

Corporate Profile

Supplementary Materials



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: **139**
(Consolidated)

(As of June 30, 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



HIRANO Yoichiro (Pina)

- ▶ President/CEO



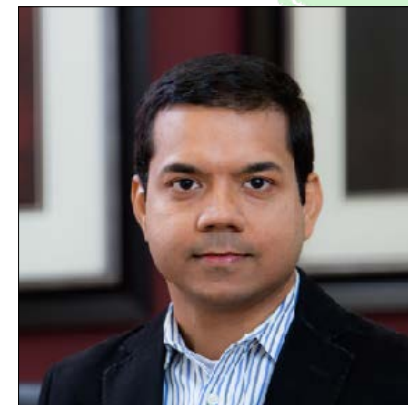
KITAHARA Yoshiyuki

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



GOMI Hirofumi

- ▶ **Former FSA Commissioner**
- ▶ **Chairman of Shinsei Bank Ltd.**
- ▶ 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



TOKIOKA Mariko

- ▶ **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



HIRANO Yoichiro (Pina)

Executive
Officer
Executive Vice President



KITAHARA Yoshiyuki

Executive
Officer
Corporate Affairs



SAITOH Yasuhisa

Executive
Officer
Sales Division



KUMAGAI Susumu

Executive
Officer
China R&D



Huang Xi

Executive
Officer
This Place, CEO



Dusan Hamlin

Executive
Officer
Development Division



TAMURA Ken

Executive
Officer
Communications Division



NAGANUMA Fumihiro

Business Overview

Supplementary Materials



Asteria's Business

Main office: Tokyo

Enterprise software product development and sales

Fully devoted to product development

Software

Design

2 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

