

Corporate Profile

About Asteria Group

◆ Stock listed:

Tokyo Stock Exchange, Prime Market(3853)

◆ Founding date:

September, 1998

◆ Office locations:

5 countries

◆ Businesses:

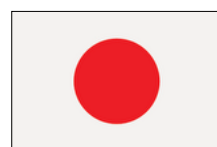
- ✓ Development of enterprise software focusing on “connectivity”
- ✓ Strategic design consulting (This Place)
- ✓ Investment (Asteria Vision Fund)



UK



China



Japan



US



Singapore

**Tokyo, Osaka,
Kumamoto, Aichi**

◆ Capital: **2,275,343,330 JPY**

◆ Number of employees: **132**
(Consolidated)

(As of March 31, 2022)

Outside Directors Form the Majority of the Board

- ◆ A focus on nationality and gender diversity
- ◆ Two or more outside directors since establishment

Inside directors

Outside directors



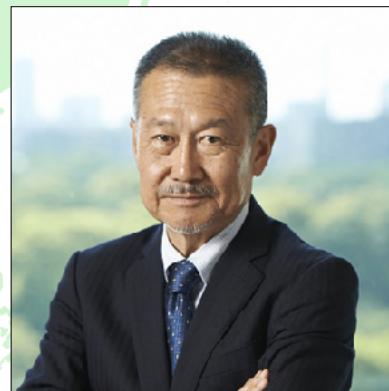
Pina Hirano

- ▶ President/CEO



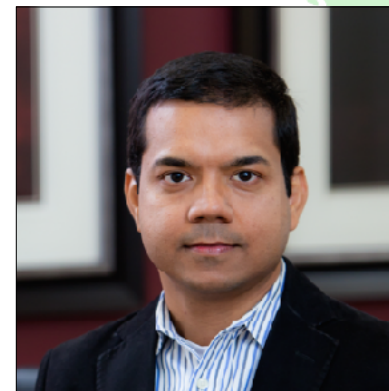
Yoshi Kitahara

- ▶ Executive Vice President/CTO
- ▶ Over 35 years of experience in software development



Hirofumi Gomi

- ▶ **Former FSA Commissioner**
- ▶ **Chairman of Shinsei Bank**
- ▶ BCG Japan Senior advisor



Anis Uzzaman

- ▶ **CEO of Silicon Valley VC**
- ▶ Organizer of “Startup World Cup” held in over 40 countries
- ▶ Lives in California, US



Mariko Tokioka

- ▶ **Serial Entrepreneur**
- ▶ Awarded “Forbes Japan WOMEN AWARD 2019”
- ▶ Lives in New York, US

Global Management

◆Executive officers with strengths in various fields

**Executive
Officer**
President/CEO



Pina Hirano

**Executive
Officer**
Executive Vice President



Yoshi Kitahara

**Executive
Officer**
Corporate Affairs



Yas Saitoh

**Executive
Officer**
Sales Division



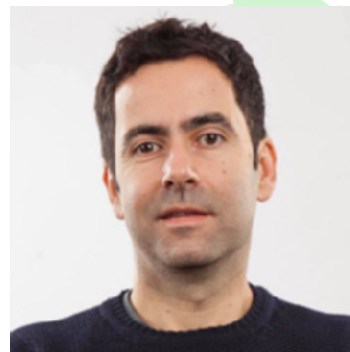
Susumu Kumagai

**Executive
Officer**
China R&D



Huang Xi

**Executive
Officer**
This Place, CEO



Dusan Hamlin

**Executive
Officer**
Development Division



Ken Tamura

**Executive
Officer**
Communications Division



Fumi Naganuma

Products and Services

Asteria's Business

Main office: Tokyo

Enterprise software product development and sales.

Fully devoted to product development.

Software

Design

2 new businesses
support the growth of
Software business

Corporate Investment

Main office: London, UK
Design strategy consulting
Provided by This Place Limited
(acquired in 2017)

Main office: Plano, Texas, US
Corporate investment focusing on
“4D” strategy established in 2019

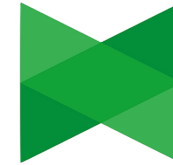
Main businesses and segments

Software



Asteria

warp



Handbook[®] X



Platio



Gravio

The core base of operations : Tokyo
Focus products since founding are
enterprise software.

Software Business segment

Design

**THIS
PLACE**

The core base of operations : London
Acquired in 2017

Investment Business segment

Corporate Investment



Gorilla

imagine
INTELLIGENT MATERIALS

Workspot.



