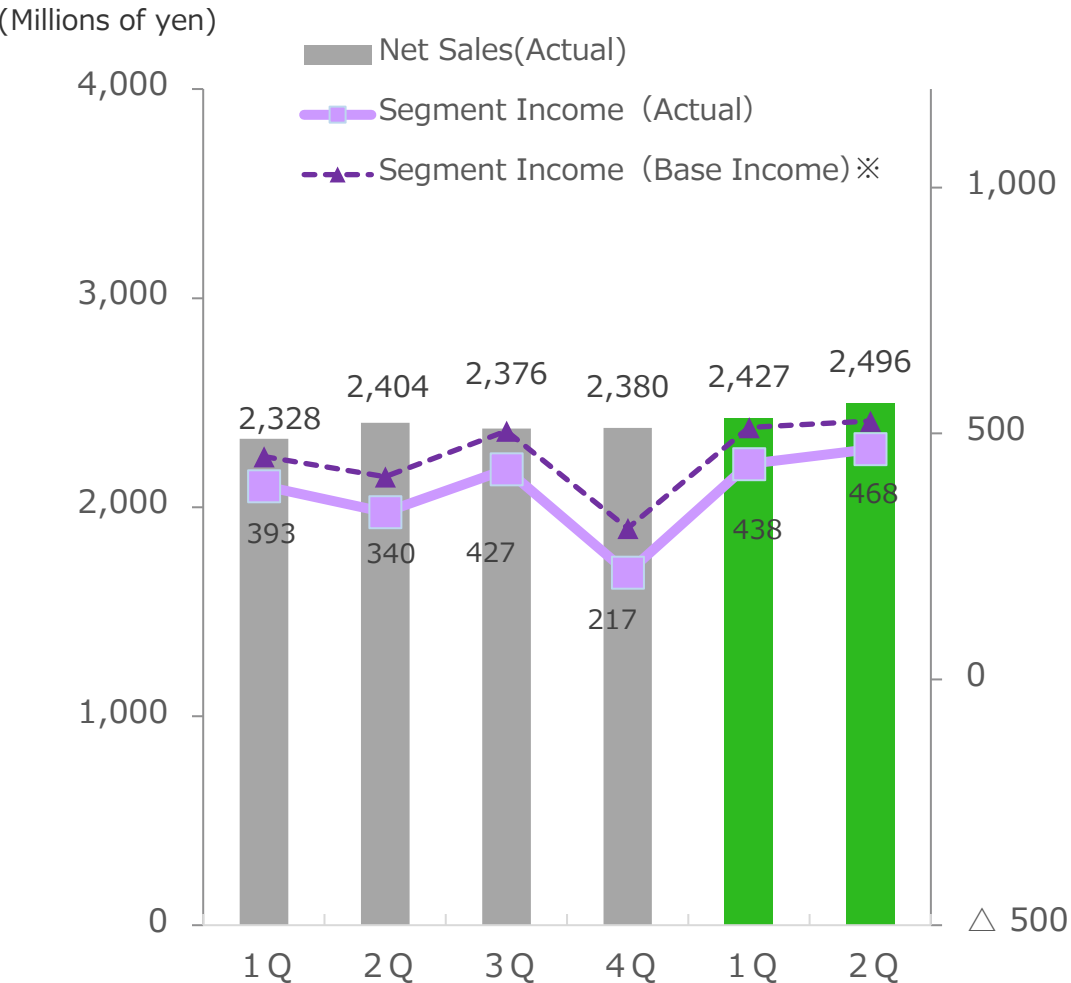
5G Homestyle
(Internet services targeting housing complex)
Internet marketing
Affiliate
Maker's Maker

Infrastructure Tech business (freebit, DTI)
Ad-Tech business (FullSpeed)
Real Estate Tech Business (GIGA PRIZE)

5G Infrastructure Support Business: Performance Progress

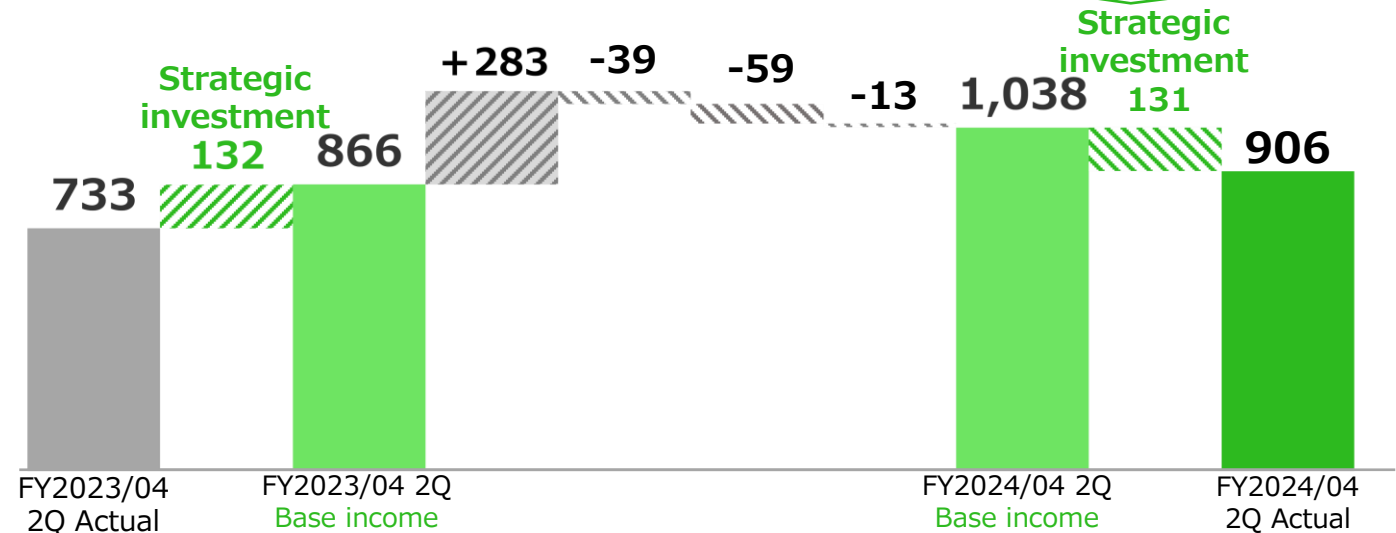
Operating income increased 19.9% year on year due to increase in use of B2B mobile services, despite decrease in use of B2B fixed network services and increase in personnel expenses

Net Sales and Segment Income (Loss)



Segment Profit/Loss YoY Variance Analysis

- (Millions of yen)
- +283** B2B Mobile: Profits increased due to increased use of services
 - 39** B2B fixed network: Profits decreased due to decrease in use of services
 - 59** Increase in personnel expenses due to strengthening of human resources
 - 13** Other
- Breakdown: • Development of 5G data-center
• Data collaboration projects, etc.



* Base profit values are unaudited reference figures.

● For proprietary plans tailored to customer needs Provide components

Provision of proprietary plans

Support planning for your own company. A dedicated representative will assist your company to differ from your competitors.