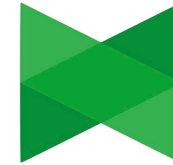
Main Businesses and Segments

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

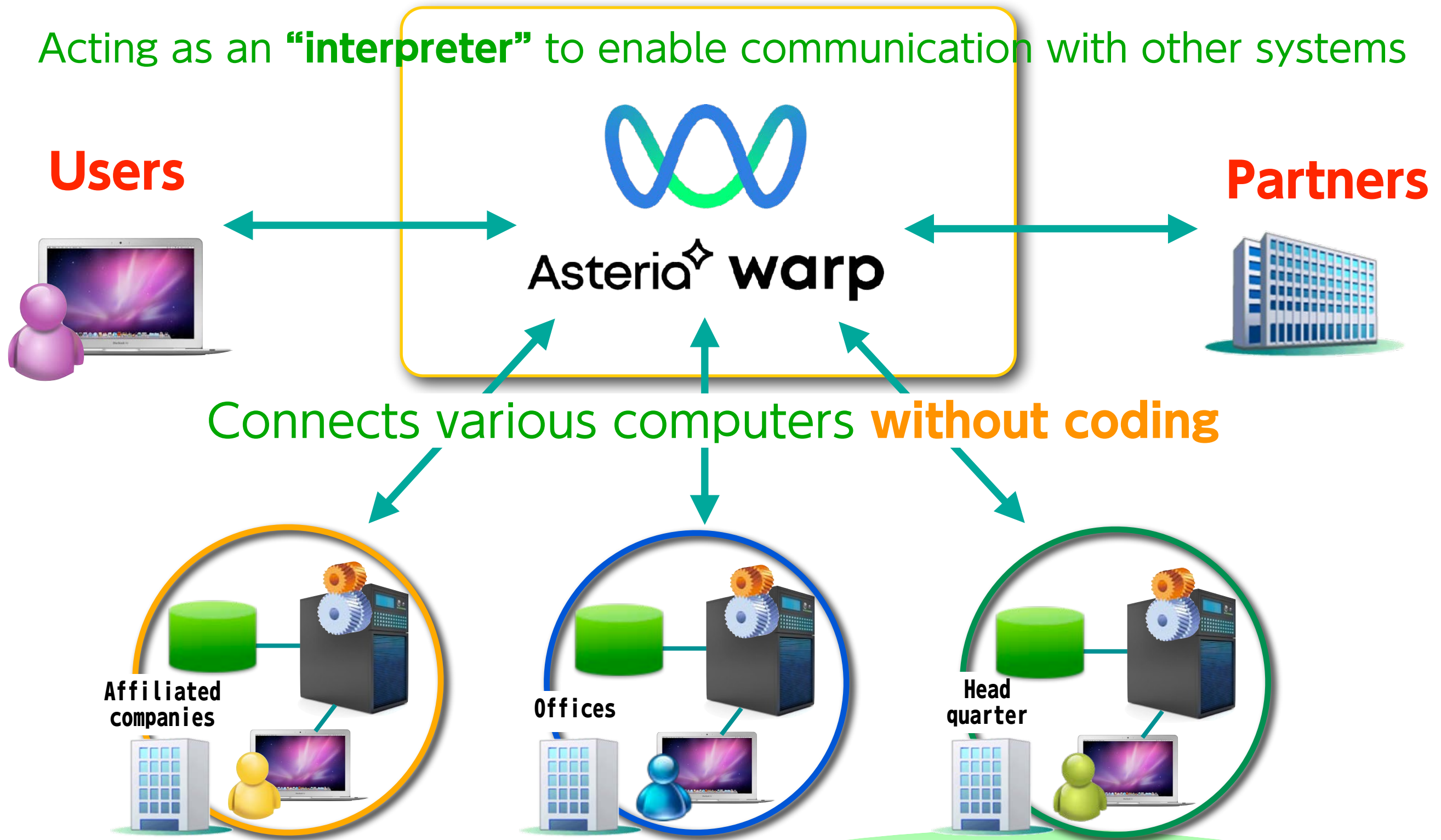
SPACEX

+ 1 company

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

Warp

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



Warp: No Coding Required

No-Code =

Logic design can be done by just drag & drop icons

Coding

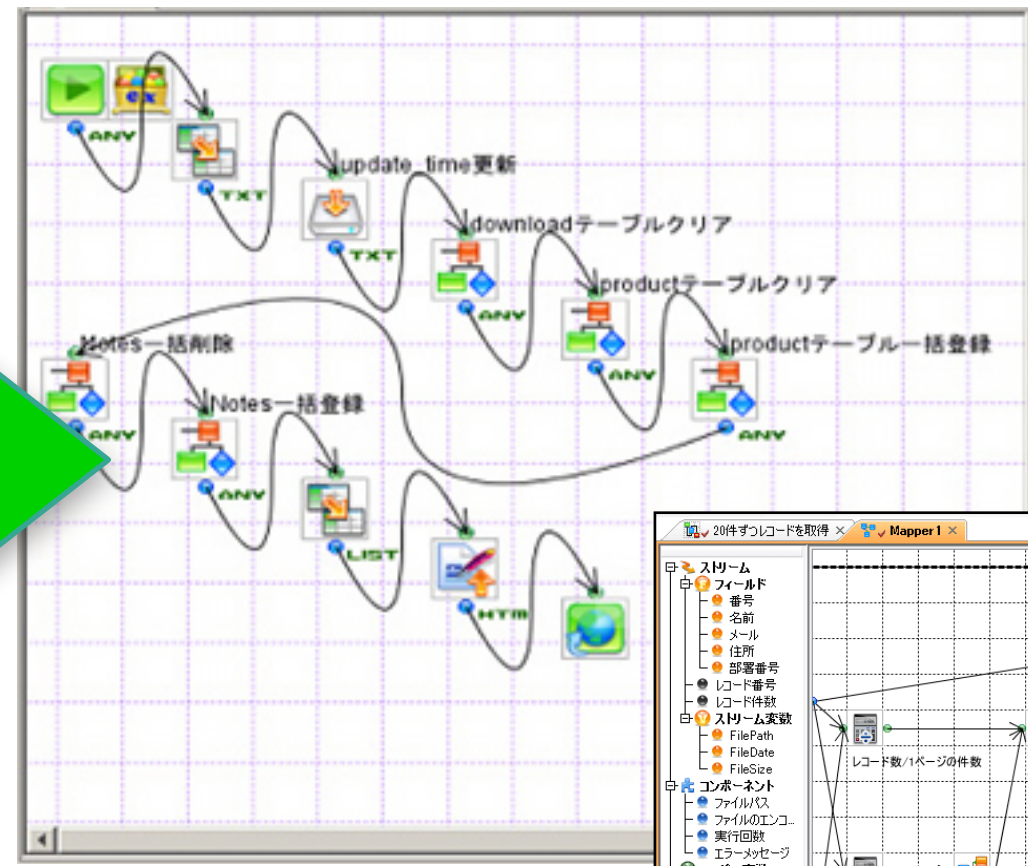
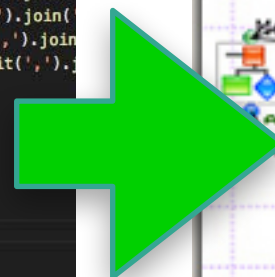
Warp (No-Code)

```
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(idxx) {
            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": "xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx",' +
        '"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.

Warp: Sales Partners & Users

No. 1 market share for 15 years running.

Introduced by over 9,700 companies.

Selling through partners, mainly major system integrators.



Warp: Expanding Subscription

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

*ASPs: Partners who handle the subscription version, Core



Warp: Key to the Era of API

Connects various new technologies, cloud services to enterprise systems

Until now



From now on

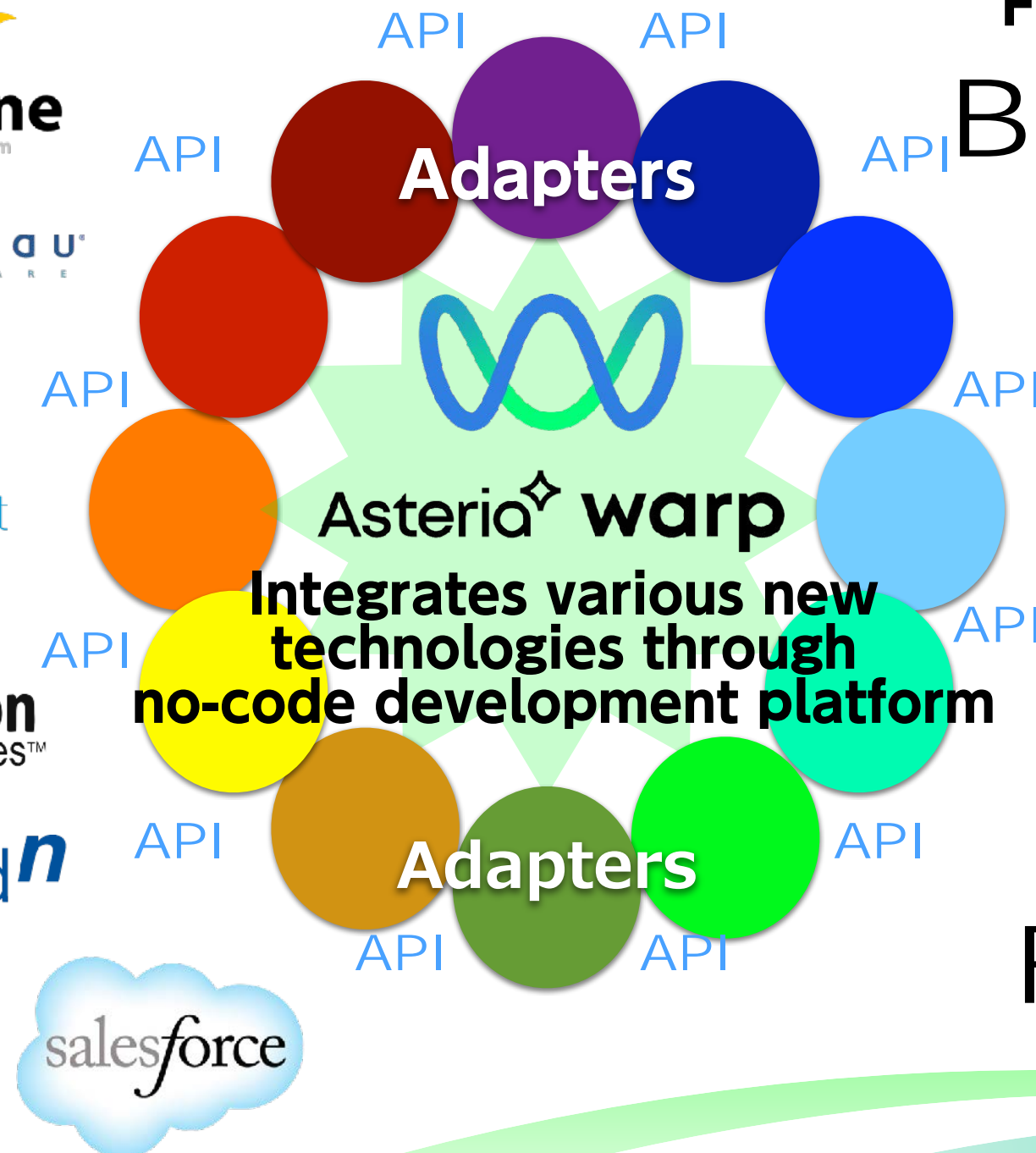
Blockchain

IoT

AI

Robots

FinTech



