

TRANSLATION FOR REFERENCE ONLY



October 17, 2016

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Company Name	Aplix IP Holdings Corporation
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Development of application and cloud system for Nestlé Japan's coffee machine "Nescafé Gold Blend Barista i"

Today, we announce that we have developed Nescafé App, and a cloud system for Nescafé Gold Blend Barista i, a coffee machine that has been released by Nestlé Japan.

For details, please refer to the accompanying press release.

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October 17, 2016

Aplix IP Holdings Corporation

(Code: 3727 TSE Mothers)

Development of an app and a cloud system for Nestlé Japan's next-generation coffee machine Nescafé Gold Blend Barista i

Aplix IP Holdings (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director) announces its development of Nescafé App and a cloud system for Nescafé Gold Blend Barista i, a coffee machine released by Nestlé Japan (headquartered in Kobe City in Hyogo Prefecture, Japan; Kozo Takaoka, CEO and President), the Japanese corporation of the world's largest food and beverage company Nestlé.

Barista i, released by Nestlé Japan on October 1, 2016, is a next-generation coffee machine (*1) with a new Bluetooth feature that is the successor to Nescafé Gold Blend Barista, which sold a total of over 3 million units. By installing the free Nescafé App on a smartphone and connecting it with Barista i, consumers can enjoy coffee in the variety of new ways.

Main features offered by Barista i and Nescafé App

<p>Original recipe feature</p>	<p>Connection feature</p>	<p>Point feature</p>	<p>Various convenient features</p>
<p>Users can set the coffee strength and foam level and bookmark the created recipe.</p>	<p>Users can see when their friends and family registered in their “Friends list” had coffee and what mood they were in.</p>	<p>If users brew coffee or visit a store where they can enjoy Nescafé, they can accumulate points which can be exchanged with wonderful gifts later.</p>	<p>Users can set an alarm clock or set a time to start the brewing of coffee. There are also videos that show how to maintain the machine and troubleshoot it in an easy-to-understand manner.</p>

Other than these, the app also has features where users can look up stores near them where they can enjoy Nescafé, or easily access Nestlé's online shop to enjoy shopping (*2).

Aplix IP Holdings Press Release



Based on our experience of developing IoT products and services, Aplix has developed Nescafé App for iOS and Android, and also develops cloud systems and provides consulting and other engagements for services related to IoT solutions. Taking future needs into account such as transforming collected data into big data and integrating it with AI engines, Aplix is committed to continue to provide solutions and offer support to create value for Nestlé Japan using IoT.

By developing and supporting IoT services, Aplix will continue to strive to enrich people's lives via notifications from products.

*1
Please refer to Nestlé Japan's press release dated August 26, 2016 entitled "The best-selling coffee machine in Japan evolves! Nescafé Gold Blend Barista i to be released on Saturday, October 1—Next-generation coffee machine that connects people with IoT (Japanese text only)," and "Barista i product information | Nescafé Gold Blend Barista i (Japanese text only)," a website from Nestlé Japan.

*2
Please refer to "Nescafé App | Nescafé Gold Blend Barista i (Japanese text only)," a website from Nestlé Japan.

[Download from the App Store](#)

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[Supported OS versions]
iOS 9.X



[Supported OS versions]
Android 5.X
Android 6.X

■ 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 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 3.2 million copies in book form. Offering books and picture books for children in this business segment, HOLF SHUPPAN Publishing has released popular books including the "Don't Spill the Milk!"

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

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

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Aplix IP Holdings Public Relations: http://www.aplix-ip.com/en/contact_en/

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