Provision at bandwidth

We provide the necessary bandwidth when needed. It can be started in the account and migrated to bandwidth without changing the setting after user acquisition.

Provision of network operation monitoring services

We conduct connection with and operational monitoring of the docomo Network. You can concentrate on marketing, sales, and support.

Provision of management tool

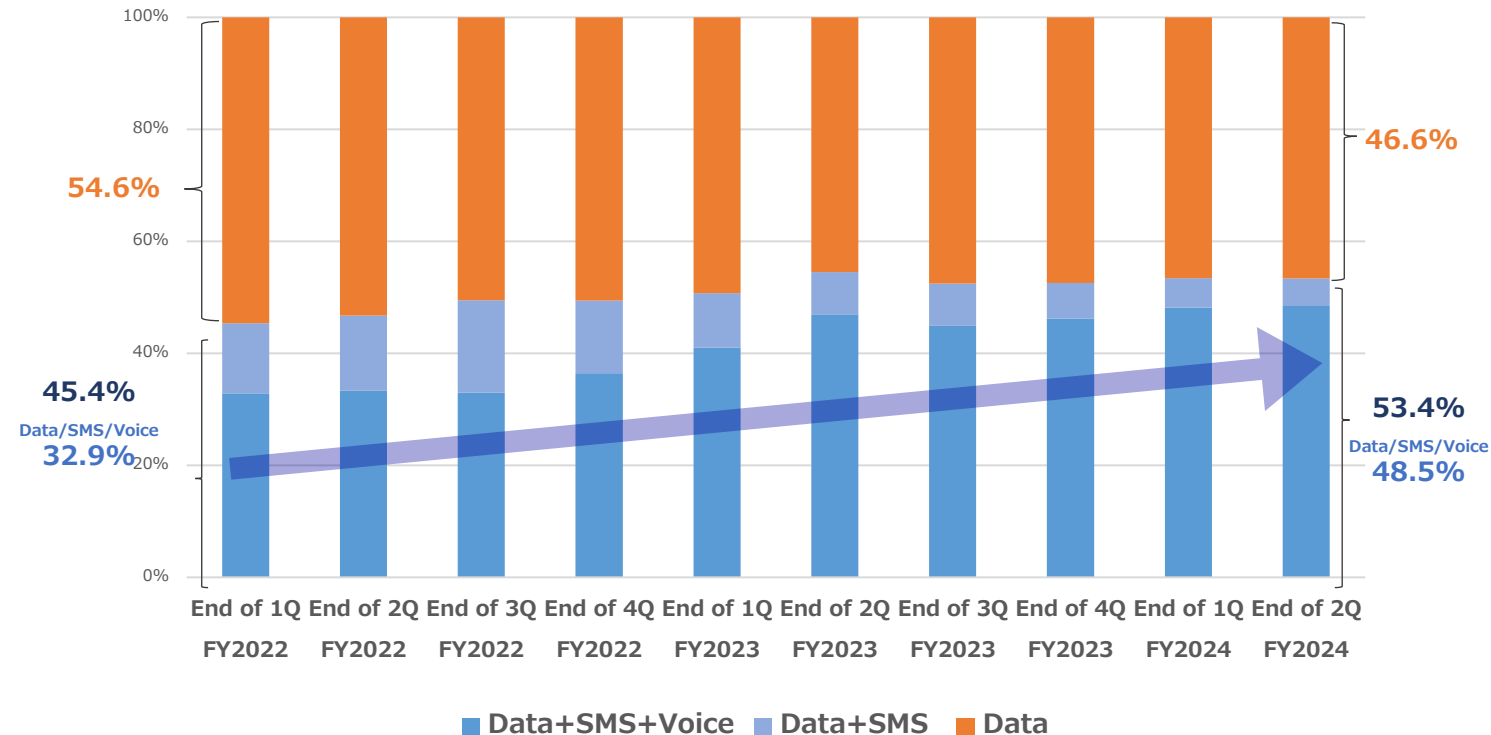
We provide web tools, API, and data DL sites for user management. We also provide traffic visualization tools to customers with bandwidth subscriptions, which allows them to check traffic status.

Component Provision

Provides cloud, VDC, fixed IP, VoIP, and various security functions. We also provide communications equipment such as smartphones, surveillance cameras, and IoT modules. User support and shipping are also available on your behalf. Please consult us.

● Sales SIM Composition Trends

Higher value-added data + SMS+ voice increased sales volume and contributed to sales



SILK VISION 2020

SILK VISION 2024

SILK VISION 2027

SILK VISION 2030

Incubation Zone

Transformation Zone

Performance zone

5G Infra Platform
(MVNE, fixed network, cloud, etc.)

5G Homestyle
(Internet services targeting housing complex)

Internet marketing
Affiliate

Maker's Maker

Infrastructure Tech business
(freebit, DTI)
Ad-Tech business (FullSpeed)
Real Estate Tech Business (GIGA PRIZE)

Corporate and Creator 5G DX
Support Business

Creator Maker (StandAlone)
Bizmodel Maker (4.0)

5G Lifestyle Support Business

5G Workstyle / 5G Healthstyle
5G Carlifestyle (MaaS)