Warp Meets DX Needs:

Demand for promoting DX is growing

◆ Supports digital human resources development

- ✓ Takada Corp. introduced Core to connect with kintone
- ✓ Development cost down over 50%



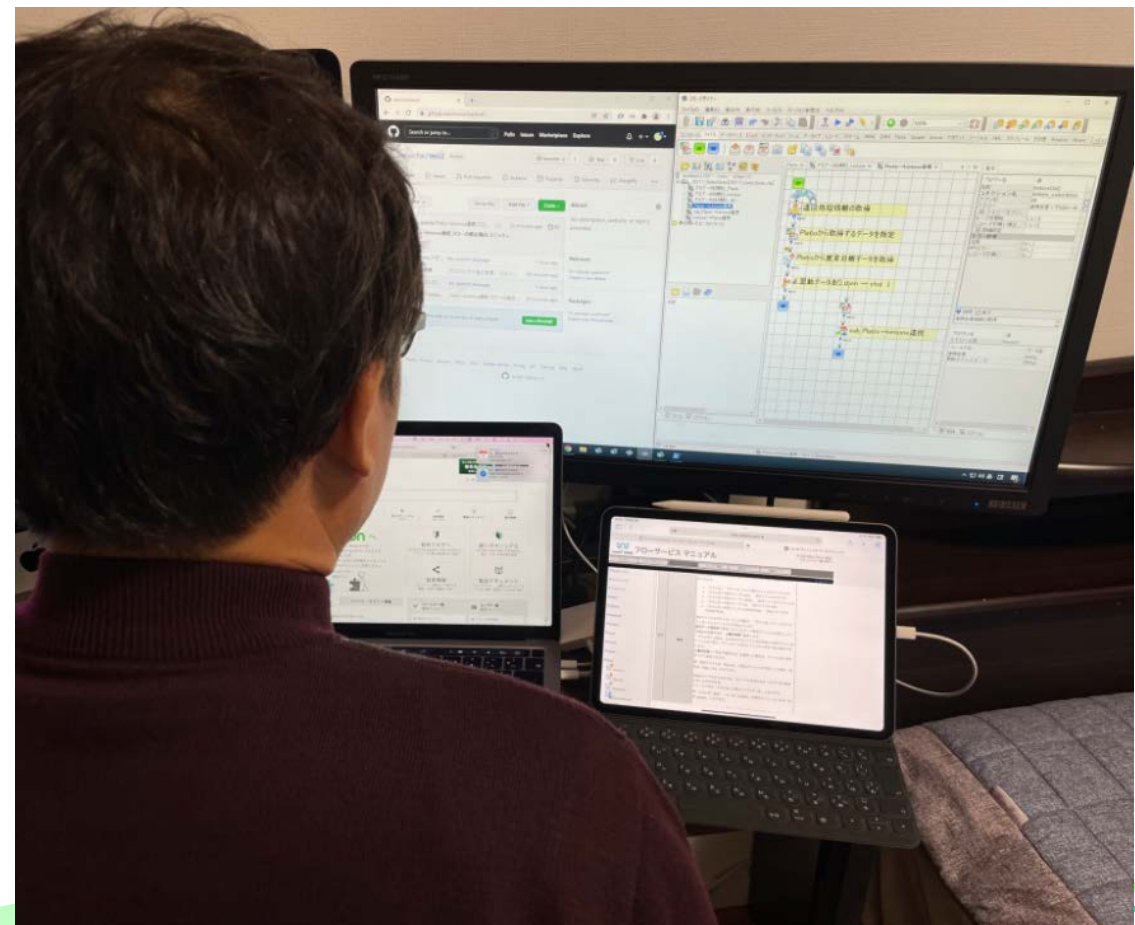
◆ Builds a data utilization platform at low cost

- ✓ Chiba Toyopet Co. adopted Core
- ✓ Development man-hours reduced to one-eighth of those before adoption

千葉トヨペット

◆ The launch of new version

- ✓ Strengthened integration with cloud services
- ✓ Compatible with advanced authentication (OAuth2.0)
- ✓ Realized more user-friendly data coordination



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

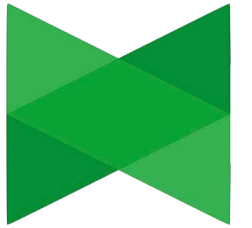
情報をスムーズに提示し、商談成立の流れをつくる。商談支援アプリ



©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。

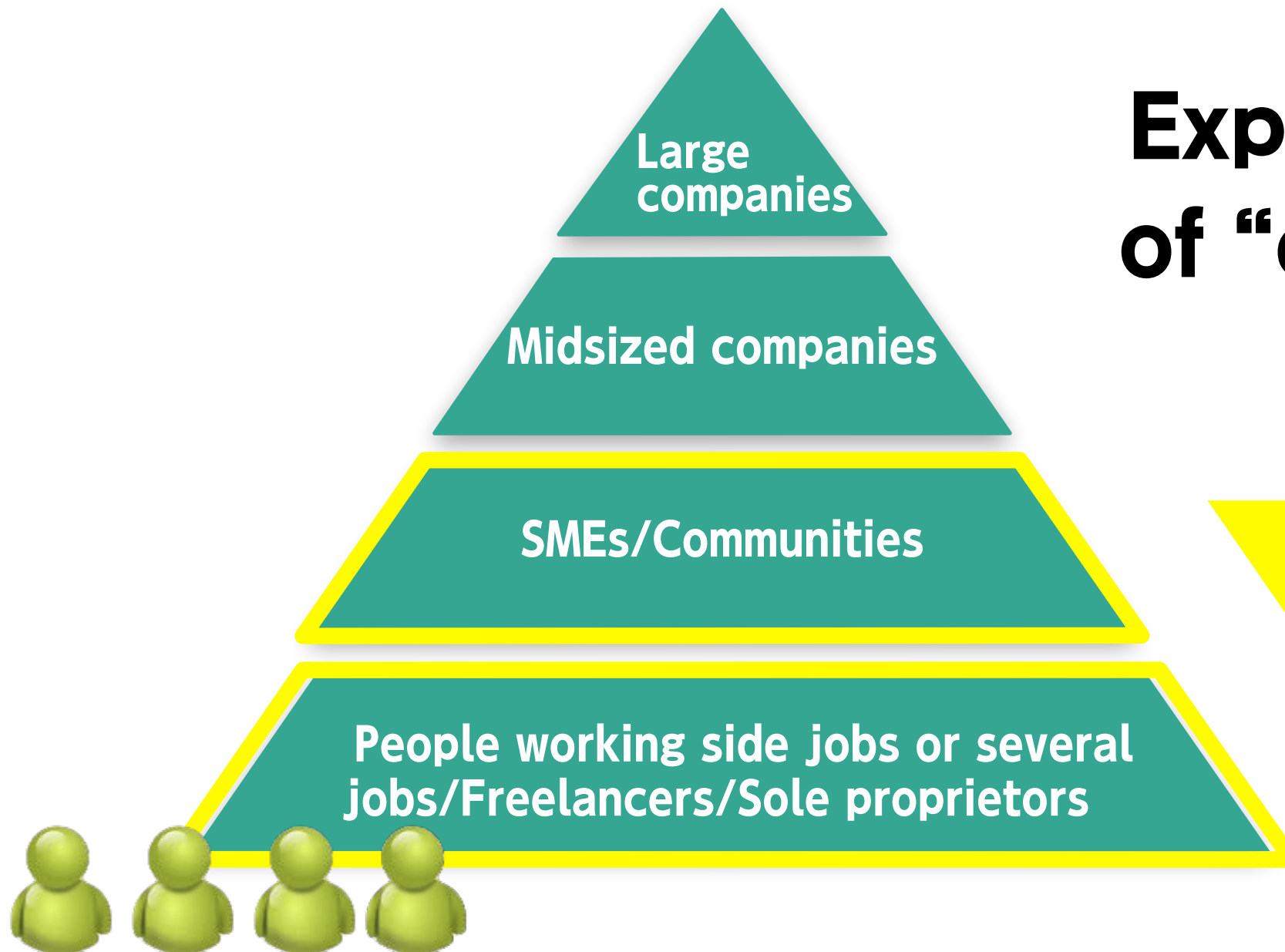
Apple および Apple ロゴは米国その他の国で登録された Apple Inc. の商標です。App Store は Apple Inc. のサービスマークです。Google Play は Google LLC の商標です。

The Launch of New Product “Handbook X”

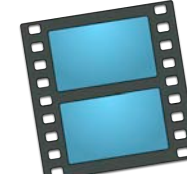


Handbook® X

Expand the area of “connectivity”



Enables registration, arrangement and sharing of various data



MP4
MOV



JPEG
PNG



YouTube

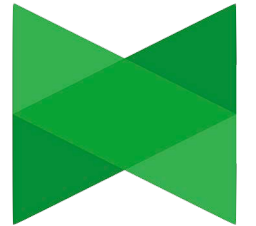


iCloud

box

Dropbox