JPYC

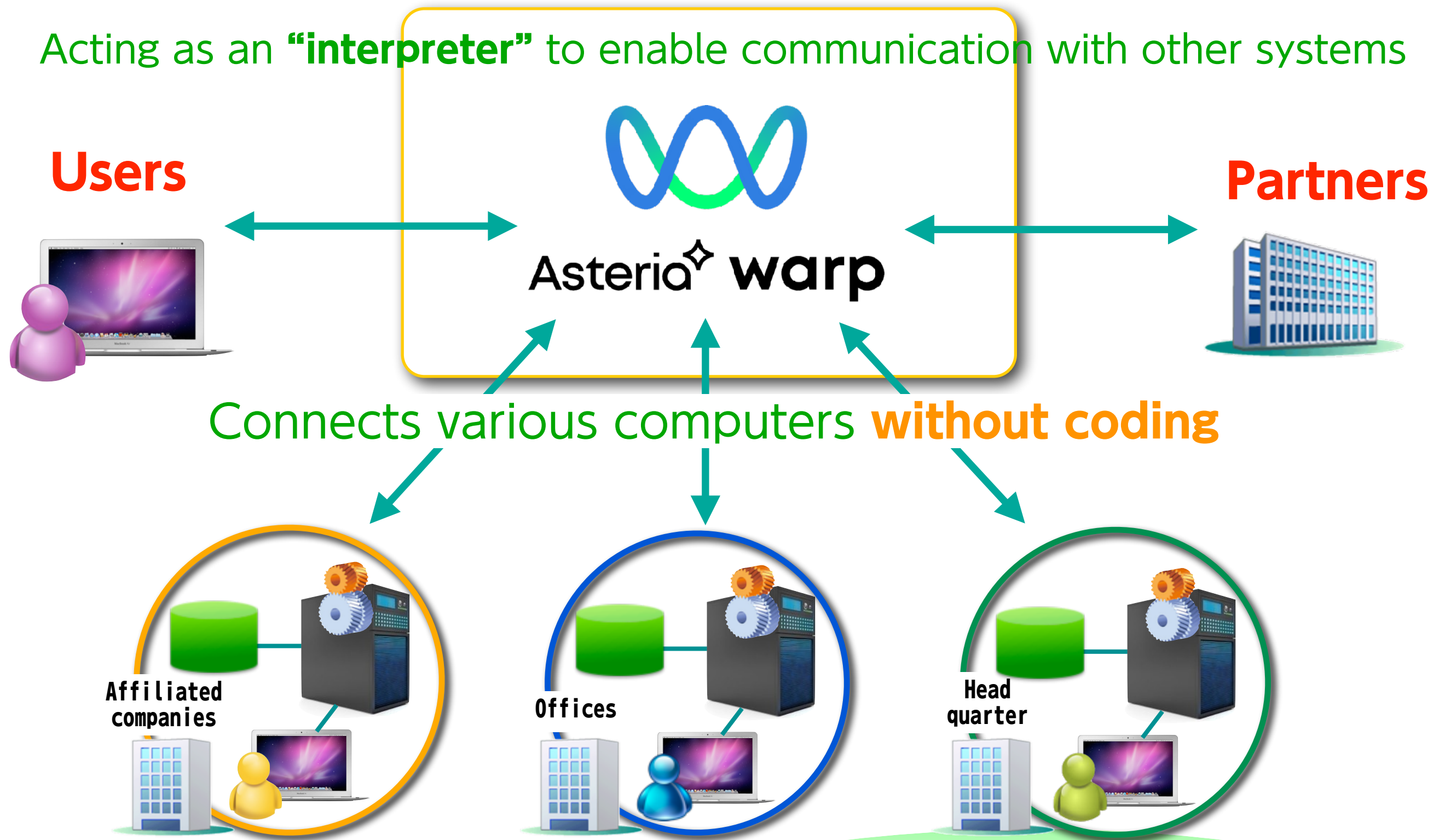
SPACEX

+ 1 company

The core base of operations : Plano, Texas
Asteria Vision Fund launched in 2019

ASTERIA Warp

Acting as an “**interpreter**” to enable communication with other systems



ASTERIA Warp: No Coding Required

No-Code =

Logic design can be done by just drag & drop icons

Coding

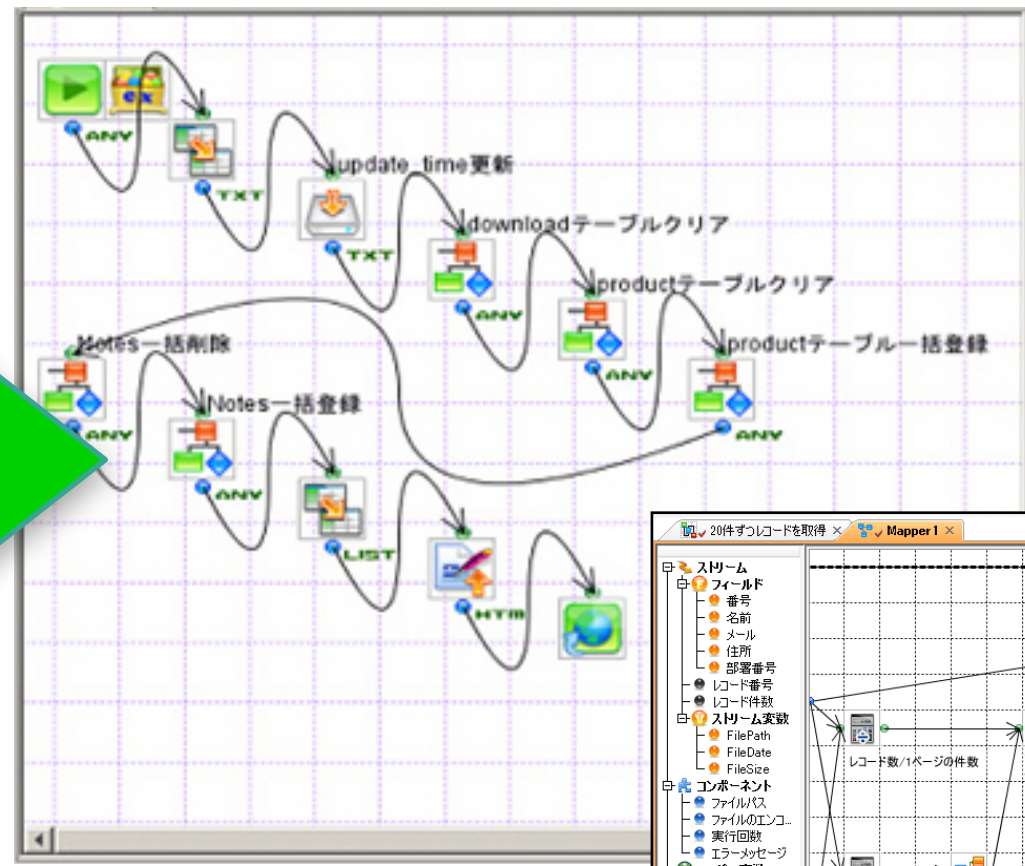
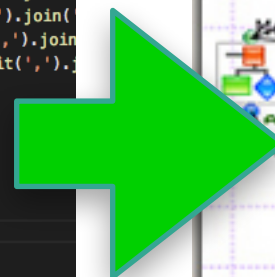
ASTERIA Warp (No-Code)

```
var client = require('cheerio-httpcli');

// 株価取得
client.fetch('http://stocks.finance.yahoo.co.jp/stocks/history/?code=3853','', function (err, $, res) {
  var jsonStr = '{"app": 37,"records": [';
  $('table.boardFin tr:nth-of-type(n+2)').each(function (idx) {
    $(this).each(function (idx2) {
      var dateStr = $('td:nth-of-type(1)',this).text().split(/[年]|月|日|/).join('-');
      dateStr = dateStr.substr(0,dateStr.length-1);
      jsonStr = jsonStr + ' {"日付": {"value": "' + dateStr + '"},';
      jsonStr = jsonStr + ' "始値": {"value": ' + parseInt($('td:nth-of-type(2)',this).text().split(',').join(
      jsonStr = jsonStr + ' "高値": {"value": ' + parseInt($('td:nth-of-type(3)',this).text().split(',').join(
      jsonStr = jsonStr + ' "安値": {"value": ' + parseInt($('td:nth-of-type(4)',this).text().split(',').join(
      jsonStr = jsonStr + ' "終値": {"value": ' + parseInt($('td:nth-of-type(5)',this).text().split(',').join(
      jsonStr = jsonStr + ' "出来高": {"value": ' + parseInt($('td:nth-of-type(6)',this).text().split(',').join(
      jsonStr = jsonStr + ' "調整後終値": {"value": ' + parseInt($('td:nth-of-type(7)',this).text().split(',').join(
    });
  });
  jsonStr = jsonStr.substr(0,jsonStr.length-1);
  jsonStr = jsonStr + ']]}';
  optionStr = '{"uri": "https://infoteria-demo.cybozu.com/k/v1/records.json", ' +
    '"headers": { "Content-type": "application/json", ' +
    '"X-Cybozu-Authorization": "xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx",' +
    ' "json": ' + jsonStr + '}';

  var option = JSON.parse(optionStr);

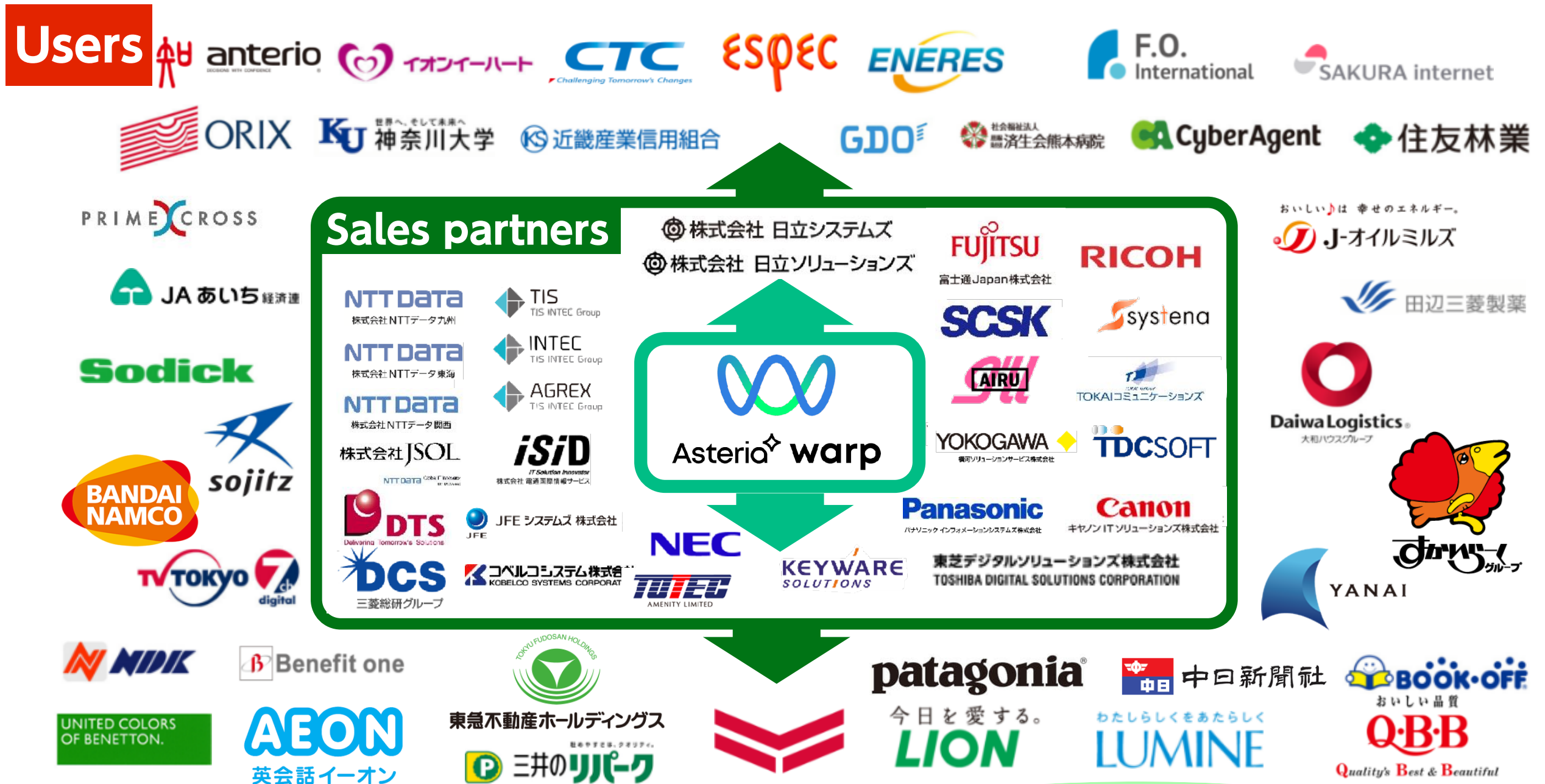
  // kintone 書き込み
  var request = require('request');
  request.post(option, function(error, response, body){
    if (!error && response.statusCode == 200) {
      console.log("success");
    } else {
      console.log(error);
    }
  });
});
```



The image above is for illustrative purpose only.

ASTERIA Warp: Sales Partners & Users

No. 1 market share. Introduced by over 9,500 companies
Selling through partners, mainly major system integrators



ASTERIA Warp: Expanding Subscription

40+ ASPs* (ASTERIA Subscription Partners) have signed up.

*ASPs: Partners who handle the subscription version, Core



ASTERIA Warp: Key to the Era of API

Connects various new technologies, cloud services to enterprise systems

Until now



From now on

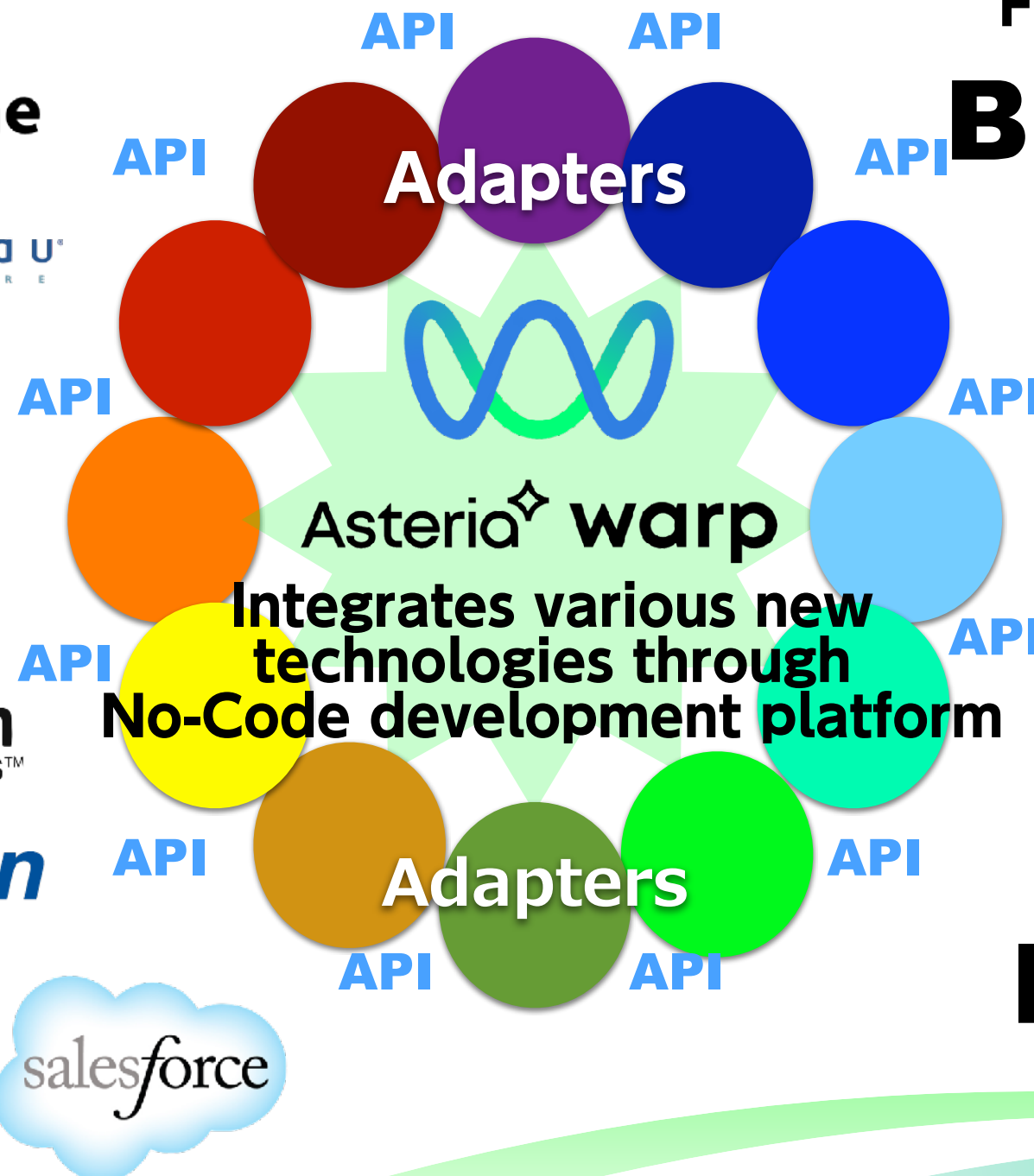
Blockchain

IoT

AI

Robots

FinTech



商談の決め手は、ひとつじゃない。



オンライン商談にも対応

[ハンドブック エックス]

