



TRANSLATION FOR REFERENCE ONLY

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For Immediate Release

Company Name	Aplix IP Holdings Corporation
Representative	Ryu Koriyama, CEO & Representative Director (Code: 3727, TSE Mothers)
Inquiries	Kengo Nagahashi, Director (Tel: 050-3786-1715)

**Aplix IP Holdings Announces Plans for a Major Chinese Manufacturer to Exhibit Products Incorporating its IoT Solution at a US Trade Show: - Expanding Sales Channels for IoT Products in Conjunction with ODM/OEM Manufacturers**

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director, hereinafter “Aplix”, TSE: 3727M) has announced that Dynasty Home Appliance & Technology Co. Ltd. (Nanhai, Guangdong, China, hereinafter “Dynasty”) will be exhibiting products incorporating the Aplix Internet of Things (hereinafter “IoT”) solution at the International Home + Housewares Show, a large-scale trade show in the household goods industry that is due to take place in the US state of Illinois from March 5 to 8.

1. Background

Many of the North American and European manufacturers targeted by Aplix go to events such as trade fairs to find products from Chinese or Taiwanese manufacturers that tie in with their own brand image, so that they can get products manufactured on an ODM<sup>(1)</sup> or OEM<sup>(2)</sup> basis. It is common practice for generic home appliances distributed in Japan to be produced via the same commercial channels.

As well as developing low-end products with unnecessary features removed, Chinese and Taiwanese ODM and OEM manufacturers are therefore looking into ways to differentiate their products and increase added value through IoT technology, so that they will be used by more European, US and Japanese manufacturers.

2. Details

In addition to providing support for incorporating IoT technology into products manufactured and produced by Dynasty, which supplies countless European, US and Japanese manufacturers on an OEM or ODM basis, Aplix is providing Dynasty with filter usage notification applications and its IoT Solution, which includes cloud technology.

The IoT market is expected to see rapid growth in the future. Aplix therefore believes that establishing a cooperative framework with ODM and OEM manufacturers will help to expand sales channels for its IoT Solution and speed up the product launch cycle in European, US and Japanese markets.

3. 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.

\*1: Original Design Manufacturer: Design and production of products for a commissioning party

\*2: Original Equipment Manufacturer: Production of branded products for a commissioning party

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