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

◆ **Targets a wide range of users**

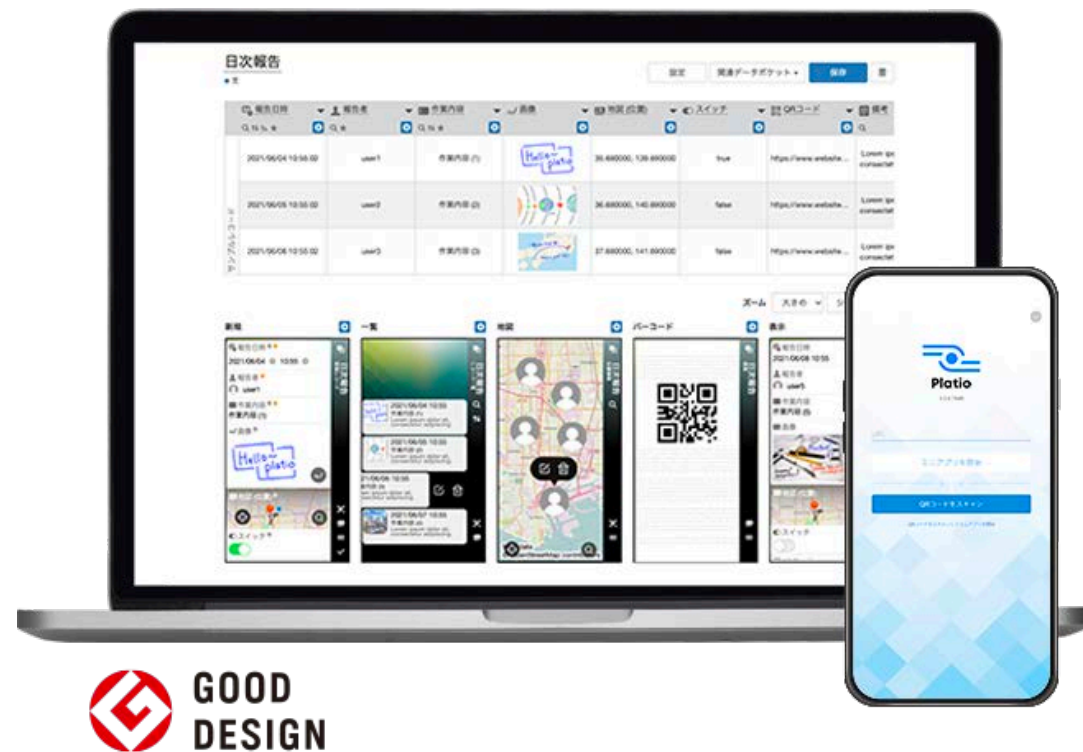


Mobile app building tool

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

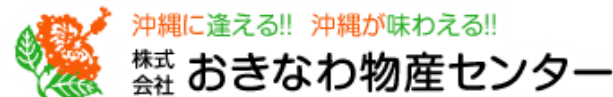


100+ different templates for various business tasks



Platio: Use Cases

Adopted in a wide range of industries



Tsuruga Resort



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



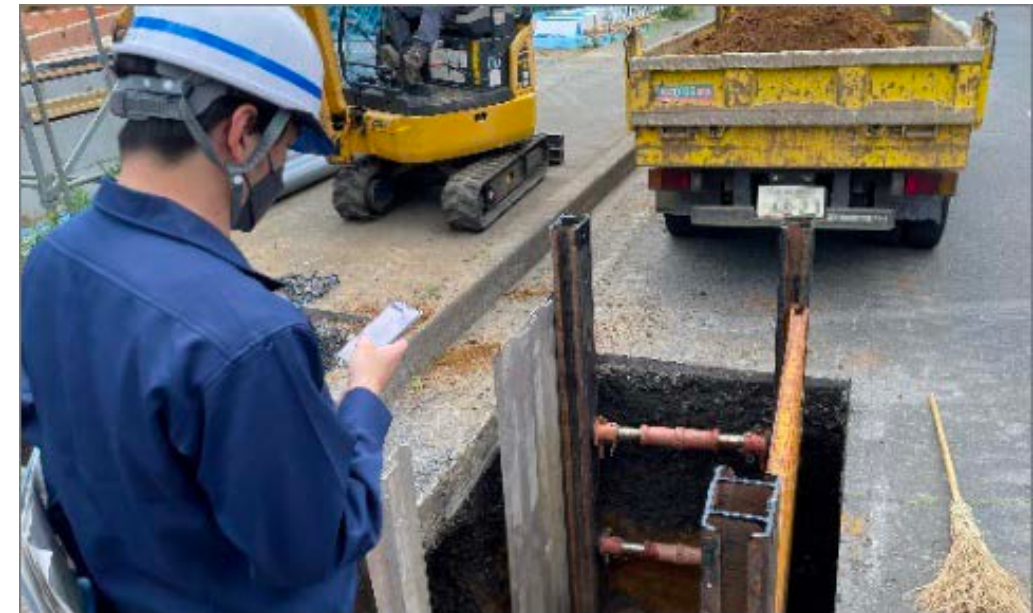
Platio: Latest Use Cases



Accommodates changes in the world of work

◆ Skill transfer using an app

- ✓ Adopted at Ibaraki branch of NTT East Corp.
- ✓ Record and check construction status and comments from skilled engineers
- ✓ Streamlined work process saves 1,000 hours/ year



◆ Health management & safety report

- ✓ App created in three days by managing director with no programming experience
- ✓ Employee physical and mental health check
- ✓ Use safety report app **as part of BCP** to promote digitalization of work



“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

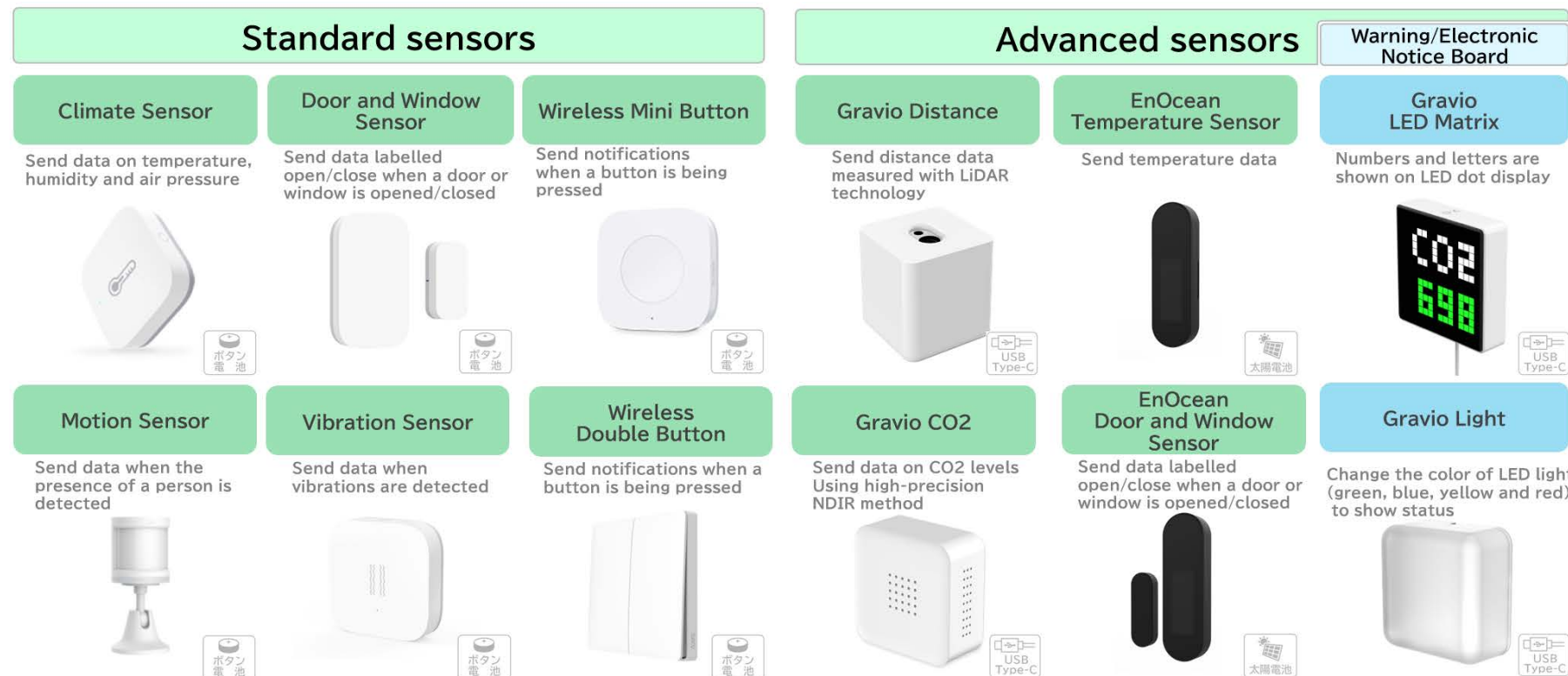
	HACCP compliance record	Daily log for tea farmers	“SiteEye mini” app for the construction industry
Usage	Record daily inspection checklists	Record processes of growing tea leaves	Keep track of equipment management and daily work reports