5G Lifestyle Support Business

5G Lifestyle (TONE/DTI)
5G Homestyle

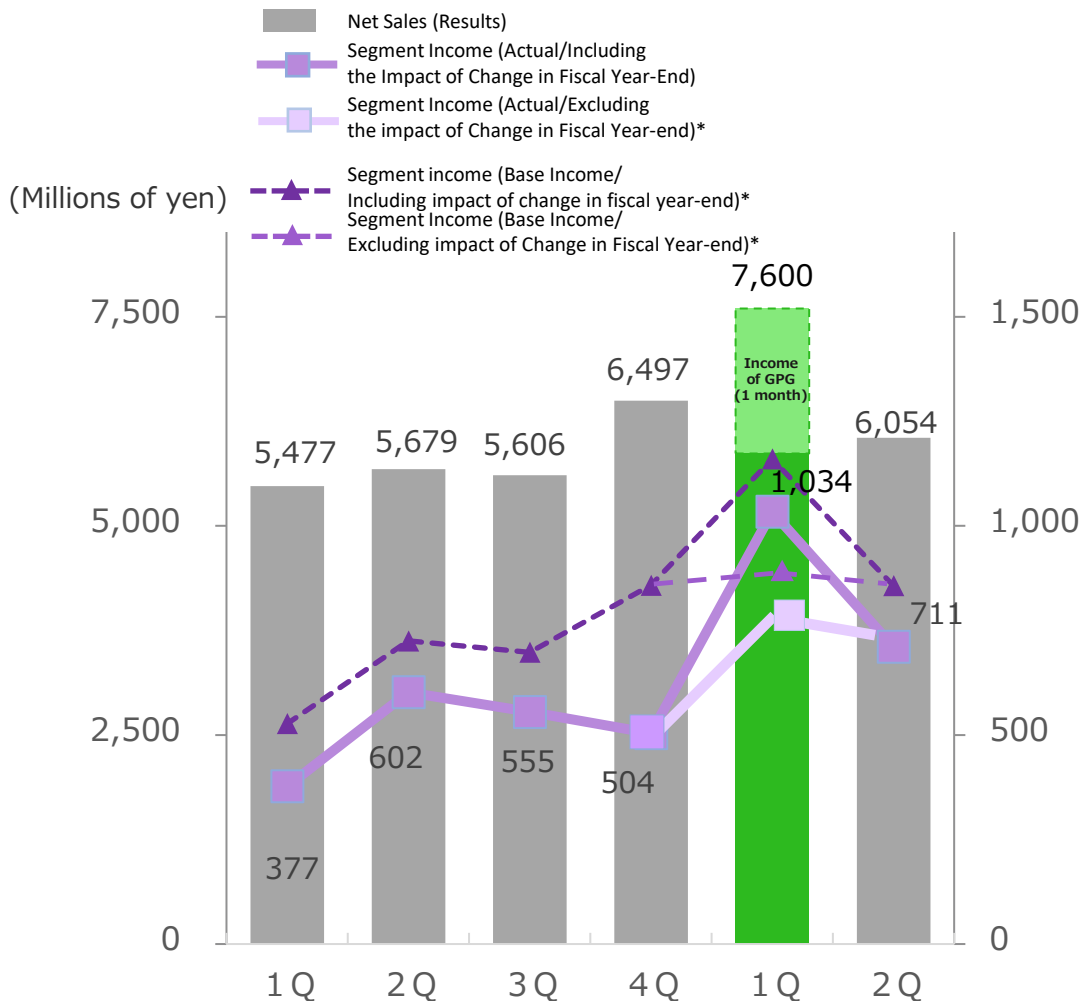
5G Infrastructure Support
Business

Most existing businesses have shifted to the Performance zone. Growing continuously incorporating the changing times such as 5G and eSIM.

5G Lifestyle Support Business: Performance Progress

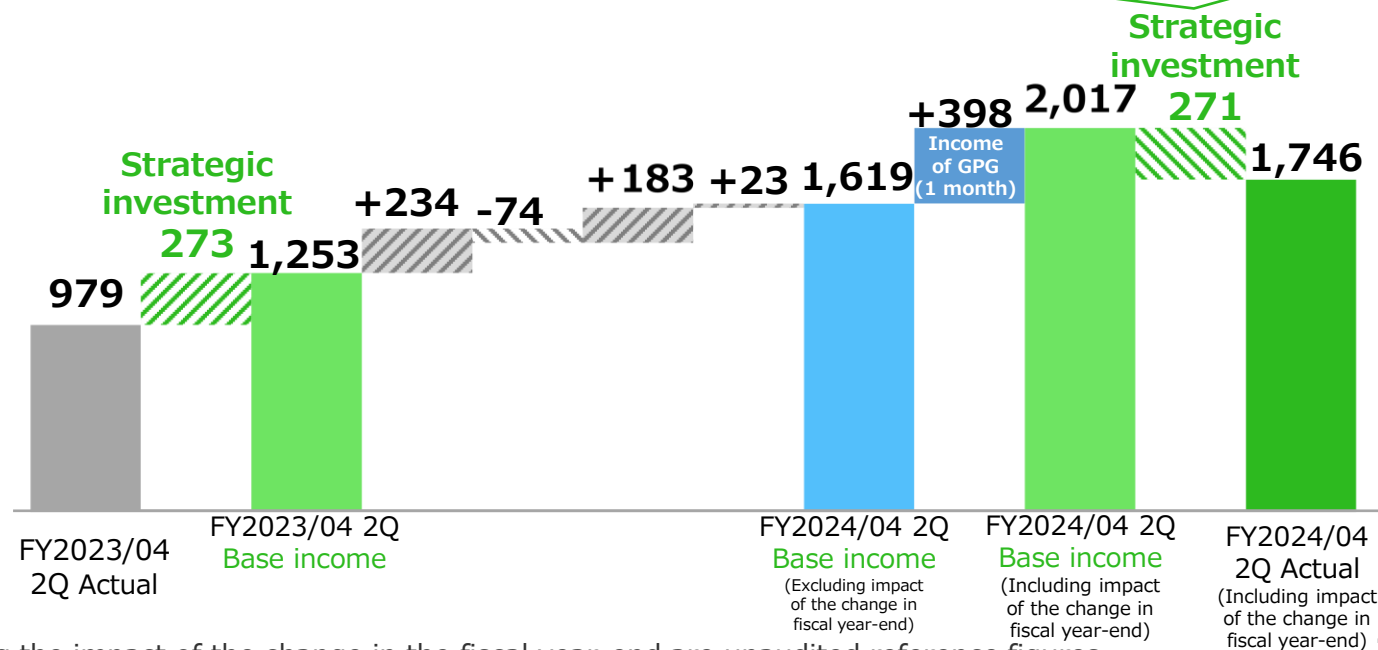
Operating income increased 61.0% year on year due to solid 5G Homestyle and the completion of investment to expand the store network in the TONE business, etc. (compared to the base)
 (excluding the impact of the change in the fiscal year end: increased 29.2% year on year)

Net Sales and Segment Income (Loss)



