

TRANSLATION FOR REFERENCE ONLY

December 2, 2014

Aplix IP Holdings Corporation

(Code: 3727 TSE Mothers)

“Omotenashi Beacon™” is now available! Just by installing it without the need to develop an app, more customers could be enticed to the store
It can guide foreign visitors, who are sight-seeing or just walking around in the city, to your store in more than 40 languages

Aplix IP Holdings Corporation (“Aplix”) announced today that its “Omotenashi Beacon™” is now available. Without the necessity of developing an application or setting up data in the server, as soon as the “Omotenashi Beacon™” arrives in your store, it can readily be used to guide sight-seeing or wandering foreign visitors to your store, and show them the information of your products/menu in more than 40 languages *1.

Aplix’s beacons are continuing to be widely adopted by major apparel shops, restaurant chains, local government, public services, and etc. due to its solution developed for a wide range of services, such as O2O, location information and more. We expect to see that the adoption of Aplix’s beacons take off in full scale, and the number of stores installing Aplix’s beacons grows significantly in the future. Among such market expansion, we have received feedback from shopping streets and independent stores that they would also like to use beacons, but their concerns are the effort they need to make for prior preparations, such as developing an app, or installing a sever, in order to use the beacon.

In response to such feedback, Aplix provides an app “hubea®” as a solution to its beacon customers. Just install the “Omotenashi Beacon™” in your store, then “hubea®” can automatically translate your store’s webpage and online information into more than 40 languages. We are pro-actively offering this “Omotenashi Beacon™” to shopping streets or new growing franchises, for them to guide sight-seeing and wandering foreign visitors to their stores.

The number of foreign visitors to Japan has been growing exponentially, and the number has exceeded 10 million people for the first time last year. As Tokyo Olympics/Paralympics will be held in 2020, the government is targeting to have the number of foreign visitors grow to 20 million people in 2020. It is said that the economic effect brought by foreign visitors then is expected to reach 4.2 trillion yen *2. Based on the above, the readily usable “Omotenashi Beacon™” can attract more and more stores to install beacons. We are building up an environment where Aplix’s beacons can be used as the infrastructure for a wide range of customers.

Aplix devotes itself to building a social infrastructure which makes shops and facilities foreigner-friendly, and by pro-actively enticing the aforementioned ever increasing population of foreign visitors into the stores, we expect the businesses will grow for those store owners. Together with the service providers who use Aplix’s beacons, we endeavor to expand our business and increase our revenue.

*Note 1: Number of languages supported by iOS8.0

*Note 2: Published in a news article in the Nikkei Newspaper (dated 2014/11/29)

■ 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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