User	Space Create Jiqoo	Yamecha tea production group	—
Developer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

Gravio

AI-equipped IoT integrated edgware
New version launched!



✓ IoT devices included

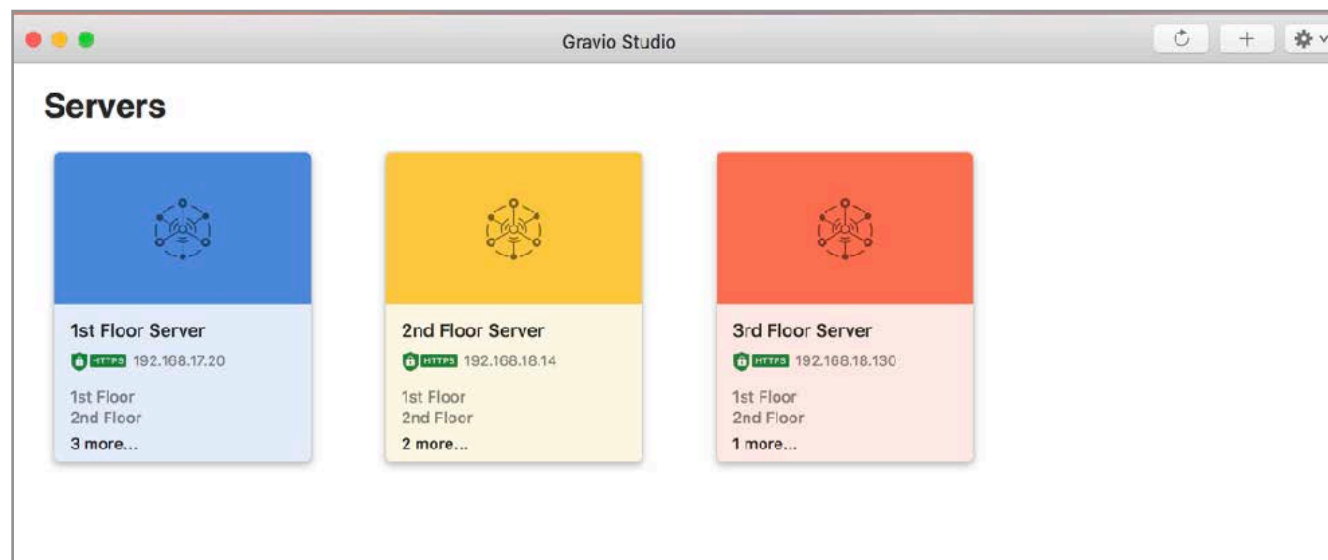


- ◆ Compatible with Win, Mac, Linux, RasPi
- ◆ Compatible with ZigBee, EnOcean

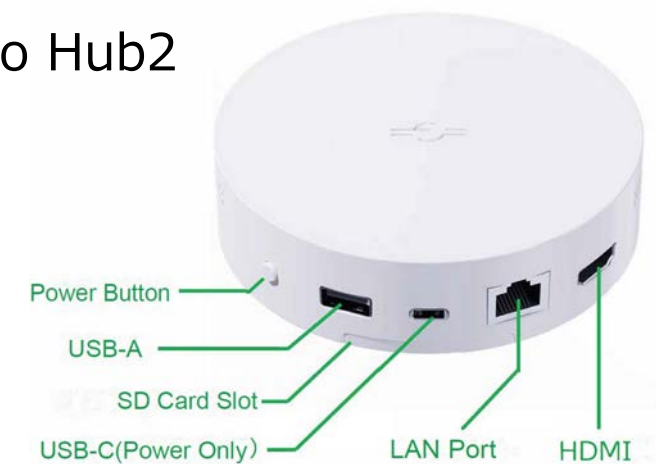


- ✓ AI face recognition
- ✓ Edge computing
- ✓ Fitted with original blockchain

✓ No-code logic definition



Gravio Hub2



Gravio

Applications for automation and remote operations

◆ Visualizes congestion status

- ✓ An initiative by Kawasaki Frontale, a professional football club in Kanagawa Pref.
- ✓ Visualizes the congestion status of 94 restrooms at Kawasaki Todoroki Stadium
- ✓ Speculators can check the status real time with their smartphone



◆ The launch of a product developed with Hong Kong-based Remotec Technology

- ✓ Controls ACs at the edge
- ✓ Optimal operations can be achieved based on data from IoT sensors, contributing to save electricity.
- ✓ Sales began in Asia outside Japan, such as Singapore



Gravio: Other Use Cases

For automation and remote operations



3Cs avoidance solution combining AI and a camera



