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Aplix IP Holdings Corporation

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## **Aplix IP Holdings Sets Up Sales Office in Europe to Meet Increase in Customers Generated by Its New Business Model Aims to Strengthen Sales and Customer Support in Europe**

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter “Aplix”) announced today that it will set up a new sales office in Ireland and aim to further expand its global operations. These moves are in response to the steady increase in the business of revenue sharing the company promotes as its new business model, and the fact that it now needs to serve customers, particularly those in Europe, on a permanent level.

Aplix undertakes the development of a variety of products with numerous manufacturers inside and outside Japan, moving operations forward based on its new business model. Business is increasing, especially in Europe, and the company can no longer offer a sufficient level of service by simply dispatching its head office members from Japan. Thus, Aplix has decided to set up an office in Ireland as the center for sales in Europe, and enhance customer support with the local sales team.

There are a number of reasons for selecting Ireland as the base of this new company in Europe. Ireland has a low corporate tax and offers the convenience of English as a second official language. It is also part of the Euro zone, which helps to facilitate transportation and sales operations within Europe, and offers the generous support of IDA Ireland.

Aplix aims to expand its business throughout Japan and across the globe to regions such as Europe and North America, all the while upholding its mission to make people’s lives more convenient by installing Notification Beacon in home appliances and household goods.

### ■ 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!*

# Aplix IP Holdings Press Release



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

Aplix website (Technology Business): <http://www.aplix.co.jp/>

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