Handbook X

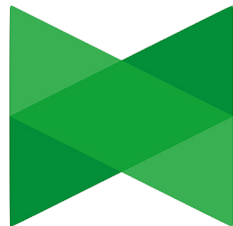
情報をスムーズに提示し、商談成立の流れをつくる。商談支援アプリ



©車内の携帯電話のご利用マナーにご協力ください。*タブレット画面の内容はイメージです。

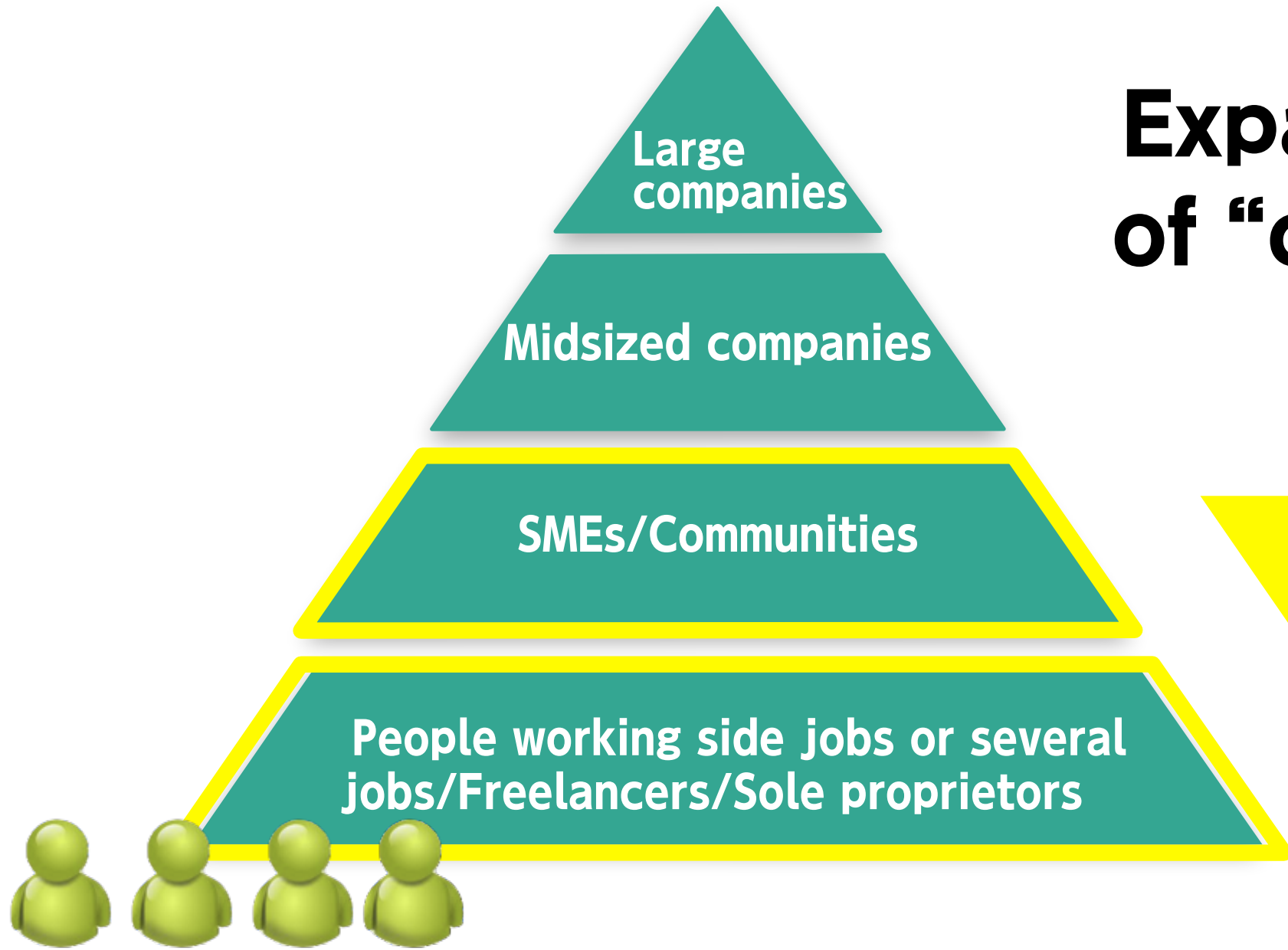
Apple および Apple ロゴは米国その他の国で登録された Apple Inc. の商標です。App Store は Apple Inc. のサービスマークです。Google Play は Google LLC の商標です。

The launch of new product “Handbook X”



Handbook® X

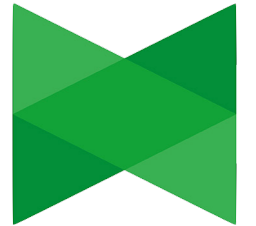
Expand the area of “connectivity”



Enables registration, arrangement and sharing of various data



New product “Handbook X”



Handbook® X

◆ Caters to **new work styles** in the “new normal” era

- ✓ Sole proprietors
- ✓ Freelancers
- ✓ People working side jobs or several jobs
- ✓ Communities

◆ **Seven** plans in the lineup

- ✓ Both for personal or group use
- ✓ No server required; only mobile devices needed

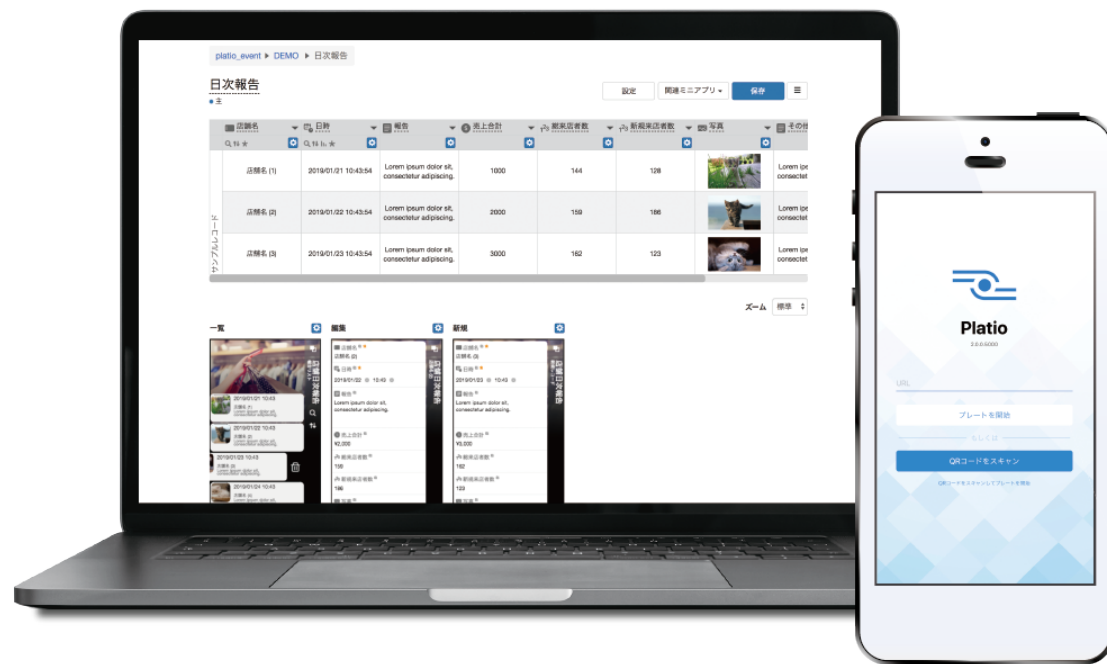
◆ Target a wide range of users



Mobile app building tool Secured No.1 market share in four categories

◆ No-code app building tool which allows users to easily create and deploy mobile apps befitting specific in-house tasks

- ✓ Compatible with iOS and Android
- ✓ Apps can be distributed immediately to smart devices and used at worksites
- ✓ Functions include automatically sending alerts to users when changes in the input data are detected

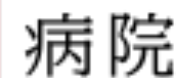
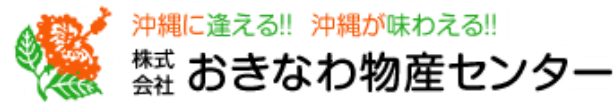


100+ different templates for various business tasks



Platio : Use Cases

Adopted in a wide range of industries



Tsuruga Resort

Aenokaze, a Kagaya's sister hotel
in Wakura Onsen resort

Platio : Latest Use Cases

Accommodates changes in the world of work **Platio**



◆ Alcohol testing record app

- ✓ Provided in response to the revised road traffic law enforced in Japan
- ✓ Achieved **the DX of HR management** through paperless operations
- ✓ Record and save test results on the app



◆ Lost property management app

- ✓ Adopted by fitness club operator Renaissance Inc.
- ✓ The app created in three days has been distributed **across its 103 facilities nationwide.**
- ✓ Reduced **up to 550 hours a month** spent on lost property management
- ✓ Abolished paper ledgers and realized paperless management



“Platio Connect”

Promotes DX by connecting business apps to internal systems



◆ Integrating tools such as Slack, Box, and smartphone apps automatically

Can create apps tailored to business tasks in three days; advances on-site DX

Uses data collected from the apps on various systems and services, and accelerate DX among companies

Realizes digitalization of on-site tasks and improved business processes using mobile apps

- Apps which are created from 100+ templates that fit tasks performed at worksites can be deployed quickly



Inspection and reporting



Inventory reporting



Automatic integration and use of internal data and those from worksites contribute to more efficient business processes

- Seamless integration of data from 100+ systems and services without coding



New product “Platio One”



Providers can create apps using their unique expertise and sell them to their clients.