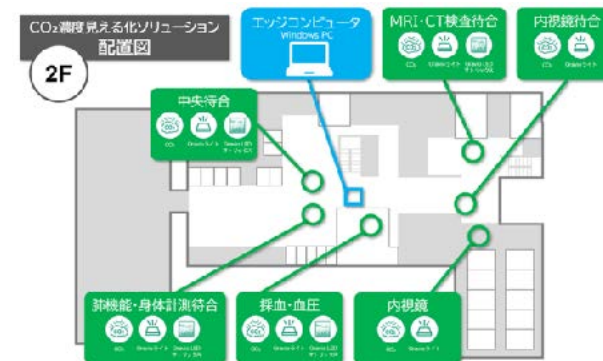
Gravio's AI counts the number of people in the waiting room @Yamamoto eye clinic



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)

This Place.

Support companies' DX initiatives

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



opolk™

Ballantine's



Alaska
AIRLINES

T-Mobile

Samsonite

Ahold
Delhaize

Woolworths
the fresh food people

Hannaford

SECURE

Edelman

dunhill

BBC

Purpose of Acquisition

Enterprise software will put design first

Background: Staff working on-site play an increasingly important role in choosing enterprise software compared to IT department staff



Function first

Design first

The prime example of the design-first approach among consumers: iPhone



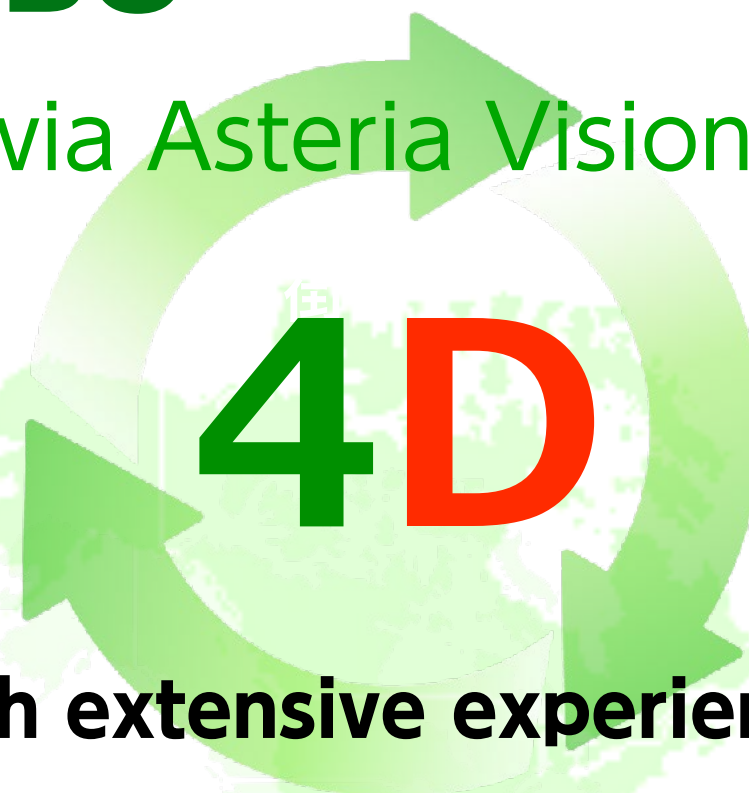
***The first iPhone even lacked copy and paste function**

Corporate Investment BU

Invests in line with “4D” strategy via Asteria Vision Fund



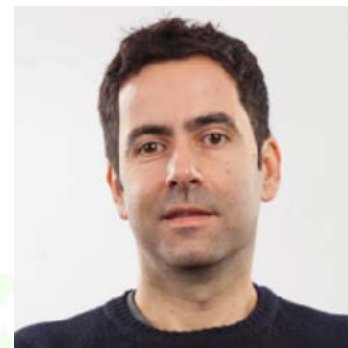
YOSHIDA Shinji
Asteria Vision Fund Inc.
Managing Director



✓ **Investment committee members with extensive experiences**



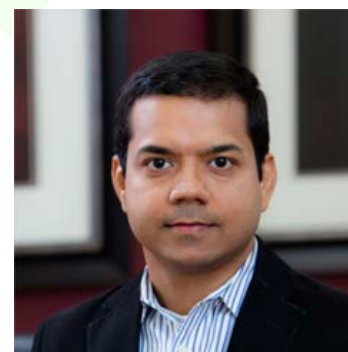
HIRANO Yoichiro (Pina)
Track record in leading and executing negotiations for investment and M&A projects carried out by Asteria



