

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation  
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**Aplix's "new beacon" gets implemented by "GMO Pallet",  
a smartphone payment service  
No need for a wallet or a signature; "touch payment"  
which uses beacon makes paying easier and more convenient**

Aplix IP Holdings Corporation ("AIP") announced today that its beacon product, which has been attracting attention as the new solution for a wide range of services such as O2O and location information and the like, has been implemented by GMO Payment Gateway, Inc. ("GMO-PG") in "GMO Pallet", a smartphone payment service. This service has been adopted by restaurants in the Shibuya district of Tokyo, Japan. By connecting with such payment service, Aplix's "MyBeacon® Pro MB004" placed in stores is able to detect the visit of a customer and automatically check him/her in, and then payment by such customer can be done by placing his/her smartphone over the new "MyBeacon Pro® MB004 At" located right next to the cashier.

Up until now, "GMO Pallet" requires the user to register credit card details into the application beforehand, and when making payment in store, the customer needs to enter a 4-digit password. By implementing Aplix's beacons, customers using "GMO Pallet" on iPhone® only need to place their smartphone over the beacon to complete the payment, which makes it much easier, more convenient and much faster. For the stores, time for settling bills can be shortened at busy times such as during lunch, and it enables them to improve their operation efficiency.

Aplix's new "MyBeacon Pro™ MB004 At" implemented by GMO-PG allows its users to set the shortest range for reacting to the radio wave received under 15cm, so they can use it in proximity certification, which is being used in "GMO Pallet", a smartphone payment service provided by GMO-PG.

With Aplix's high level of software development capability and innovativeness, we endeavor to meet our customers' needs in our technology business where we could demonstrate our advantage. By providing excellent technology timely, and also by offering beacon hardware at low price, which can be easily and reliably used by anyone, as well as infrastructural service such as security, we devote ourselves more than before to expanding our markets and business foundation.

\* The names of the organization/company and the products mentioned above are the trade name and the brand name of their respective owners and shall be subject to the protection under the trademark law and/or any other applicable laws.

## ■ About the Aplix IP Holdings Group

The Aplix IP Holdings Group operates its business in pursuit of its mission to enable people all over the world to enjoy more fulfilling lives through software technologies. Its technology business offers two different kinds of beacons developed by Aplix – location beacons and notification beacons. Provided as a location beacon, the MyBeacon® Series constantly transmits radio signals and is increasingly used in many different business sectors, including food and drink services, apparel and fashion, distribution, real estate, leisure and entertainment, logistics and transport and tourism, as well as in public works and by local governments as a positional information solution. As a notification beacon, the *Oshirase Beacon*, which is embedded in equipment, sends out radio signals only when it detects a predetermined status. It can be combined with all kinds of appliances, especially light electrical products, such as water purifiers, humidifiers, electric fans and coffeemakers. In the publishing and video business, the Group has created numerous well-received titles. One example is the *Broken Blade* series, which has sold a cumulative total of more than 3 million copies in book form. Offering books and picture books for children in this business segment, HOLF SHUPPAN Publishing has released popular books including *Don't Spill the Milk!*

Aplix IP Holdings website (Investor Relations): <http://www.aplix-ip.com/>

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