Segment Profit/Loss YoY Variance Analysis

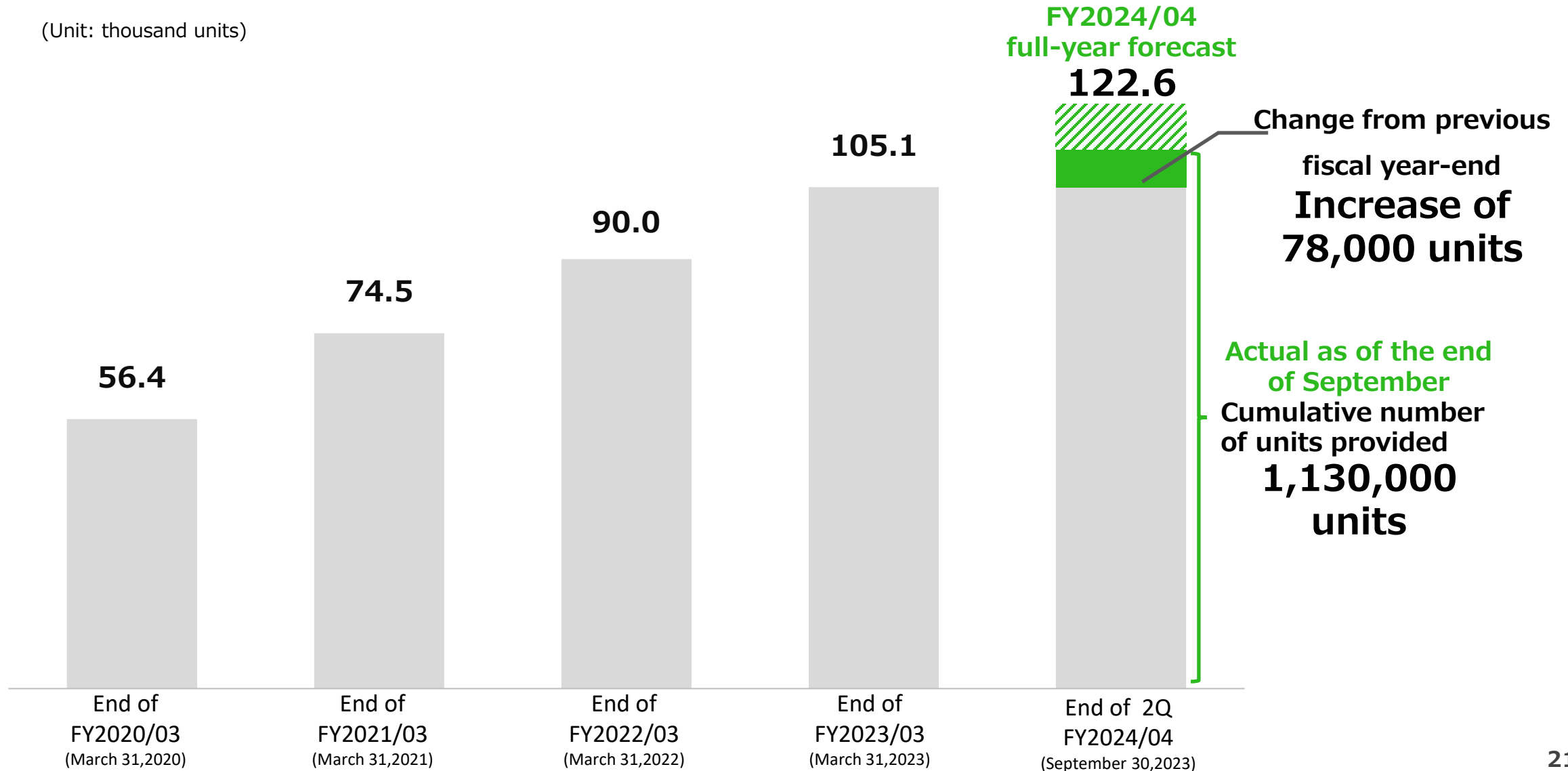
- +234** Increase in income due to sales increase in 5G Homestyle(GPG) (Millions of yen)
 - 74** Decrease in income due to decrease in use of 5G Lifestyle(DTI) fixed network services
 - +183** Increase in income due to decrease of temporary expenses incurred in the previous fiscal year for the launch of new devices and initial expenses for launching of collaboration with docomo shops
 - +23** Other
- Breakdown:
- Acquisition of users for "TONE mobile"
 - Develop and test 5G Healthstyle area of "TONE Care"
 - Web3(Blockchain) related development and testing, etc.
 - "LIVING TOWN Minatomirai" project-related expenses



5G Lifestyle Support Business: Performance Progress

The number of units provided for ISP services for apartment buildings, a key indicator of 5G Homestyle(GPG), increased by 78,000 units compared to the end of the previous fiscal year to a cumulative total of 1,130,000 units, which showed steady progress

(Unit: thousand units)



"Minato Mirai LIVING TOWN" first phase opening on September 30 (Saturday) Steadily launching initiatives as test beds that enable people to experience 5G Homestyle, etc.

- "Minato Mirai LIVING TOWN" First Phase Opens
Proposing New Housing and Lifestyle in 5G/web3 Era

"LIVING TOWN Minatomirai" first phase opening on September 30 (Saturday). Working in collaboration with IoT and other next-generation communications and freebit group blockchain technologies, gradually developing initiatives to propose housing and new lifestyles that enable people to experience and experience "5G Homestyle" lifestyles in the 5G/web3 era using advanced technologies



<LIVING TOWN Minatomirai>

- Established "Secual Smart Pole" as one of the initiatives in 5G/web3 era
Progress in preparing PoCs with an eye to "SiLK VISION 2027"

As an initiative aimed at the 5G/web3 era of "LIVING TOWN Minato Mirai", we have installed the next-generation street lights equipped with crime prevention, disaster prevention, and monitoring functions.

We are also preparing for PoCs with an eye to "SiLK VISION 2027", and plan to implement them sequentially from the first half of 2024



<"Secual Smart Pole" installed in, LIVING TOWN Minatomirai>

Launched services for detached rental housing in collaboration with Secual In the corporate housing management service business, launched services to TOKIUM and NIC Retails

- In addition to the market for apartment buildings, which has the largest market share, launch of services for **the single-family rental housing market**

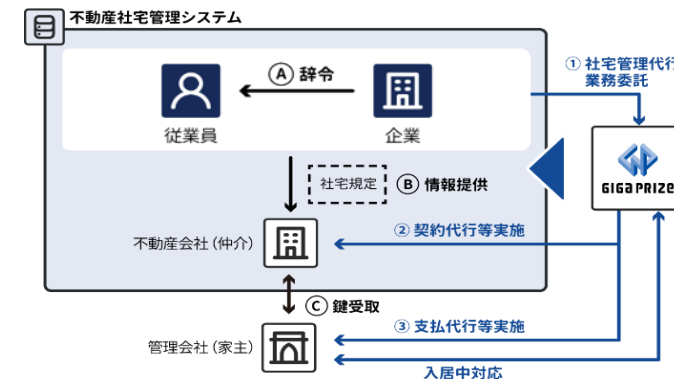
Introduced services for all-family ISP services "NiSUMU CONNECT", released jointly with Secual Co., Ltd., in new single-family rental housing in addition to the residential property sales sites provided in the past
GIGAPRIZE promotes the development of new customers and markets, in addition to services for apartment buildings, its main business