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.



KITAHARA Yoshiyuki
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.

Investment Strategy “4D”

Data

(AI, Big Data, etc.)

→ **Only data will become IT assets for companies**

Device

(IoT, Smart Devices, etc.)

→ **Devices are becoming vital infrastructure**

Design

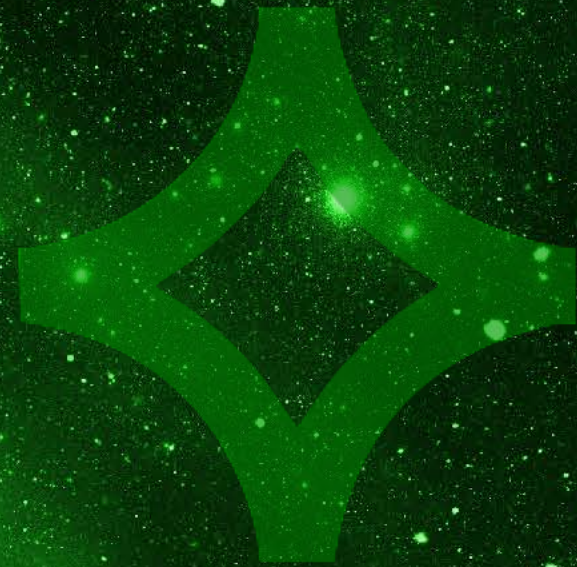
(Design Thinking, Digital Transformation, etc.)

→ **We are entering the design-first era**

Decentralized

(Blockchain, DApps etc.)

→ **An era centered on individuals where they are dispersed but can collaborate when necessary**



Our Business Model

Supplementary Materials



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

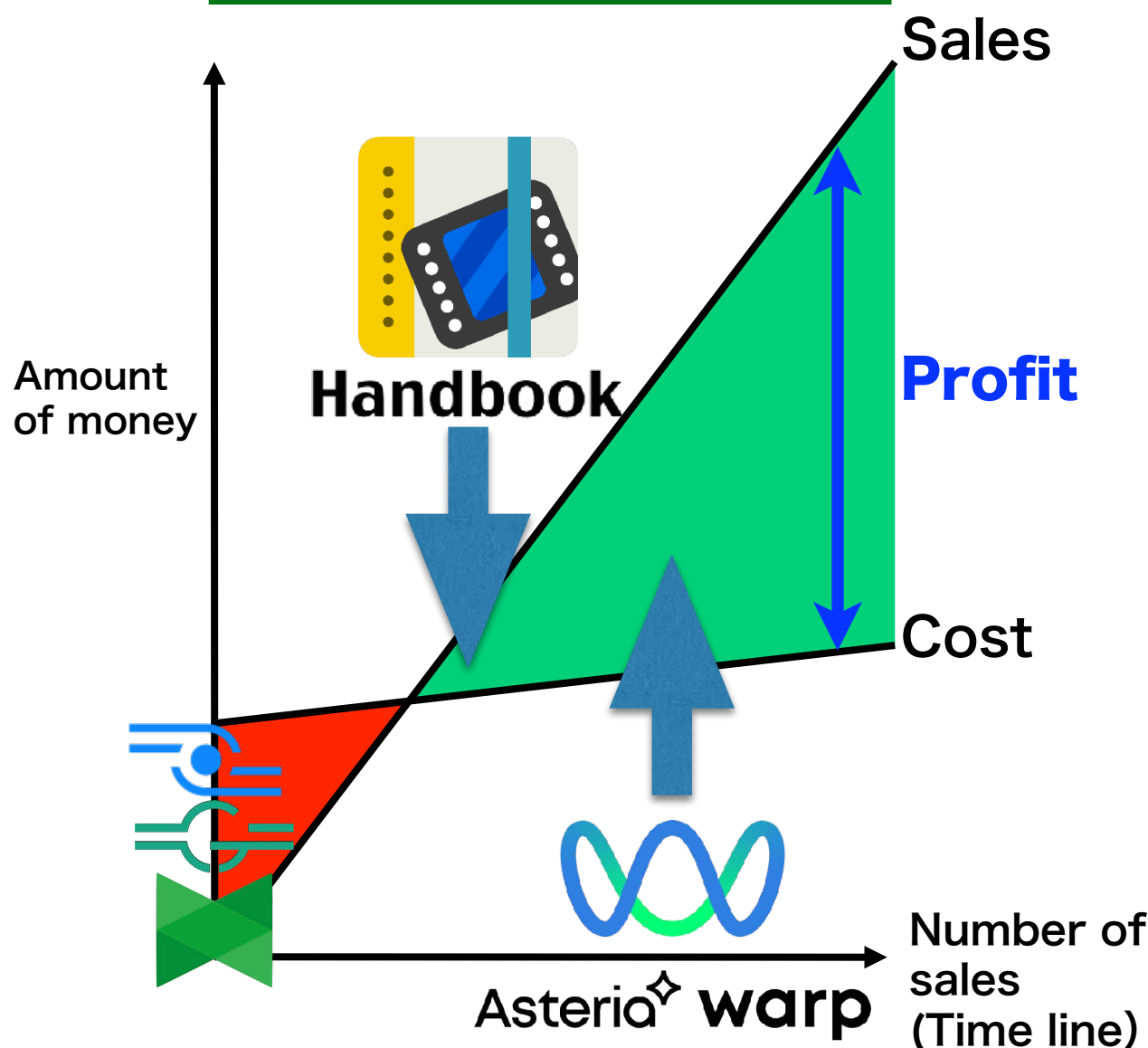
NTT, KDDI, AT&T,
SoftBank, etc.

Two Types of Software Development Models

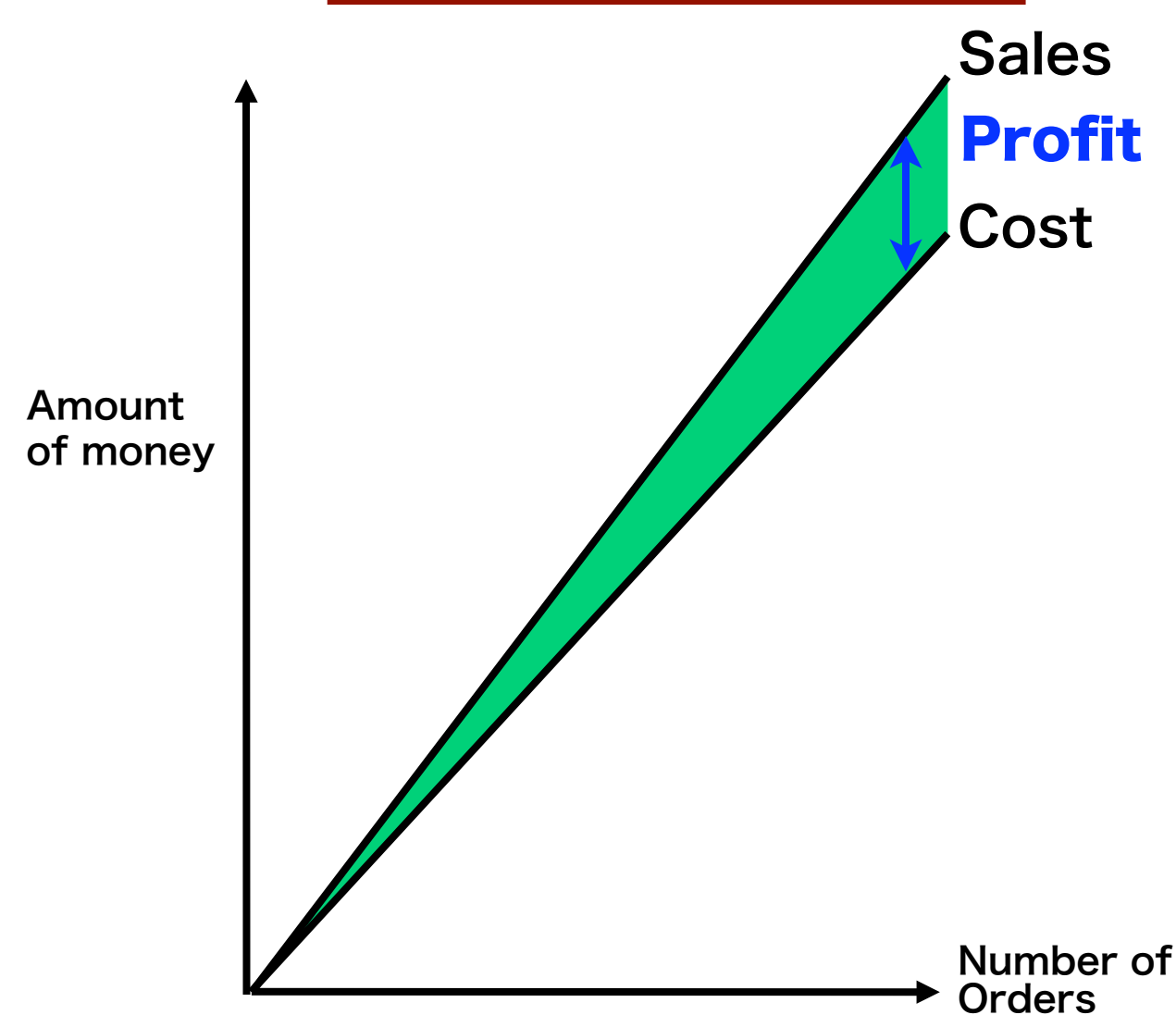
Product development		Custom development
Unspecified large number	Customers	Only one
High (More than 80%)	Gross margin ratio	Low (Less than 20%)
High	Scalability	Low

Profit Models Are Very Different

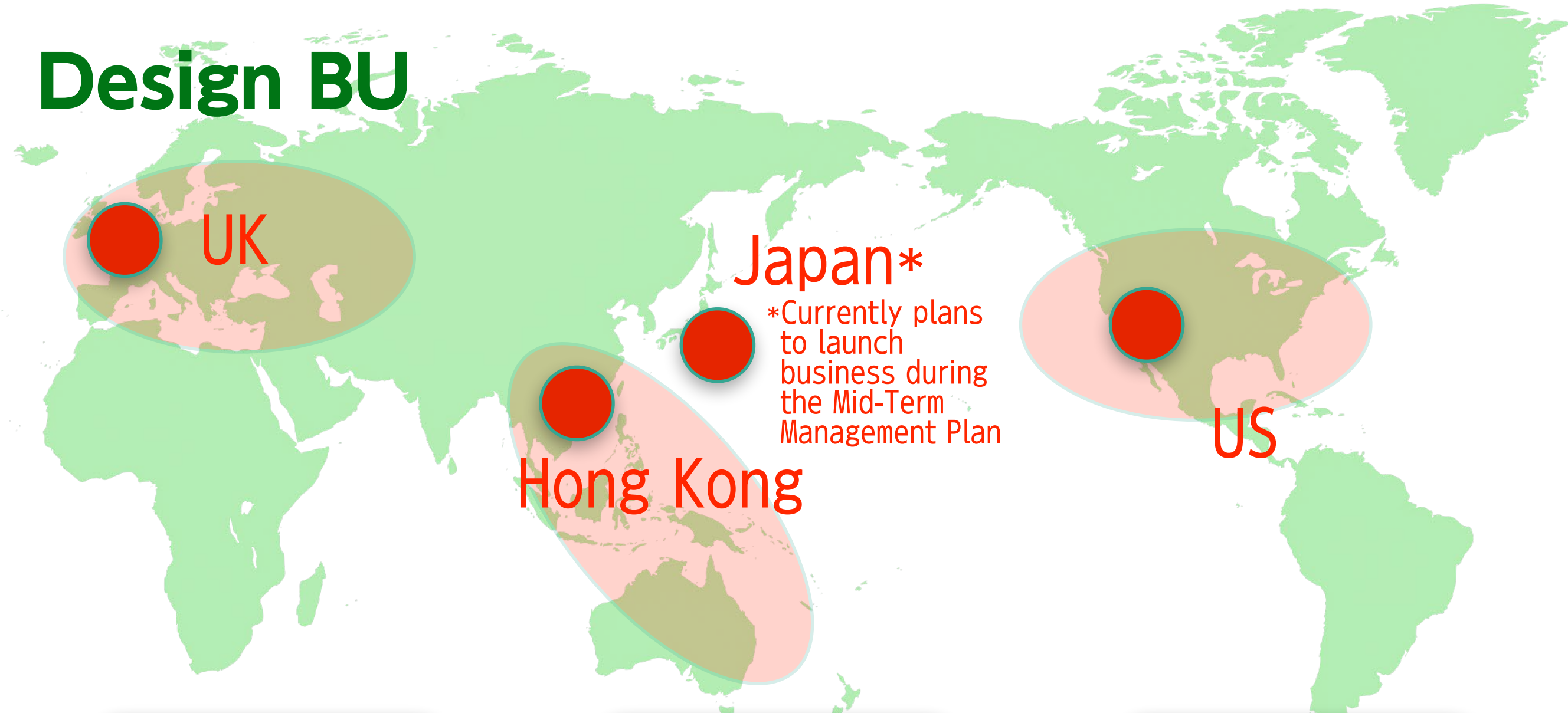
Product development



Custom development



Design BU



*Currently plans to launch business during the Mid-Term Management Plan