- ◆ Targeted providers are system development companies and consulting firms.
- ◆ The plan is to commercialize 100 apps designed to accelerate the DX of on-site operations by end-FY2022

✓ Some of the apps provided through Platio One

	HACCP compliance record	Daily log for tea farmers	“SiteEye mini” app for the construction industry
Usage	Record daily inspection checklists	Record processes of growing tea leaves	Keep track of equipment management and daily work reports
User	Space Create Jiqoo	Yamecha tea production group	—
Developer	Runsystem Co.	SystemForest Inc.	ADK Fuji System Co.
Image			

Gravio

AI-equipped IoT integrated edgware

A packaged CO2 measuring solution

CO2 measuring sensor



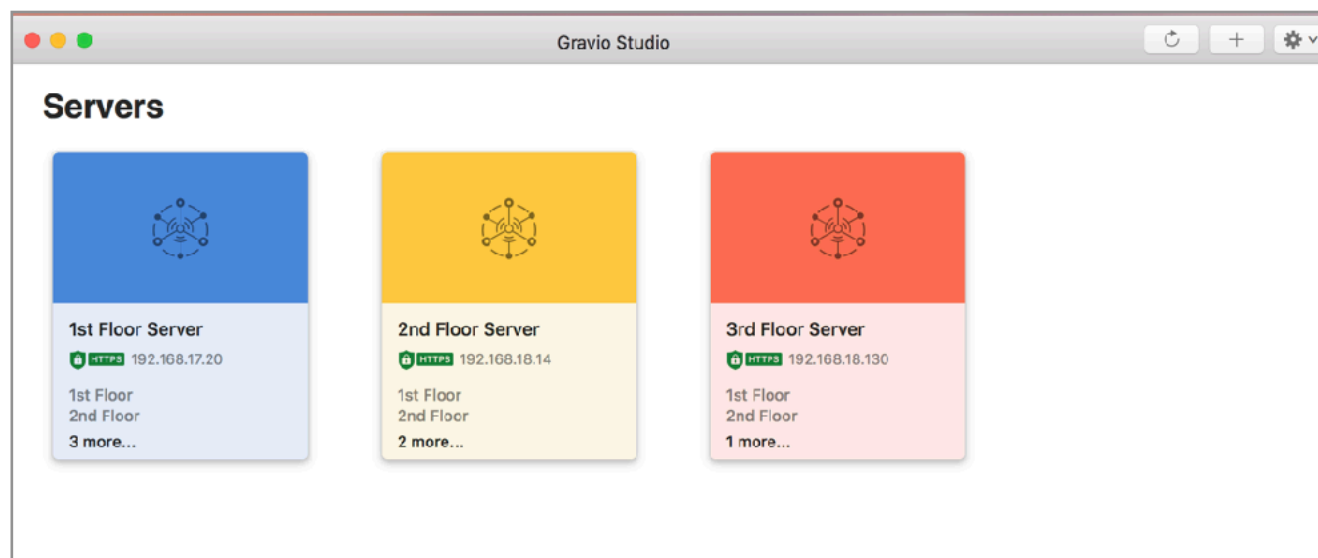
LED display panel



Gravio Hub

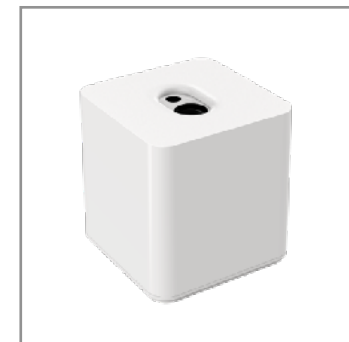


✓ No-code logic definition



Gravio

✓ IoT devices included



- ◆ Compatible with Win, Mac, Linux, RasPi
- ◆ Compatible with ZigBee, EnOcean



Gravio Hub



Powered

Gorilla

- ✓ AI face recognition
- ✓ Edge computing
- ✓ Fitted with original blockchain

Applications for automation and remotization

◆ **Monitoring solution for dementia patients**

- ✓ Introduced at Shinsei Hospital in Kagoshima Prefecture
- ✓ Deploys four cameras and 11 sensors
- ✓ When a wandering patient is detected, the system will alert hospital staffers with flashes of a warning light.



◆ **Educational use before coding will be a mandatory subject**

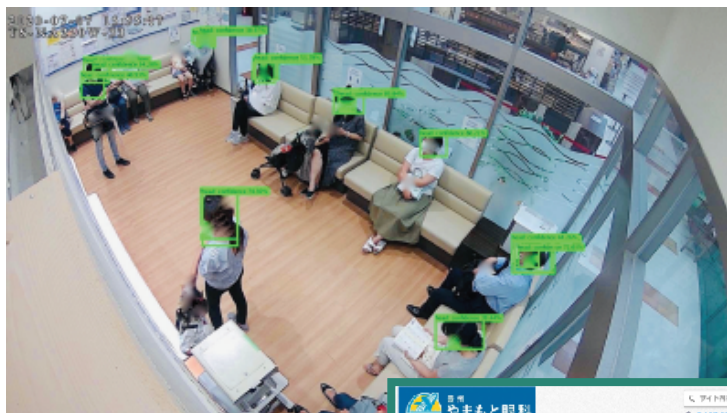
- ✓ Introduced at Gifu Technical High School
- ✓ High school students with no coding experience developed IoT solutions.
- ✓ The combined CO2 sensor and AI camera system counts the number of people in a class room.



Gravio : Other Use Cases



3Cs avoidance solution combining AI and a camera



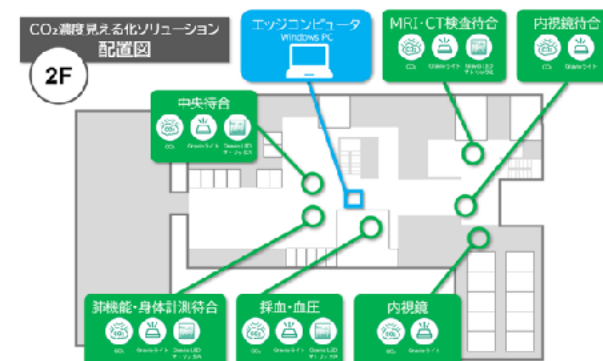
Gravio's AI counts the number of people in the waiting room @Yamamoto eye clinic



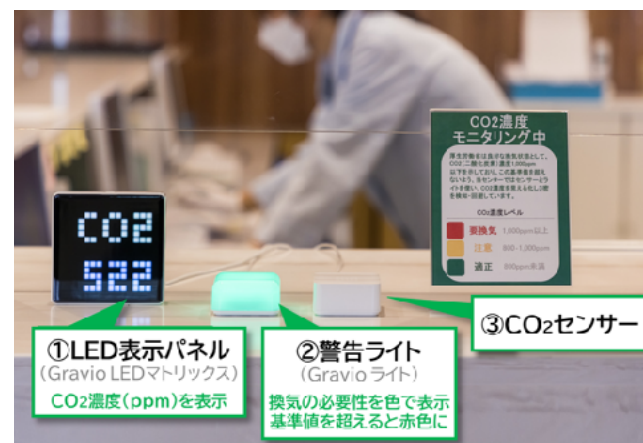
The real-time number of people in the waiting room displayed on the website



A solution visualizing CO2 concentration



The locations of sensors and devices



Sensors and devices are displayed at the outpatient reception.



Improved quality and efficiency; decarbonization



Automatic measurement of the thickness of shoe soles and other parts



Gravio constantly monitors factory equipment. When an anomaly is detected, a Gravio light will illuminate.

Design Service (This Place)

Support companies' digital transformation

Offering services to customers mainly in the UK, US and Hong Kong

- ◆ Clients' digital branding strategy
- ◆ Supports DX strategy formulation and execution
- ◆ Supports development of websites and mobile apps

Coca-Cola
EUROPEAN PARTNERS

 bp

 polk™

Ballantine's

McKinstry
For The Life Of Your Building

Alaska
AIRLINES

T-Mobile

Samsonite

 Ahold
Delhaize

Woolworths
the fresh food people 

Hannaford

SECURE

 Edelman

 dunhill

BBC

Our Business Model

Variation of “IT Industry”

Software

Asteria, Oracle,
Microsoft, NTT Data, etc.

Internet

Yahoo, Rakuten,
DeNA,
Meta(Facebook), etc.

IT industry

Hardware

Fujitsu, NEC,
HP, DELL, etc.

Communication

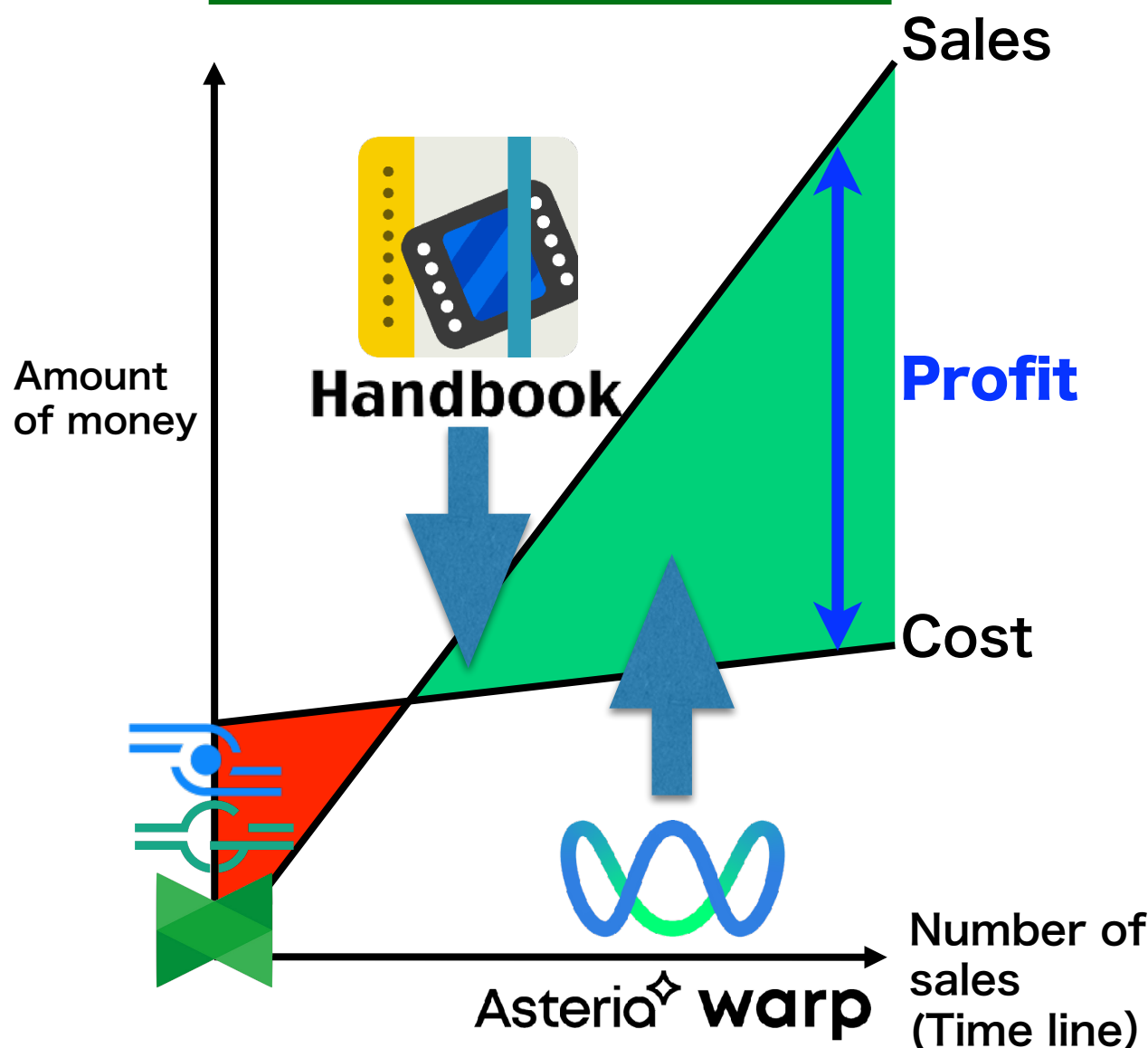
NTT, KDDI, AT&T,
SoftBank, etc.

