



TRANSLATION FOR REFERENCE ONLY

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For Immediate Release

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| Company Name | Aplix IP Holdings Corporation |
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Cumulative Shipments of Bluetooth Low Energy Modules Exceed 300,000 Units

-- Shipments Accelerated for Commercial Production of IoT Products --

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter "Aplix," TSE: 3727M) has announced that the cumulative shipments of Bluetooth Low Energy modules (hereinafter "BLE modules"), which it manufactures and launched in the fiscal year ended December 31, 2012, have exceeded 300,000. Details are as follows.

Aplix aims to achieve the concept of *enriching the lives of people with notifications from things*. This is enabled with a system that uses BLE modules. In this system, BLE modules are embedded in home appliances, water purifiers, air purifiers, or similar, which enables these *things* to transmit notifications regarding the need to replace the filter, for example. The notifications are received by a smartphone or the like, enabling the filter to be replaced, etc. at the right time.

While proposing the concept to clients was the main activity in the previous fiscal year (the fiscal year ended December 31, 2015) and earlier, orders for and shipments of BLE modules began to increase in the current fiscal year (the fiscal year ending December 31, 2016) for the commercial production of IoT products.

In addition to the sales of this JM1 Series, which are BLE modules for home appliances and similar, sales of the MyBeacon Series, or Bluetooth Smart products that comply with iBeacon of Apple Inc. of the United States, have also remained brisk. As a result, the combined cumulative shipments of these two series since their launch have exceeded 300,000 units.

In addition to selling the BLE modules and other products, Aplix provides clients with services including applications and system development. Moving forward, Aplix will continue to expand its IoT solutions such as BLE modules, applications, and cloud services in its efforts to increase earnings further.

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