

## Platio leads the “B2B no-code\* mobile app building tool market” in four categories

Tokyo -- April 1, 2022 -- Asteria Corporation (Japan listed, Security Code: 3853) announced today that **our product Platio has secured the largest market share** in “the market for B2B no-code mobile app building tools” in four categories, according to the 2022 March edition of the survey report, titled the MIC IT Report, issued by Deloitte Tohmatsu MIC Research Institute Co., Tokyo-based independent research firm.

### <Four categories in which Platio secured the No.1 market share>

Caregories	Abstrcut
<p>The number of B2B no-code mobile apps created</p> 	<p>The number of apps that users created with a no-code mobile app building tool</p>
<p>The number of companies that use a B2B no-code mobile app building tools and create apps internally</p> 	<p>The number of companies that introduced a no-code mobile app building tool and create apps internally or outsource part of the development to partners</p>
<p>The number of companies with less than 500 million yen in revenue that use a B2B no-code mobile apps building tool</p> 	<p>The number of companies that use a no-code app building tool by annual sales</p>
<p>The number of a B2B no-code mobile app building tool adopted by the service industry</p> 	<p>The number of a no-code mobile app building tool adopted by a specific industry</p>

Source : A survey on “the market for B2B no-code mobile app building tools” released in the 2022 March edition of the MIC IT Report published by Deloitte Tohmatsu MIC Research Institute Co.

### ■ The factors behind Platio’s capture of the No.1 market share and the business vision

The COVID-19 pandemic has driven a shift to the new normal and accelerated the digitalization of work tasks as well as adoption of mobile solutions, prompting more companies to advance digital transformation (DX). The DX of tasks that keep moving forward especially must be carried out in a timely and agile manner under the leadership of staff members working on the frontline. Demand for no-code tools which enable even those without IT skills is thus expanding.

Asteria believes that the following factors have contributed to its no-code mobile app building tool Platio’s capture of the No.1 market share in the market for B2B no-code mobile app building tools in four categories:

1. It offers more than 100 templates and enables the creation of apps tailored to specific in-house tasks in a short time.
2. Its low cost -- the monthly fee of 20,000 yen with no initial fee required -- allows departments in charge of managing the on-site operations to decide on the introduction of Platío.
3. Staff members working on the frontline can build several apps compatible with iOS and Android without coding.
4. It has strengthened nationwide sales through partners.
5. Active marketing activities focusing on no-code



An app is being created without coding

Platío will continue to help enterprises in various industries change the way work is performed with the deployment of mobile apps. The aim is to achieve 500 downloads by the end of FY2022.

#### **【The summary of B2B no-code mobile app market trends】**

**No-code mobile app building tools enable the creation of mobile apps without the need for coding, thereby helping digitalize and improve efficiency of business tasks. This promotes DX at worksites.**

**The size of the B2B no-code mobile app building tool market, which takes into account the number of companies that adopted such tools calculated based on the number of apps for business use created, and also considers the estimated performance of major vendors and that of smaller vendors, was 1,330 companies in FY2021, up 195.6% on the year from 680 companies.**

**The market is expected to grow 193.2% to 2,570 companies in FY2022 through an increase in investment in ads aimed at spurring demand, the expansion of development system and reinforced collaboration with partners' products.**

Source : A survey on "the market for B2B no-code mobile app building tools" in the MIC IT Report published by Deloitte Tohmatsu MIC Research Institute Co.

\*A mechanism which allows creation of software and apps without writing a single line of code. Platío users can deploy necessary functions and modify app's specifications to make it more serviceable at worksites, even if they do not have expertise in a programming language.

#### **■About Platío**

Platío is a cloud service which allows users to easily create and use mobile apps that fit specific tasks without coding. By capitalizing on apps which are optimized for each task, Platío promotes digitalization at worksites and improves efficiency of manual processes. Apps created with Platío can be distributed immediately for use at worksites. Data that users entered into an app is stored in the cloud and will be shared real time the up-to-date status of worksites with managers. Apps also can automatically detect changes in entered data and send an alert to managers so that they can quickly respond to anomalies. Apps for businesses tend to be complex and expensive. As an easy app building solution, Platío won Good Design Award for fiscal 2018.

#### **■ About Asteria Corporation**

Asteria, formerly Infoteria Corporation, develops and sells software and services which connect a variety of in-house computers and devices. Its key product, ASTERIA Warp, is middleware which integrates data in different computer systems without coding. As of end-December 2021, 9,594 companies, mainly large and medium ones, had introduced the product. Another product, Handbook, allows users to carry around materials used for sales activities and meetings as well as product catalogues in electronic files on smartphones and tablets. A total of 1,641 companies and public institutions had adopted the product through end-December 2021.

For more information about Asteria, visit <https://www.asteria.com/jp/en/>

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