Two Types of Software Development Models

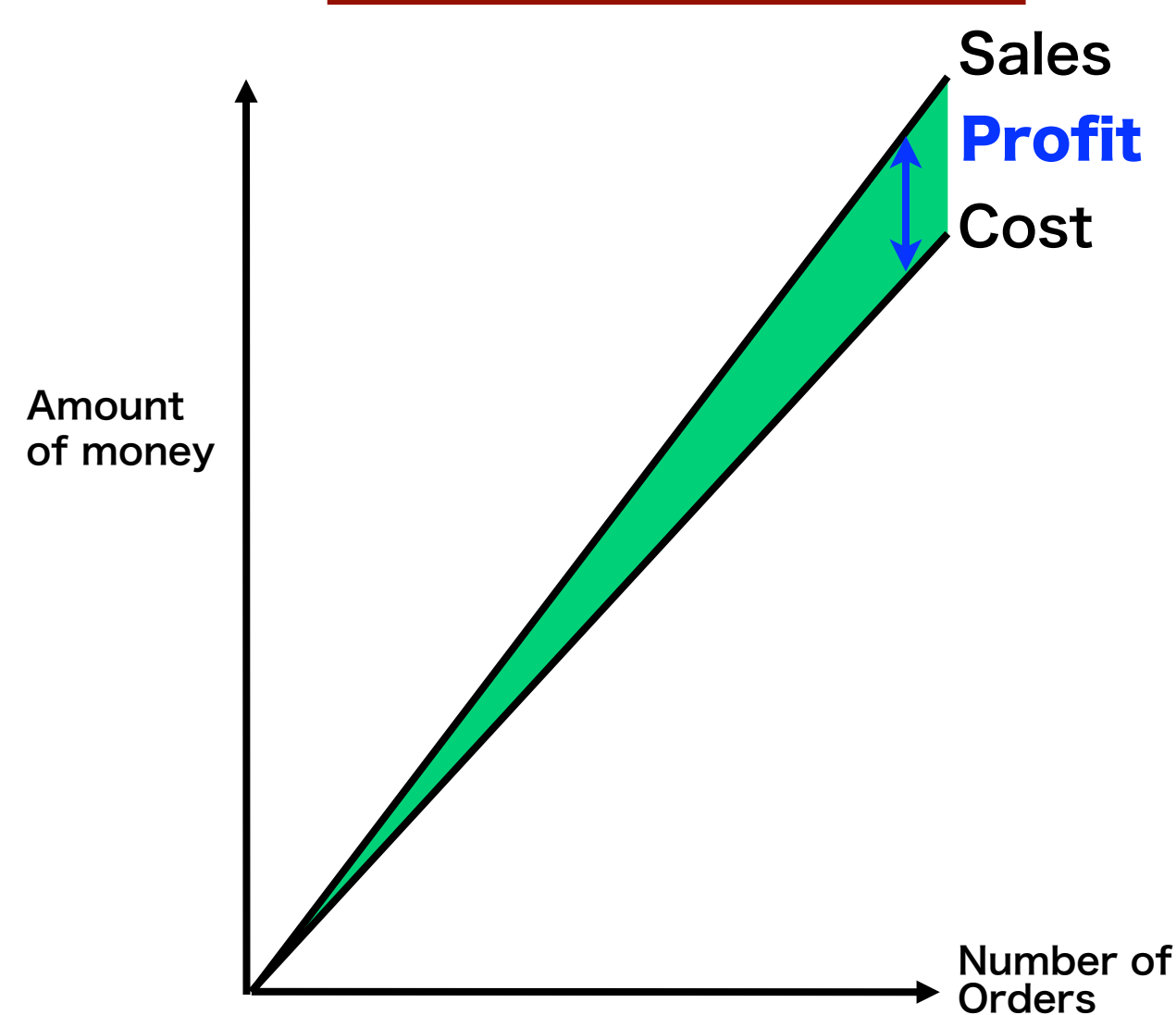
Product development		Custom development
Unspecified large number	Customers	Only one
High (More than 80%)	Gross margin ratio	Low (Less than 20%)
High	Scalability	Low

Profit Models Are Very Different

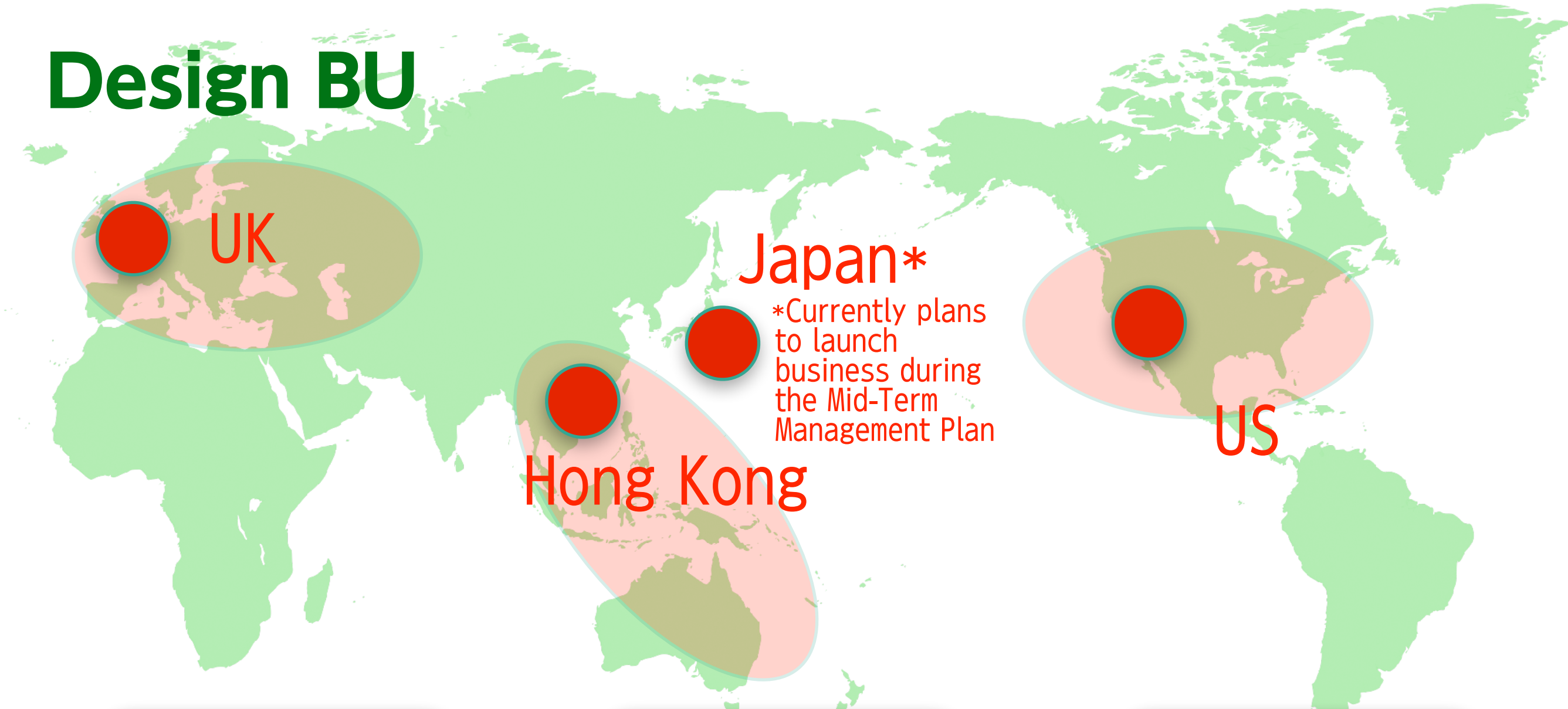
Product development



Custom development



Design BU



Investment BU



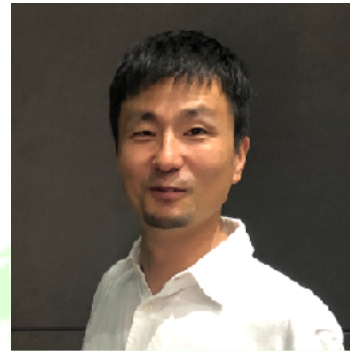
The Investment BU recognizes changes in the fair value of financial assets which AVF-1 owned at the end of the current quarter as those are classified as FVTPL*.



*FVTPL is the abbreviation for Fair Value Through Profit or Loss, a method of measuring financial assets whereby changes in fair value are recognized in the profit and loss account of an entity

Investment BU (Asteria Vision Fund)

Invests in companies that match “4D” strategy



Shinji Yoshida

Asteria Vision Fund Inc.
Managing Director

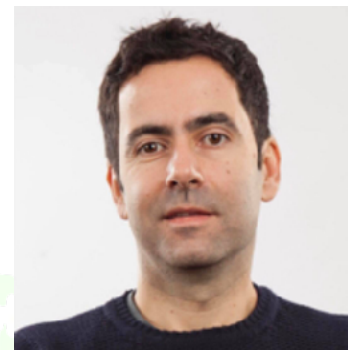


✓ **Investment committee members with extensive experiences**



Pina Hirano

Track record in leading and executing negotiations for investment and M&A projects carried out by Asteria



Dusan Hamlin

Experience with sale of two companies that he started: The first one was sold to a Dentsu Inc.'s subsidiary in the UK; and the second one to Asteria.