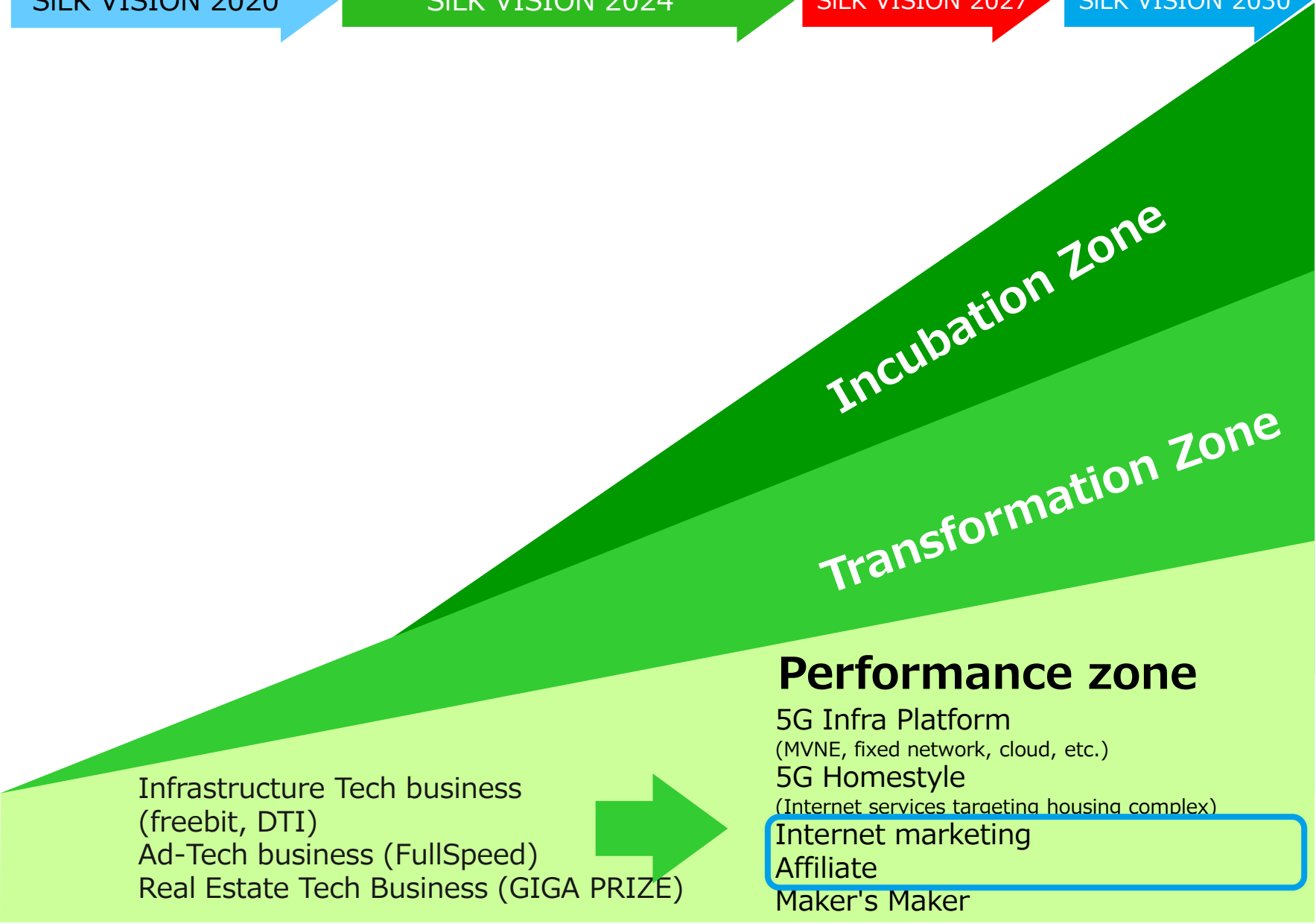
Image of single-family rental housing

- Entered into a corporate housing management service outsourcing agreement with TOKIUM and NIC Retails

In GIGAPRIZE's corporate housing management agency services, in order to support a significant reduction in corporate housing management operations and costs, the agency provides services related to a wide range of corporate housing management, such as introducing properties through affiliated real estate companies nationwide, contracting operations for rent, paying rent, and preparing statutory documents.
Started providing company housing management agency services to TOKIUM in September and NIC Retails in October



Corporate housing management service image



Corporate and Creator 5G DX Support Business
Creator Maker (StandAlone)
Bizmodel Maker (4.0)

5G Lifestyle Support Business
5G Workstyle / 5G Healthstyle
5G Carlifestyle (MaaS)

5G Lifestyle Support Business
5G Lifestyle (TONE/DTI)
5G Homestyle

5G Infrastructure Support Business

Most existing businesses have shifted to the Performance zone. Growing continuously incorporating the changing times such as 5G and eSIM.

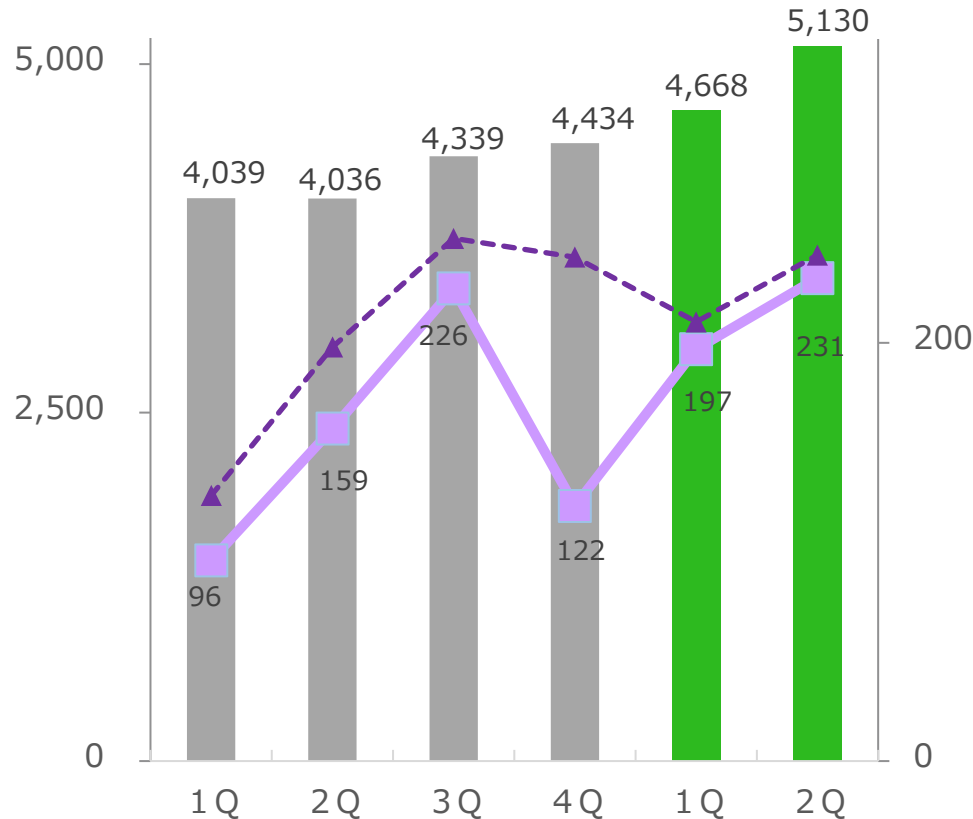
Sales and gross profit increased due to strong performance in the Affiliate Business.
 Operating income increased 38.9% year on year due to a decrease in SG&A expenses, etc. due to the PMI effect following the conversion of FS to a wholly owned subsidiary (base comparison)

Net Sales and Segment Income (Loss)

