

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation

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Aplix's beacons adopted by an izakaya chain, and implemented in all their 600 restaurants throughout Japan Use beacons to support the food service industry

Aplix IP Holdings Corporation ("Aplix") 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 adopted by Marche Co., Ltd. ("Marche"), an izakaya chain which operates approximately 600 restaurants throughout Japan. By using Aplix's beacons together with Marche's official application, the restaurants would know when a customer visits them, could check the customer in right away, and also provide services which supports O2O in the food service industry, such as giving out loyalty points, and etc.

Aplix's "MyBeacon® Pro MB004 Ac" is deployed to approximately 600 of Marche-owned restaurants at once, such as "Suikoden", "Hakkenden", and "Ishinden". By using Aplix's beacon together with the "Marche Official Application", an application developed especially for the izakaya chain by Interactive Brains Co., Ltd. ("IB"), not only the visiting of a customer to the restaurant could be detected, and the customer could be checked in right away, but the customer can also receive various incentives by his/her smartphone, such as points for visiting the restaurant, and etc. By using beacons effectively, Aplix is able to support O2O of the ever growing izakaya market.

Aplix's "MyBeacon® Series" adopted by the Marche group's nationwide izakaya chain stores uses the iBeacon licensed technology. Aplix has continued to develop/commercialize those crucial features for beacons in real-world applications, which include improving the precision of location measurement and offloading communication overhead from the mobile devices. As the Aplix beacon is equipped with the security feature such as authentication, it is continued to be implemented in practical use cases by various industries, public services and local governments.

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.

■ 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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