Yoshi Kitahara

Track record in examination and giving technical evaluations for investment and M&A projects for tech companies carried out by Asteria



Anis Uzzaman

Track record in investing in over 120 companies in the US, Japan, and other parts of Asia as CEO of a Silicon Valley-based venture capital.

Efforts toward SDGs

Promoting SDGs

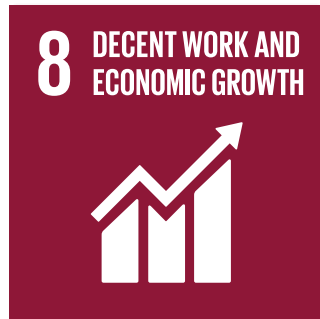
- ✓ Asteria activities cover 11 of the 17 SDGs goals adopted by the U.N.
- ✓ The “S” in the Mid-Term Management Plan “STAR” stands for “Sustainable”.

THE GLOBAL GOALS For Sustainable Development



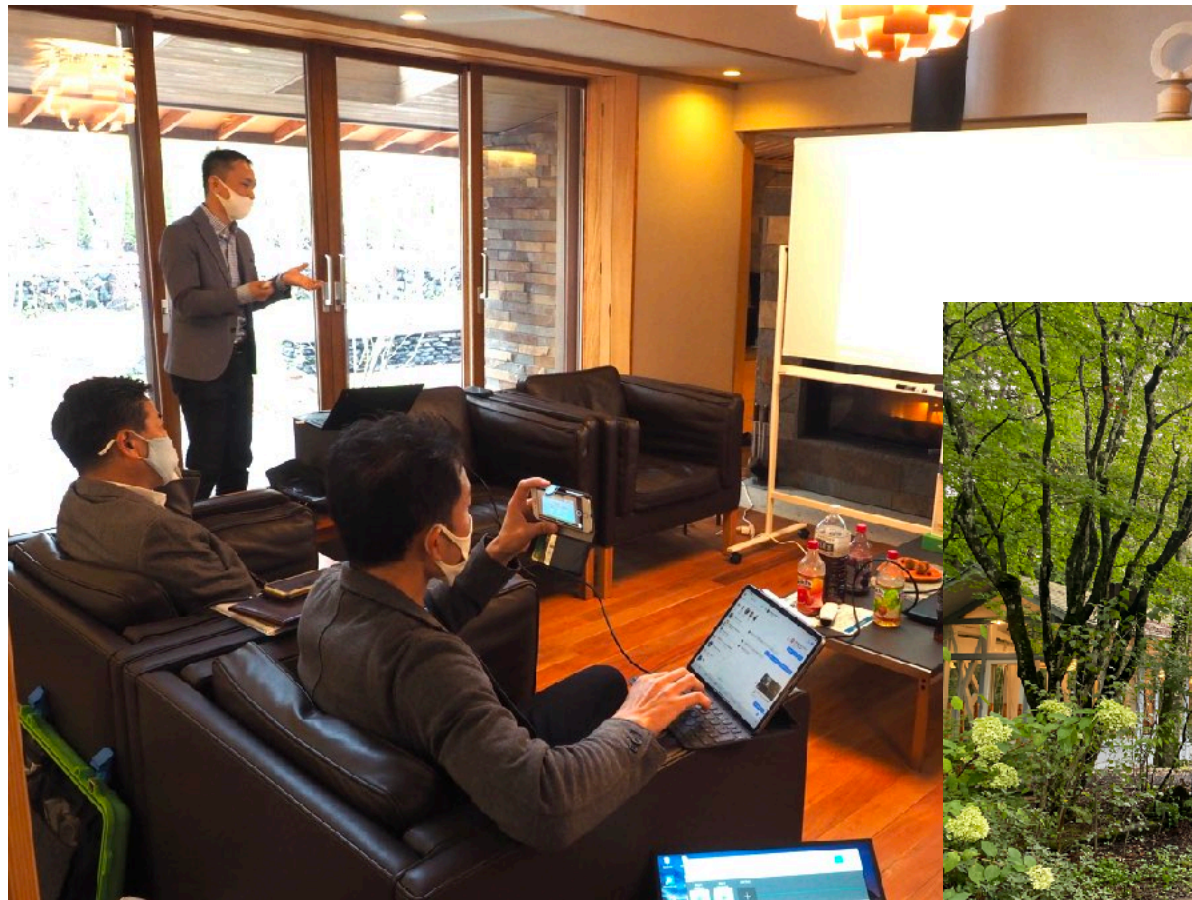
For more information, please visit www.asteria.com/jp/en/company/csr/

Initiatives for SDGs ①



Promotes working in resort areas and “workation”

✓ Aims to maximize employee productivity and well-being.



Initiatives for SDGs ②



Promotes forest conservation and reduces plastic waste

- ✓ Aims to continue our commitments to forest conservation and support ecosystem

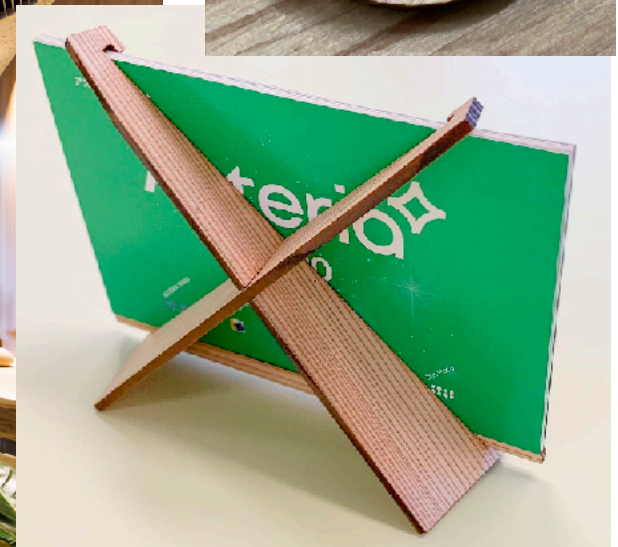


Asteria Forest in Oguni town, Kumamoto Prefecture

SDG badge made from cedar from Oguni town



Entrance to the central office in Tokyo



Plastic-free calendar

Initiatives for SDGs ③



Efforts to curb CO2 emissions

- ✓ Achieved carbon-neutral Annual Shareholders' Meeting using carbon offsets
- ✓ Full telework reduced fossil energy consumption

The carbon offset service that Asteria used designates the forest in Oguni as among the carbon sinks



Initiatives for SDGs ④



Pursues gender equality and diversity

- ✓ Continues to promote women managers, to hire foreign nationals, and to keep in place a policy of LGBT inclusion



Mariko Tokioka
Board Member



Dawn McKerracher
COO, This Place



Foreign national employees in Tokyo



Initiatives for SDGs ⑤



Supports Kamonohashi Project, etc.

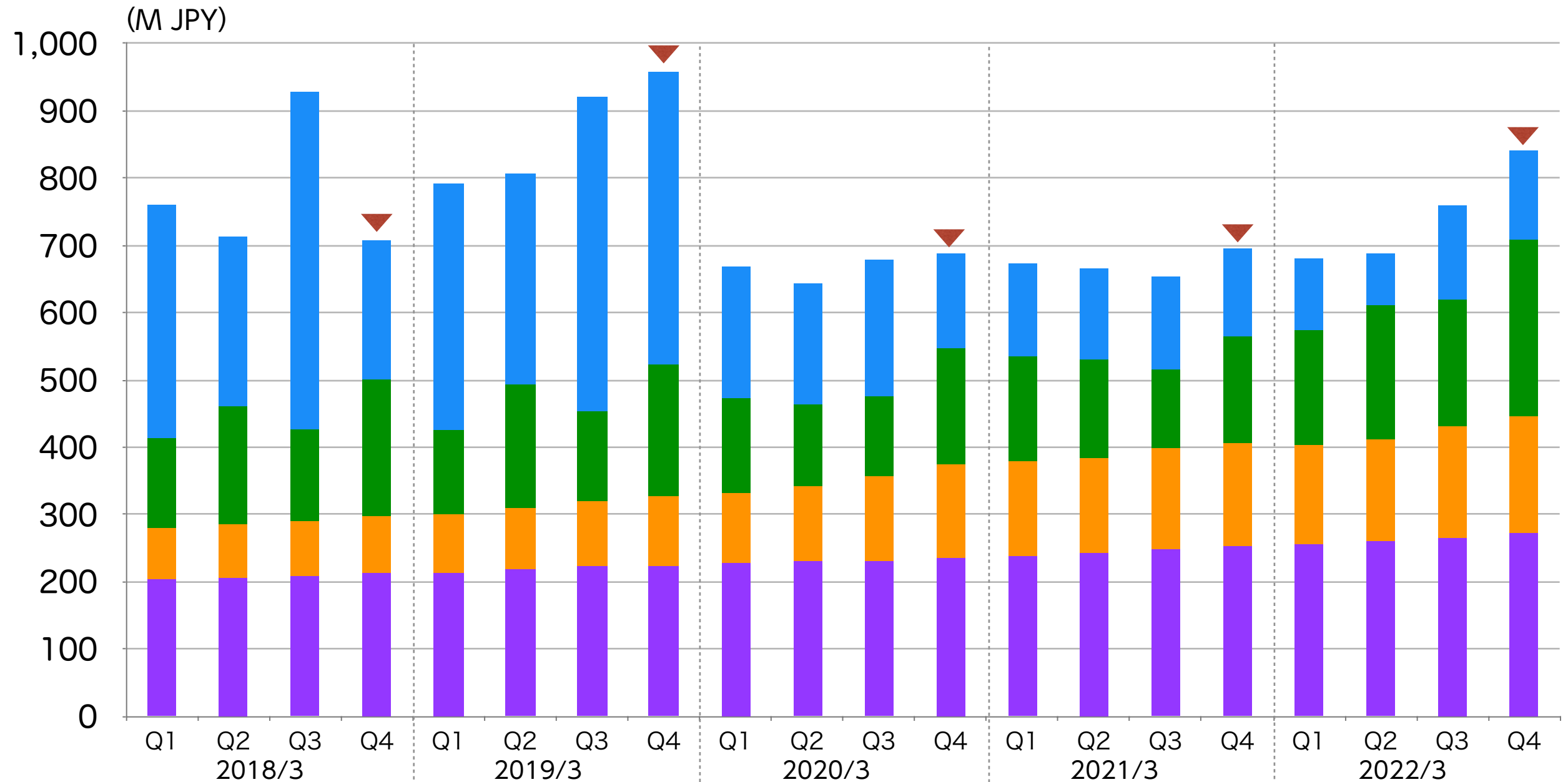
✓ The Kamonohashi Project is a non-profit organization engaged in activities aimed at creating a world without human trafficking.



