



TRANSLATION FOR REFERENCE ONLY

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For Immediate Release

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Aplix IP Holdings Announces Adoption of its IoT Solution by Major U.S. Air Purifier Manufacturer: - Toward Expansion of Revenue Base through Adoption in the Next Product Segment -

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter "Aplix," TSE:3727M) has announced that Aplix has reached an agreement with Guardian Technologies LLC, a major U.S. air purifier manufacturer based in the U.S. state of Ohio (hereinafter "Guardian"), whereby Guardian will adopt the Aplix Internet of Things (hereinafter "IoT") solution and Aplix will take part as an exhibitor in the International Home + Housewares Show, which is a large-scale trade show in the household goods industry that is due to place in the United States next month.

1. Description of the Agreement

Aplix has been offering IoT solutions for air purifiers that not only provide alerts when it is time to replace the filter in an air purifier but also make effective use of many different data such as the outdoor temperature, humidity and pollen level.

Sales of Guardian's high efficiency particulate air filter (HEPA) air purifiers are expected to increase from \$484 million in 2013 to \$621 million in 2018 in the United States, and they are expected to grow at an annual rate of 5.1% due to demand for the removal of airborne infections and allergens(*).

In this market, which is expected to expand in the future, the adoption of the Aplix IoT Solution leads to the replacement of filters at timely and appropriate intervals, which will result in sales expansion. It also paves the way for offering high value-added air purifiers that help create a safe and comfortable environment.

Aplix has had its solutions adopted by a large number of manufacturers in the United States, Europe, Japan and other regions in the field of water purifiers, which tend to quickly produce a return on investment. The recent agreement on the adoption of Aplix' IoT solutions by the major U.S. air purifier manufacturer Guardian will increase the momentum for a revenue model integrated with e-commerce that Aplix has long advocated in the area of air purifiers as well.

2. Future Outlook

The Aplix IP Holdings Group's consolidated earnings forecast already reflects this matter, and no revision is made to the full-year forecast figures (Fiscal Year Ending December 2016).

If it is confirmed that this agreement will have a significant impact on the financial results, Aplix will make a prompt announcement.

(* Source: Transparency Market Research (published in October 2015))

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