Segment Profit/Loss YoY Variance Analysis

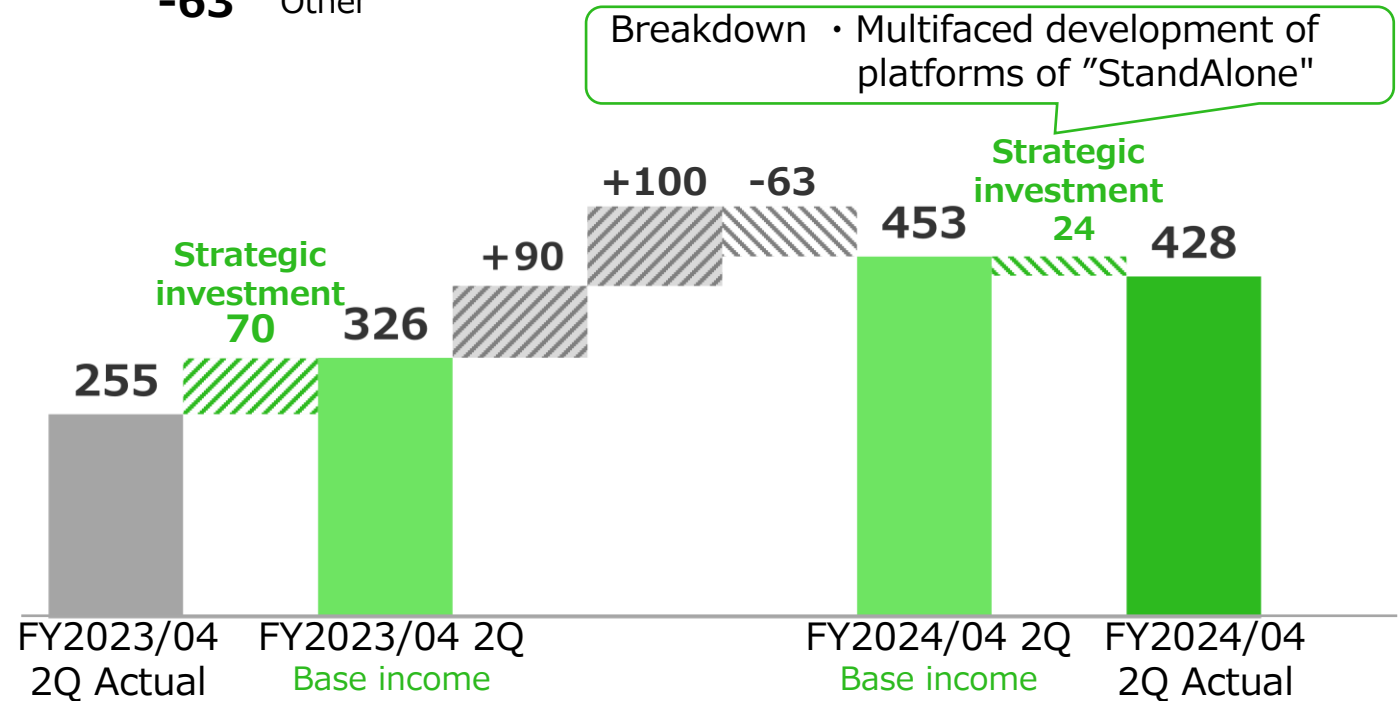
(Millions of yen)

- Net Sales
- Segment Profit/Loss (Actual)
- Segment Profit/Loss (Base Income) ※



(Millions of yen)

- +90** Increase in gross profit in the Affiliate Business due to strengthening of focus areas and acquisition of new customers
- +100** Decrease in SG&A expenses due to PMI effects such as resource optimization associated with the conversion of FS to a wholly owned subsidiary
- 63** Other



Launch of new features with Internet marketing support tool StandAlone began developing new apps for release

- Launch of writing tools using **generated AI**



"Ahrefs", a linked analysis and competitive research tool, provides writing tools using generated AI for free, allowing labor saving in writing
 A total of 22 AI tools are installed, generating sentences that have recalibrated the inputted text, and also generating sentences in a variety of styles (solid sentences, easy to familiarize, casual)

- **Horizontal development of services for creator communities is finally launched**

Artists' apps are successively released on Fan Community Tool "StandAlone", which looks ahead to the web3 era
 "NAGATOWN" starring actor Takato Nagata who appeared in the theater "Haikyu!!" released on September 14, and "Hikaridayori" starring actress Hikari Kabashima who appeared in the drama "Temporary Rider Revise" released on October 24
 Prepare for the release of "TEAM KEN.1" by Kenichi Ikezoe

- "Brand Safe Affiliate" New functions added
 Realizing the systemization of parts that had previously been subjected to human checks and **providing services that are not available to other companies**

フロントページアフィリエイト
 機能紹介 | PR / 広告表記のチェック

ページ内の「PR表記」の有無をクロージングチェック
 *PR表記のないページをピックアップします。



Full Speed

In response to the strengthening of stimulus measures in the [Brand Safe Affiliate] system for managing the risk of affiliate advertising to advertisers

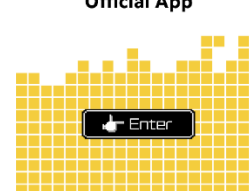
Release of new function [PR notation checker]
 Assess whether there are PR descriptions (PR, advertising, promotion, etc.) on the display surface by the system

Proprietary services that are not provided by other companies, which systematize portions of the content that used to be performed by personnel checks and agents

9/14~ [NAGATOWN]



Takato Nagata Official App



Oct. 24 - "Hikaridayori" Preparing for release "TEAM KEN.1"