Quarterly trends

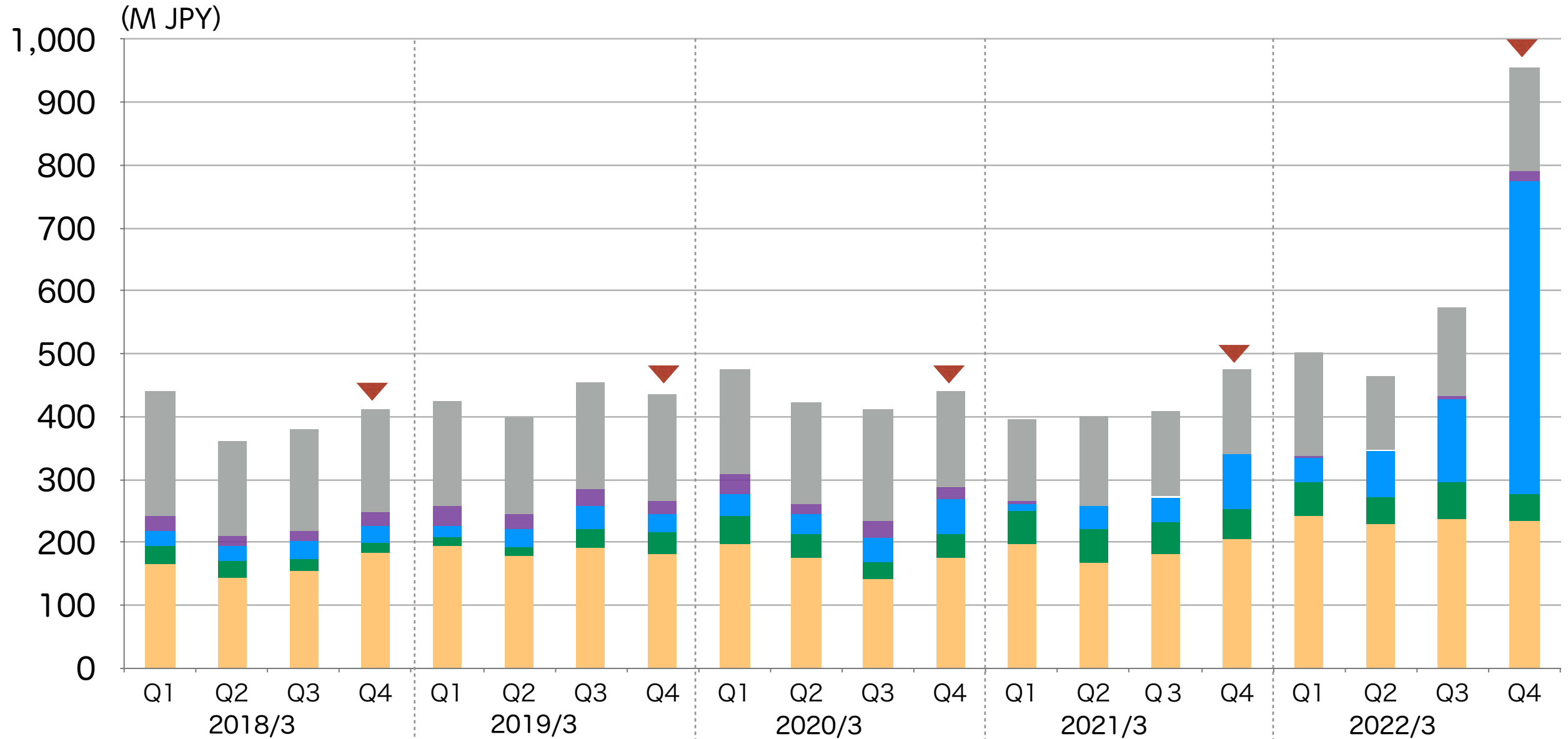
Quarterly revenue trends

✓ Q4 revenues were highest in all categories except for service.



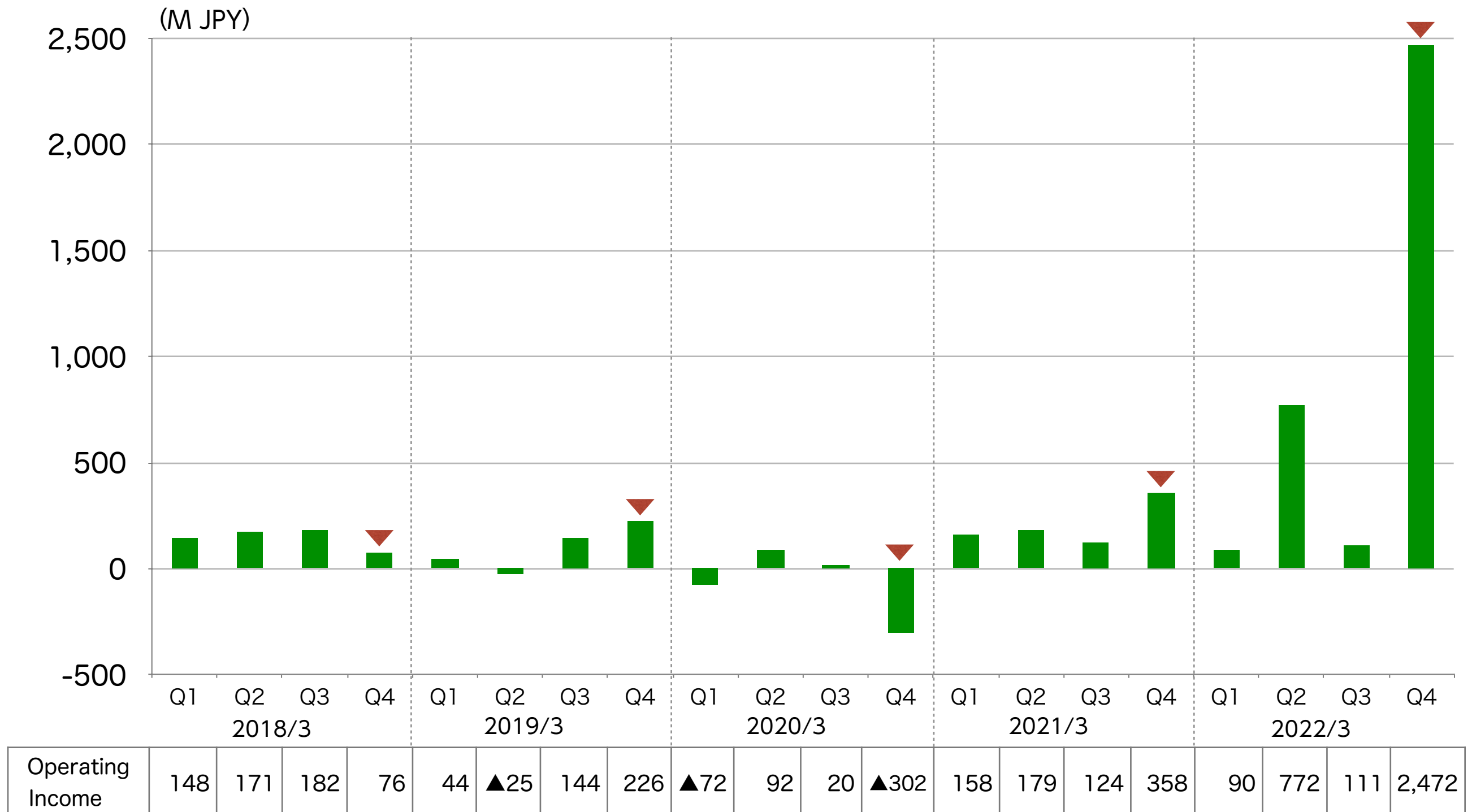
Quarterly SG&A trends

- ✓ “Human resources and recruitment costs” and “marketing expenses increased in line with the Mid-Term Management Plan “STAR”.



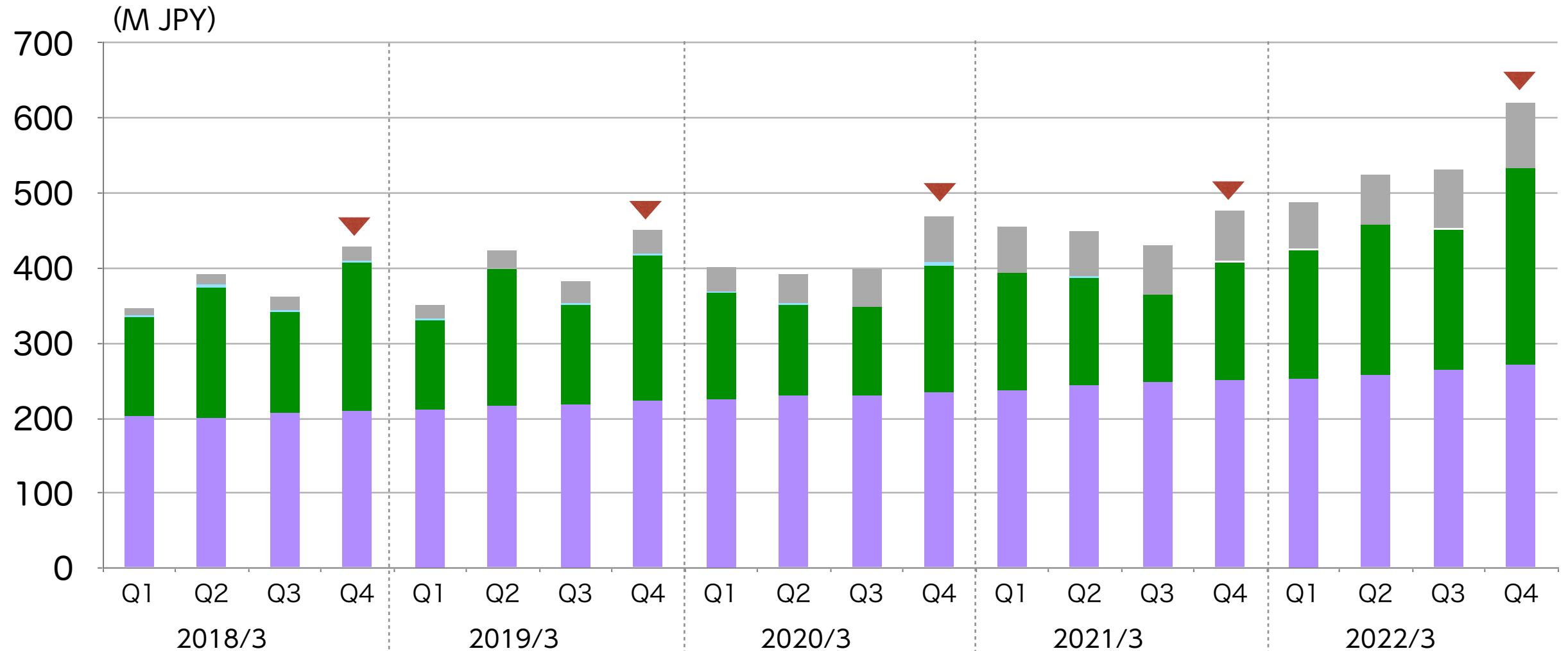
Quarterly operating income





- ✓ Operating income rose sharply due mainly to valuation gains on Gorilla even though SG&A increased in line with Mid-Term Management Plan “STAR”.



