

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation
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MyBeacon® Series Granted Radio Act Certification in Japan and Over 50 Other Countries Leveraging Market Advantages to Expand Global Sales Network, Using Group Companies as Bases for Overseas Development

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director, hereinafter “Aplix”) has announced that the MyBeacon® Series has been granted certification under the Radio Act in Japan and equivalent legislation covering over 50 other countries. Having attracted considerable attention as a new solution for a wide range of services, including online-to-offline (O2O) and positional information, certification is an essential requirement to enable the MyBeacon® Series to provide services via beacons and other radio wave-emitting wireless devices, as part of products helping customers to expand their businesses globally.

The beacon industry has recently experienced rapid growth both in Japan and overseas, thanks to the continued expansion of beacon-based services across a range of different industries, including catering, apparel and fashion, distribution, tourism, leisure, real estate and transport. To roll out services using beacons or other radio wave-emitting wireless devices globally, as well as in Japan, it is necessary to obtain certification under radio legislation in the country or area where the relevant services will be available. This protects wireless communications from interference or interruption, and ensures that the radio waves are used more efficiently, given that they are a finite resource.

Ever since the company was first established, Aplix has made a concerted effort to obtain all necessary certification in the interests of corporate social responsibility. The company continues to obtain certification under radio legislation in countries and regions all over the world, to enable it to supply beacons and other radio wave-emitting wireless devices that it has developed, both domestically and internationally. To date, it has obtained certification in over 50 countries around the world, including Japan, the US, Canada, Australia, New Zealand, Singapore, China, and Southeast Asian countries such as Cambodia, as well as 36 European countries, including the UK, France, Germany and Italy. This enables customers to use Aplix products to help expand their businesses globally.

Having been the first company to develop commercial beacon products for the Japanese market, Aplix quickly made use of iBeacon licensed technology to improve the accuracy of positioning capabilities, which are crucial to beacons for commercial purposes. It has continued to focus on commercialization across a wide range of industries, and in conjunction with public works and local authorities, using communication systems that place less strain on devices and developing beacons with electronic verification-based security features. As a pioneer within a rapidly growing market, Aplix has continued to bring together beacon-related information and customer requirements, and will continue to develop an extensive range of commercial beacon products for every possible environment or application, in line with customers’ needs.

In addition to the Aplix Group's strong position in the market, obtaining certification under radio legislation in Japan and over 50 other countries will enable the group to reach beyond the domestic market and expand its sales network into the global market. The group intends to expand its sales network around Aplix International Inc., as its base of operations for the global deployment of beacon products in Southeast Asia, Rocco Software Limited, as its base in Europe, and Aplix Corporation of America, as its global base for "Notification Beacon." With globally competitive beacons and other Bluetooth Smart module-compatible products positioned as a new growth driver for the Aplix Group, group companies will work together to step up global expansion, further develop domestic and overseas markets, and build on the group's business foundations.

■ 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, HOLP SHUPPAN Publishing has released popular books including *Don't Spill the Milk!*

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