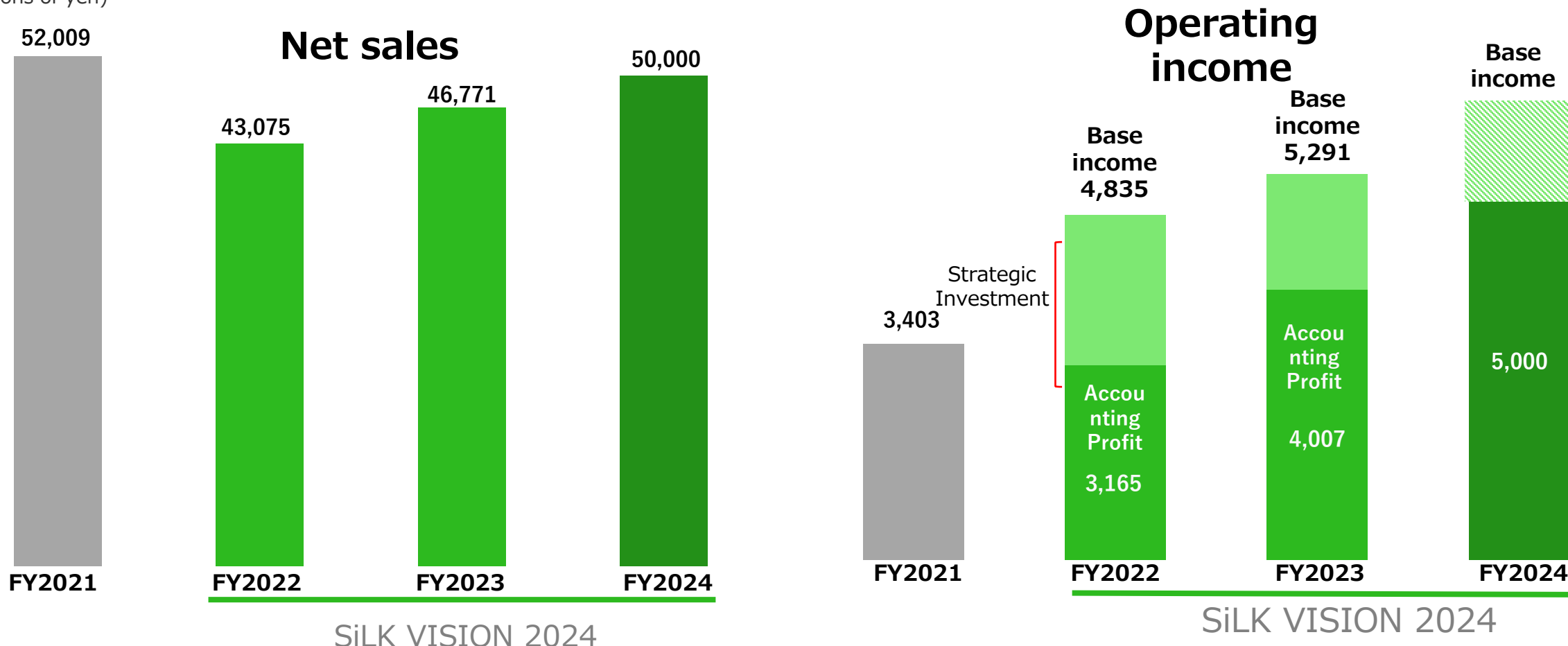


※ Design may be changed at release.

3. Progress against the FY2024/04 full-year forecast

FreeBit Group Earnings Targets for the Fiscal Year Ending April 2024
 Aiming for **50 billion yen** in sales and **5 billion yen** in operating profit

(Millions of yen)



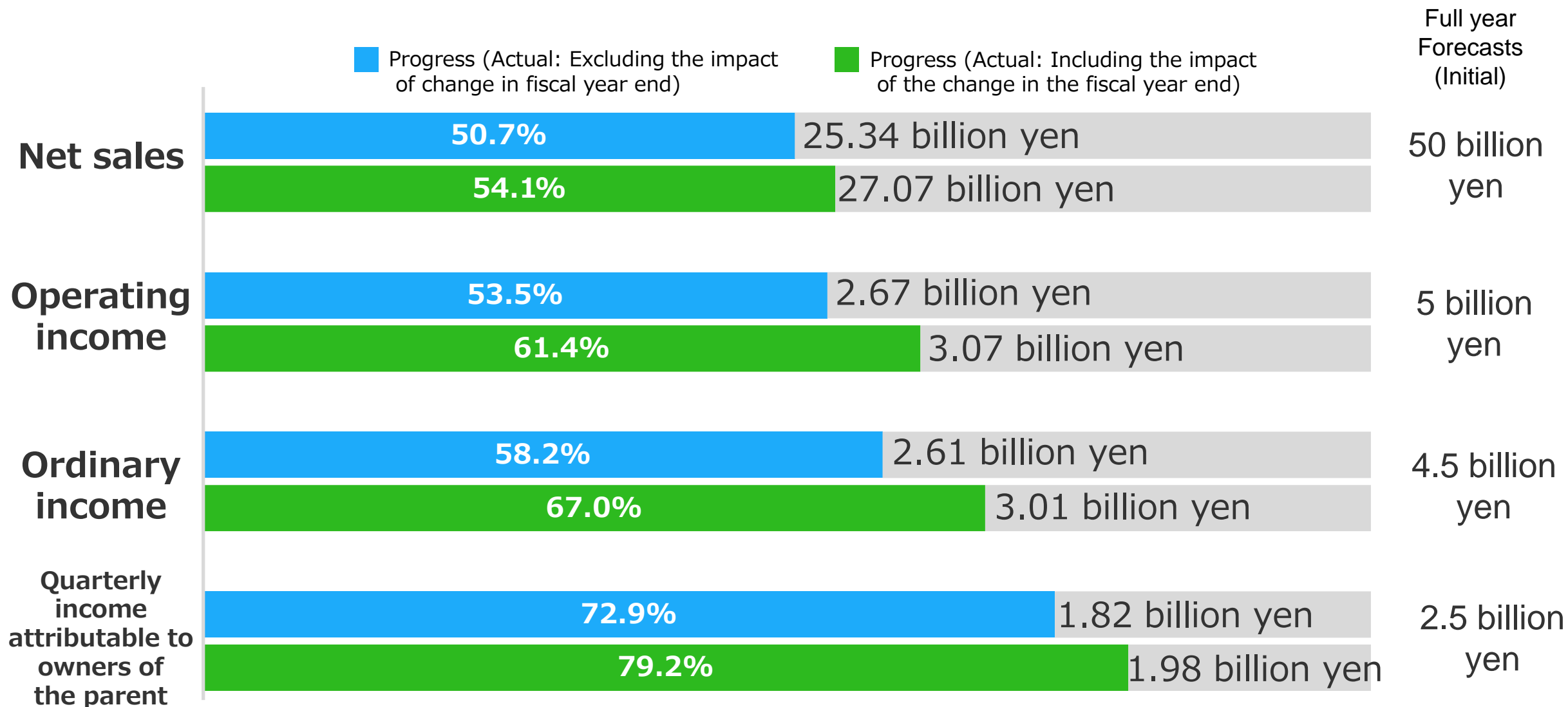
SiLK VISION 2024

SiLK VISION 2024

*1 Net sales and operating income in FY2021 are figures before adjusting "Accounting Standard for Recognition of Revenue" and other factors.

*2 Base income are the business profit figure excluding temporary investments and unaudited reference figures. **28**

Net sales and all incomes at each stage exceeded the initial forecast



Upward revision of full-year forecast for the year ending April 30, 2024

| (Millions of yen) | Previous Forecast (A) | Revised forecast | | Increase / Decrease (B-A) | Percentage increase / decrease (%) | (Reference) Actual in the previous fiscal year (FY2023/04) |
|-------------------------------------------------|-----------------------|---------------------------------------------------------------|---------------------------------------------------------------|---------------------------|------------------------------------|------------------------------------------------------------|
| | | Including the impact of the change in the fiscal year-end (B) | Excluding the impact of Change in Fiscal Year-end (Reference) | | | |
| Net sales | 50,000 | 53,000 | 51,269 | +3,000 | +6.0% | 46,771 |
| Operating income | 5,000 | 5,500 | 5,102 | +500 | +10.0% | 4,007 |
| Ordinary income | 4,500 | 5,200 | 4,805 | +700 | +15.6% | 3,707 |
| Net income attributable to owners of the parent | 2,500 | 3,000 | 2,843 | +500 | +20.0% | 1,792 |
| Net income per share | 125.25 yen | 150.27 yen | 142.28 yen | - | - | 95.07 yen |

Background to the earnings revision

Net sales

- In addition to expanding the scale of B2B mobile services, especially Freebit, in "5G Infrastructure Support Business", acquiring customers in the affiliate services, the core business of Full Speed Group, in "Corporate and Creator 5G DX Support Business", and steady progress in the number of units provided for the 5G Homestyle (ISP services for apartment buildings) service, the core business of GIGAPRIZE in "5G Lifestyle Support Business", implemented upward revisions to the results forecasts due to the results for the first half of the fiscal year surpassing initial expectations.