ASTERIA Warp quarterly revenues

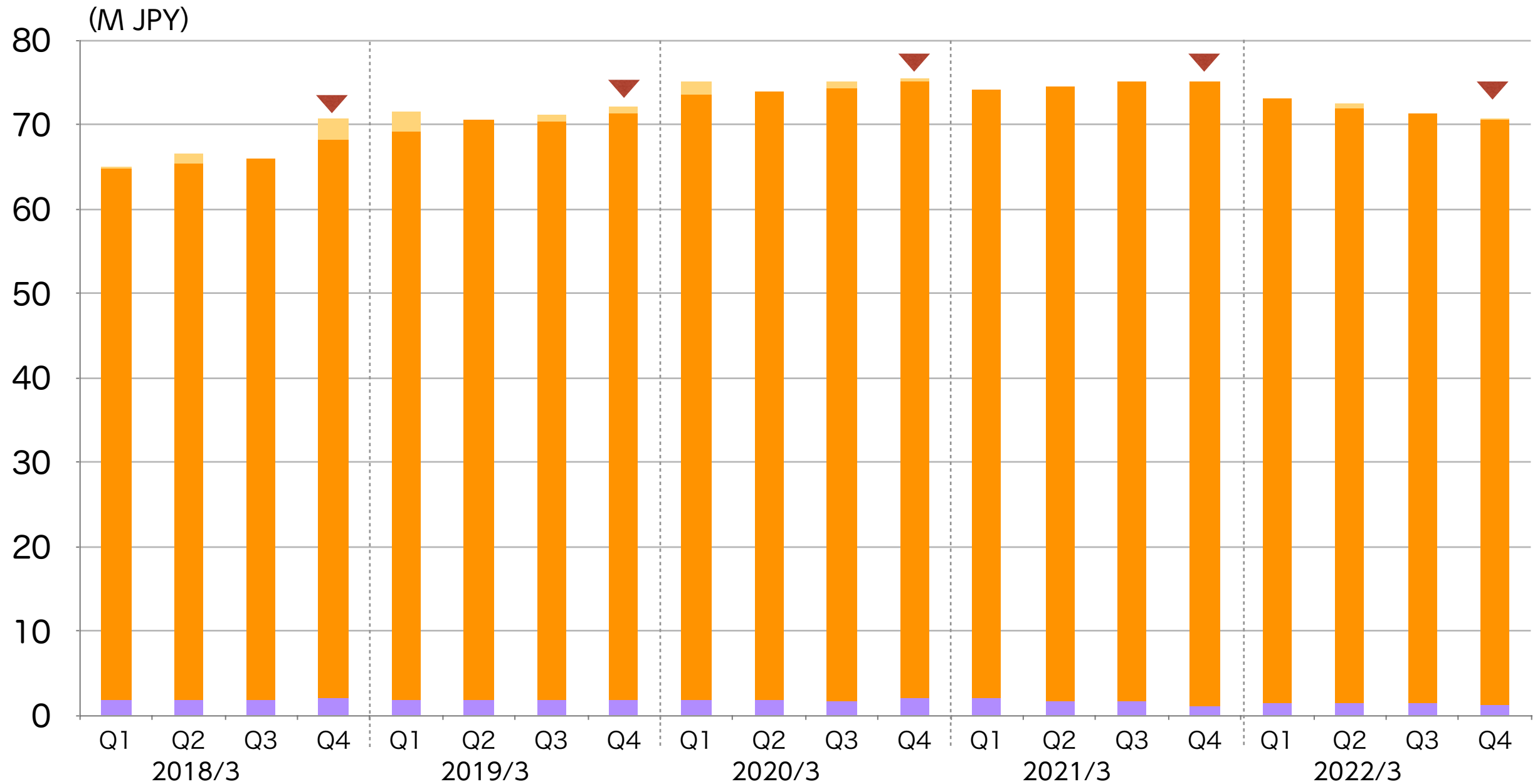
- ✓ Q4 revenues from the licensed and subscription versions and from support hit the highest levels.



 Subscription	11	14	17	18	18	23	29	32	31	38	50	62	61	60	66	68	63	66	78	86
(Core)	-	-	-	-	-	-	-	-	11	14	17	23	26	28	31	33	36	36	39	43
(Rental)	-	-	-	-	-	-	-	-	19	24	33	40	35	32	35	35	28	29	39	43
 License	132	173	136	197	118	184	132	194	141	121	119	170	157	145	117	159	171	200	187	262
 Support	202	201	206	210	212	215	219	222	225	230	229	234	237	243	247	250	253	258	265	271
 Education	2	3	3	3	3	1	3	4	3	2	1	3	1	1	1	1	1	1	1	1
Total	346	391	361	429	351	423	384	452	399	391	399	469	456	449	431	479	489	525	531	619

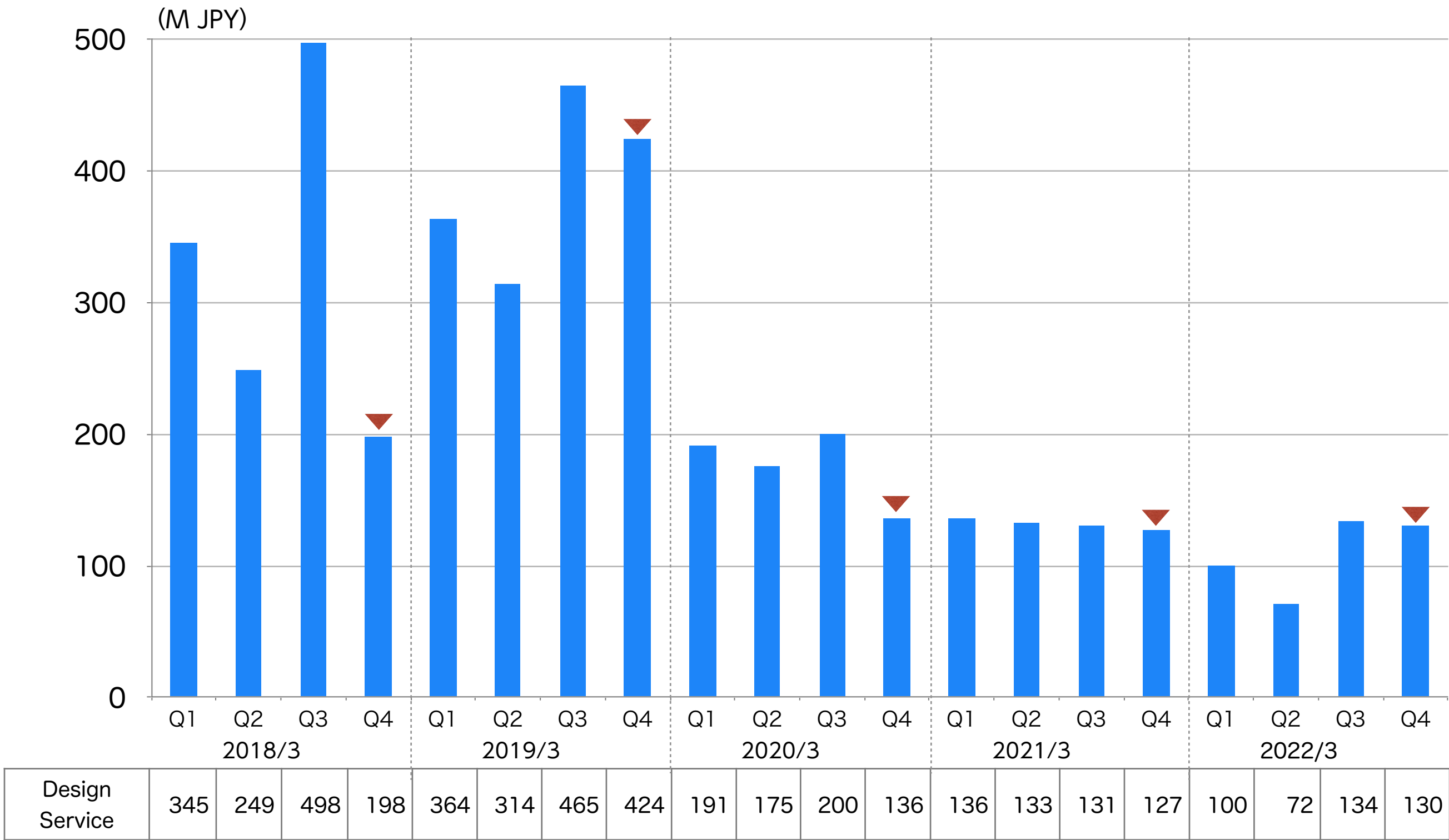
Handbook quarterly revenues

✓ Revenues from Handbook remain steady despite COVID-19 impact.



Design service quarterly revenues Asteria

✓ Due to the pandemic in Europe and the US, projects orders decreased but the business won additional orders from some existing clients.



FYE2022/3

Other results and topics

**For more information,
please visit**

<https://www.asteria.com/jp/en/ir/>





Financial Results

for the Fiscal Year Ended March 31, 2022

IR contact: +81-3-5718-1655



English IR web site

The information used in this meeting and the presentation includes forward-looking statements. These descriptions are based on current assumptions of Asteria and involves uncertainties. Please be informed that changes in market conditions and other factors could cause actual results to differ materially from those discussed in the forward-looking statement.

(Securities Code : 3853)