



TRANSLATION FOR REFERENCE ONLY

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For Immediate Release

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World's Foremost Kitchen Sink Manufacturer announces Internet of Things (IoT) Water Purifier System using Aplix IoT Solution - Water purifiers already installed and in use can easily be upgraded to accelerate the conversion to IoT -

Tokyo, Japan - Aplix IP Holdings Corporation (TSE:3727M) today announced that Aplix's Internet of Things (IoT) solution has been adopted by the world's foremost kitchen sink manufacturer Franke and that their IoT water purifier system using Aplix's IoT solution has been announced and is in display at the world's largest kitchen and bath trade show held in Las Vegas.

The IoT water purifier system which has been announced and is in display at the Kitchen & Bath Industry Show 2016 (KBIS) in Las Vegas uses Aplix's IoT solution to let the users know how much water has been filtered and when they need to replace the filter to maintain water quality. Cloud services maintaining stress-free healthy living environments can also be enabled by Aplix's IoT solution.

The most significant feature of the IoT water purifier system is that it can be added to water purifiers that are already installed and in use, thus customers do not need to purchase new water purifier systems. This feature makes it possible for all existing users to upgrade their water purifier to the IoT water purifier system to enjoy the benefit of the new world of the Internet of Things (IoT).

The IoT unit can also be easily added to all of the current and future water purifiers products, thus making it possible for water purifier system manufacturers to make sure existing customers and new customers replace the filters at the appropriate timing to maintain water quality. This will increase the replacement filter sales which has been missed because of the inability to effectively notify users when they need to replace filters. Also, bringing users to e-commerce services where they can buy replacement filters eliminates the difficulty to figure out which filter to purchase and makes the sales of replacement filters a stable and sustainable business.

Aplix's IoT solution is provided under a revenue share agreement of supplies including replacement filters. Providing a solution to enable existing water purifiers already installed to easily convert to IoT will accelerate the increase of users who will generate more replacement filter sales of the manufacturer and revenue share to Aplix.

Aplix is now in the leading position in providing IoT technology for water purifier systems and has built a strong reputation in the industry by being adopted by many leading water purifier manufacturers. Aplix will aggressively pursue signing up large global manufacturers as well as major regional manufacturers which many of them have already been developing prototypes using Aplix's IoT solution. Aplix's goal is to become a dominant IoT solution provider for the global water purifier market which has exceeded 40 billion US dollars and to create a highly profitable business by receiving revenue share from the sales of replacement filters and maintenance services.

The effects of this announcement will be incorporated in Aplix's forecast for the Fiscal Year Ending December 2016, which will be released concurrently with its financial results for Fiscal Year Ending December 2015.

Source : TechSci Research (2015)

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