Operating income, ordinary income, and profit attributable to owners of parent

- In net sales, in addition to the impact of all segments trending above expectations, as in the previous fiscal year, efficient implementation of strategic investments and expenses, including SG&A expenses, fell below initial expectations, and as a result, upward revisions were implemented at each stage of the forecast.

Dividend Forecasts for the Fiscal Year Ending April 2024

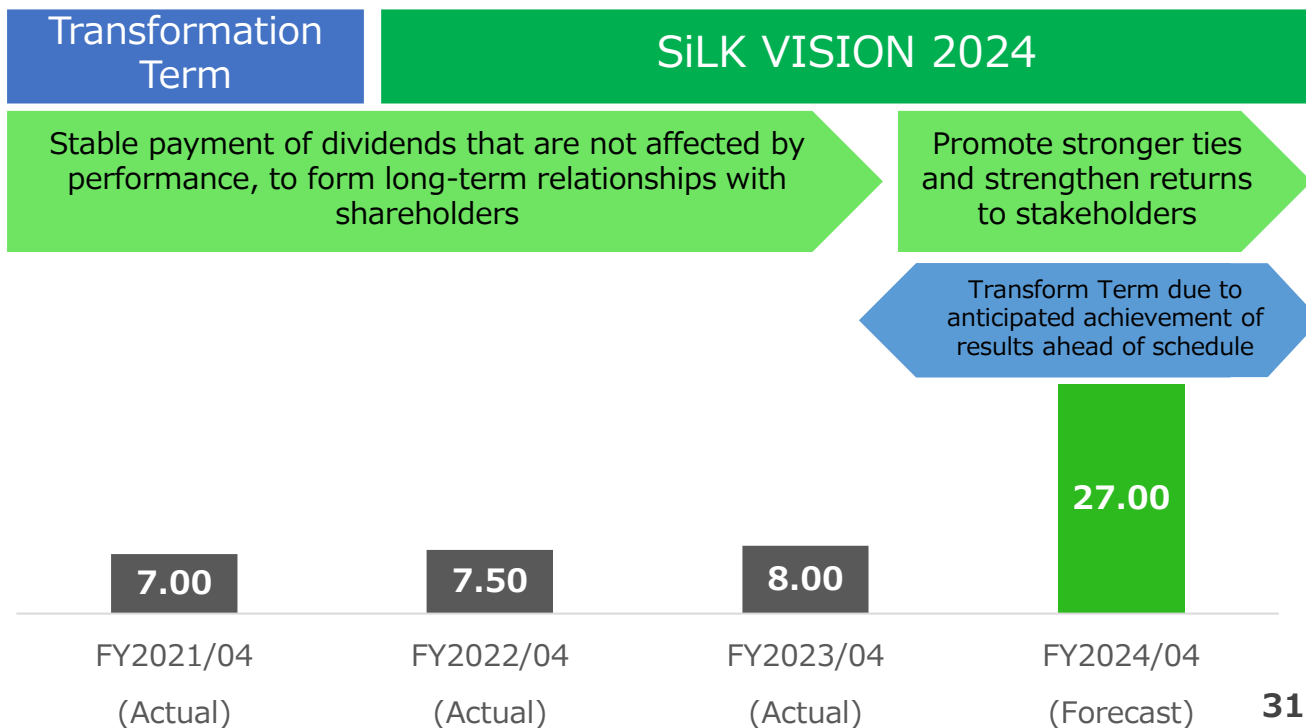
In the next medium-term management plan, we plan to deepen relationships with stakeholders and strengthen returns. As part of the initiative, implement the shareholder return policy ahead of schedule in the current medium-term management plan

Disclosed on December 8, 2023



Dividend Trend

| | FY2021/04 (Actual) | FY2022/04 (Actual) | FY2023/04 (Actual) | FY2024/04 (Forecast) |
|--------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| Record Date | April 30, 2021 | April 30, 2022 | April 30, 2023 | April 30, 2024 |
| Dividend per share | 7.00 yen | 7.50 yen | 8.00 yen | 27.00 yen |



Forward-looking statements in this document, including our forecasts, goals, targets, plans and strategies, are based on information that we believe to be reasonable at the time of preparation of this document. Actual results and targets may differ materially from these forecasts and targets due to various factors. These materials are explanatory materials for our business strategy and are not prepared for the purpose of soliciting investment.

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4. Appendix

Explanation of the Three Revolution Areas and Each Business

Mobile revolution area

In order to solve various social problems, such as environmental problems, an aging society, and low growth, and to realize a sustainable society, the area provides the infrastructure that is the foundation for the improvement of the efficiency of people's lives and the production revolution of intelligence.

Lifestyle revolution area

For the transition to a sustainable society, people's ways of working, learning, and living will change. This is an area in which we solve the social problems that are necessary for this purpose and create new societies and values.

Production revolution area

"Structuring of intelligence" to mobilize appropriate knowledge from a vast amount of knowledge for solving social problems, and the resulting "production revolution of intelligence" brings about innovation.

5G Infrastructure Support Business

A business that provides a platform that supports not only the creation of "human" but also the creation of "consumer" markets that lead to Connected and reliable use of "goods" at an affordable price through 5G and eSIM(SIM software)/AI/Blockchain.

5G Lifestyle Support Business

Using platforms created by 5G support business, this business builds and provides business platforms that support the creation of various "koto (thing)" markets, such as "safe and secure lifestyles," "healthy lifestyles," "work styles," and "housing," which are unique to 5G era.

Support for corporate and creator 5G DX

A business that supports manufacturing in 5G age by using a proprietary DX method to build platforms that enable not only corporations but also creators and influencers that will become the core of future manufacturing, from "(Market Creation)→Value Creation→Verification→Market Introduction→Maintenance of Customer Relations."

Market potential

5G related market for the domestic industry is 210.6 billion yen, IoT market is 10.2 trillion yen. We will continue to provide stable, safe, and secure telecommunications infrastructure services, while building next-generation networks and data centers for the 5G era and aiming to develop new services utilizing 5G and eSIM.

Market potential

With the new corona, people's desire has fallen to the "safety desire" of the 5-stage theory of Maslow, but with the spread of vaccines in the future, the higher-order desire (= cost consumption) has been revived. Accelerating the penetration of IT into lifestyles in 5G also contributes to the creation of higher-order markets-goods→services→outcomes.

Market potential

In Marketing 4.0, creators and influencers do not simply recommend goods and services, but rather promote who they themselves can become as a result of using them. In other words, a market that satisfies Maslow's "desire for self-realization" (= cost consumption) is required.

(NOTE) Domestic 5G related markets (2027) and domestic IoT markets (2025) are based on IDC Japan surveys, and MaaS domestic markets (2030) are based on Fuji Keizai.