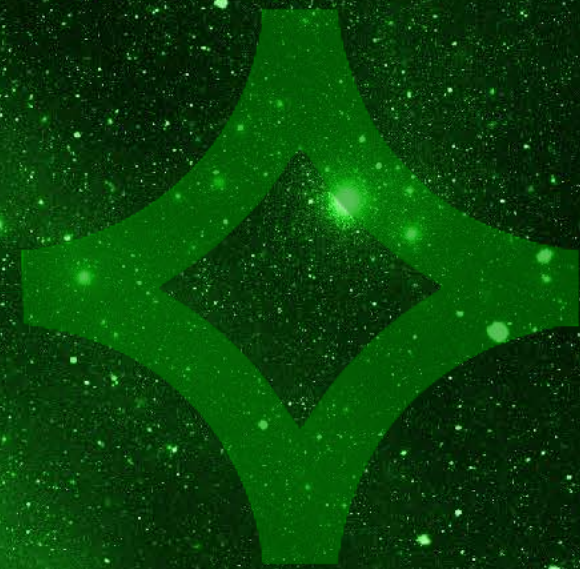
Investment BU



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



Efforts toward SDGs

Supplementary Materials



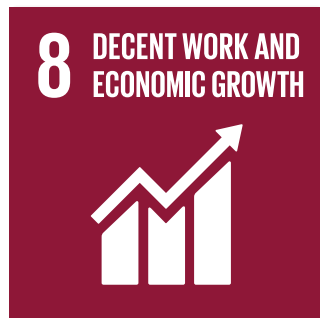
Promoting SDGs

- ✓ 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”.



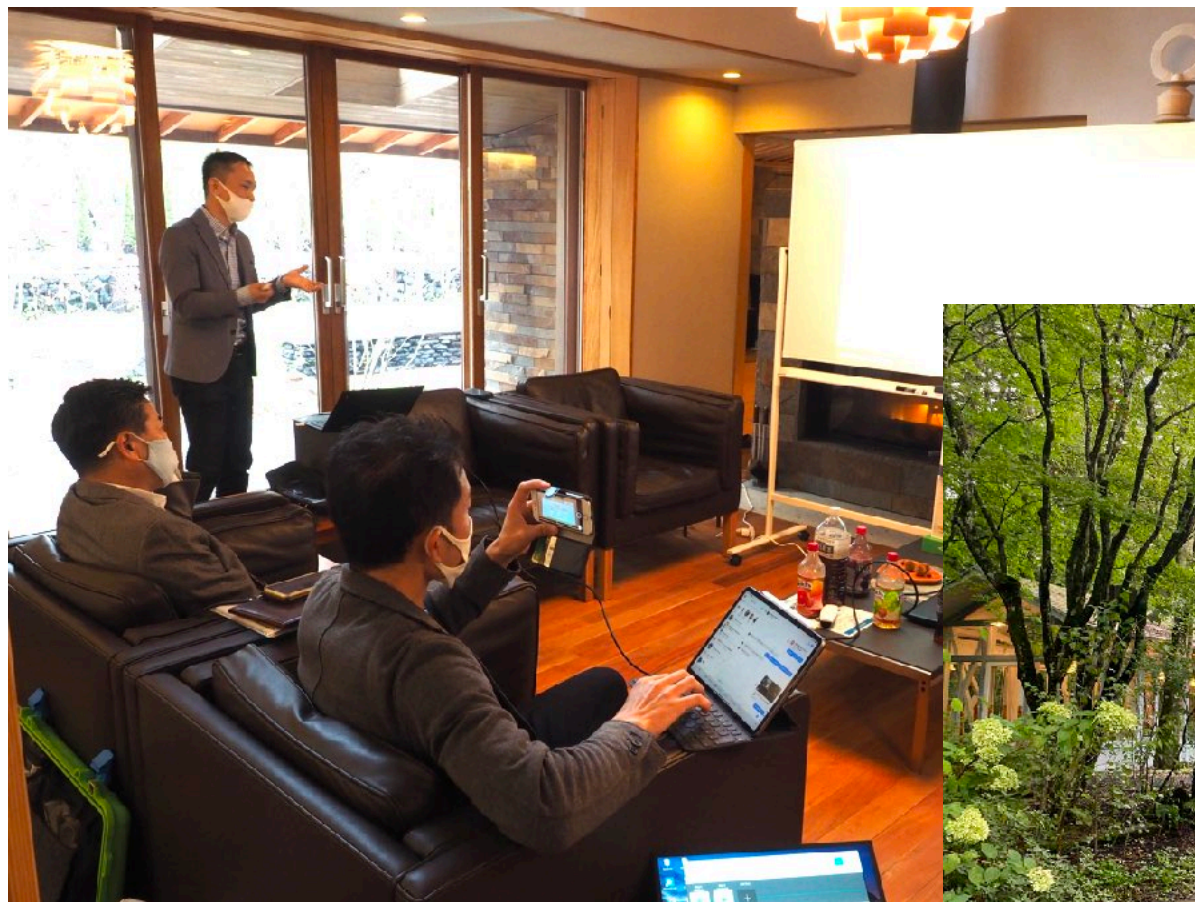
For more information, please visit www.asteria.com/jp/en/company/csr/

Initiatives for SDGs ①

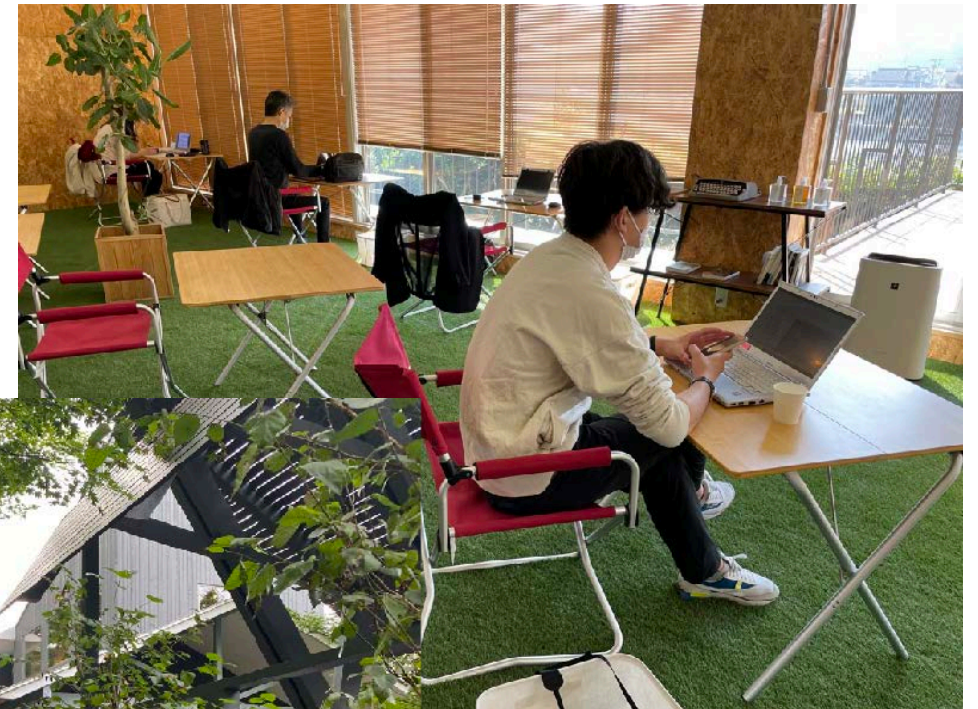


Promotes working in resort areas and “workation”

✓ Aims to maximize employee productivity and well-being.



In Karuizawa Town,
Nagano Pref.



In Hitoyoshi City,
Kumamoto Pref.



Initiatives for SDGs ②



Promotes forest conservation and reduces plastic waste

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

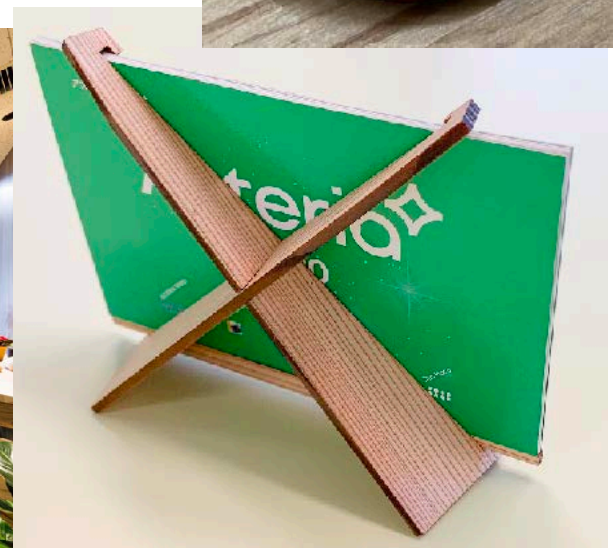


Asteria Forest in Oguni town,
Kumamoto Prefecture

SDG badge made
from cedar from
Oguni town



Entrance to the central office in Tokyo



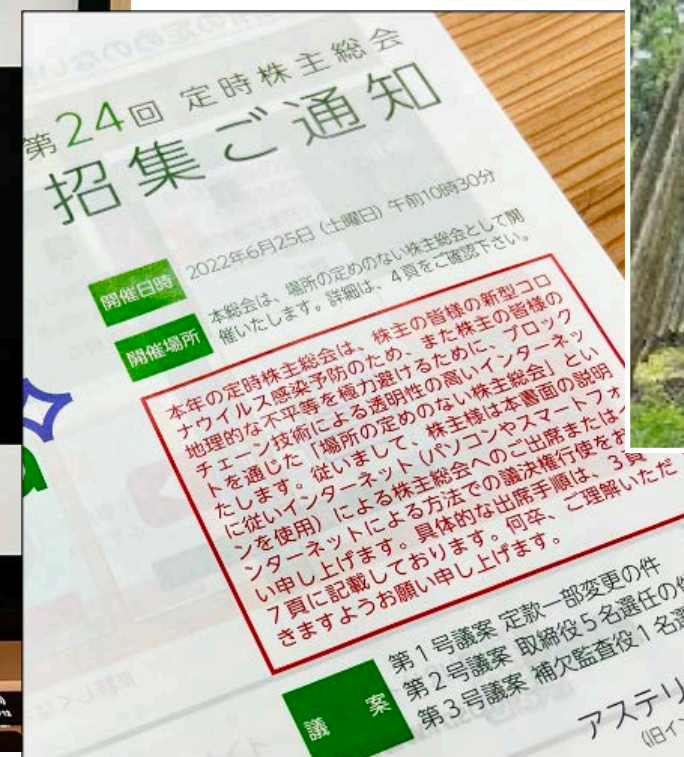
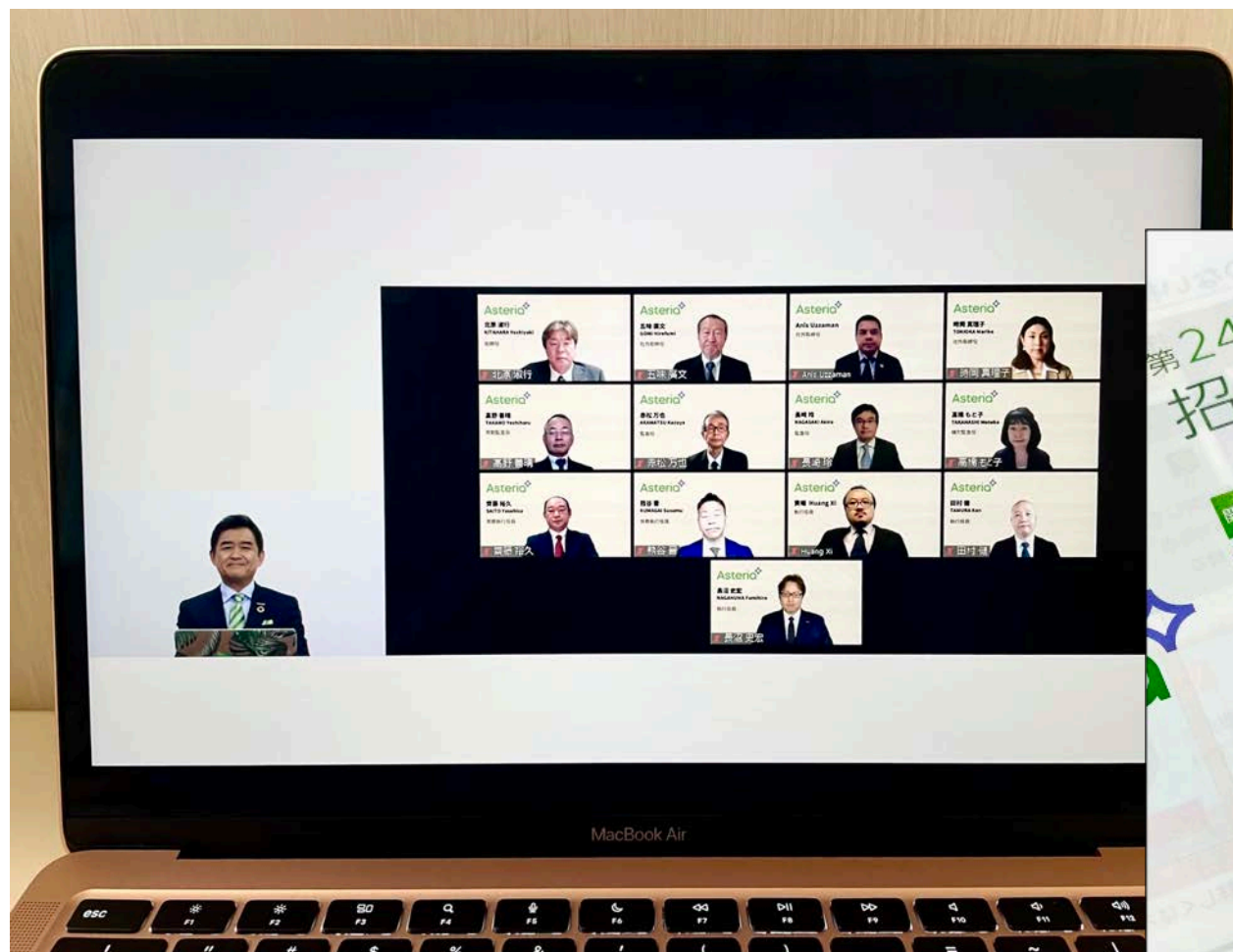
Plastic-free
calendar

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



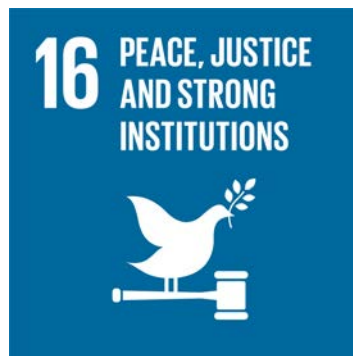
Dawn McKerracher
COO, This Place



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.



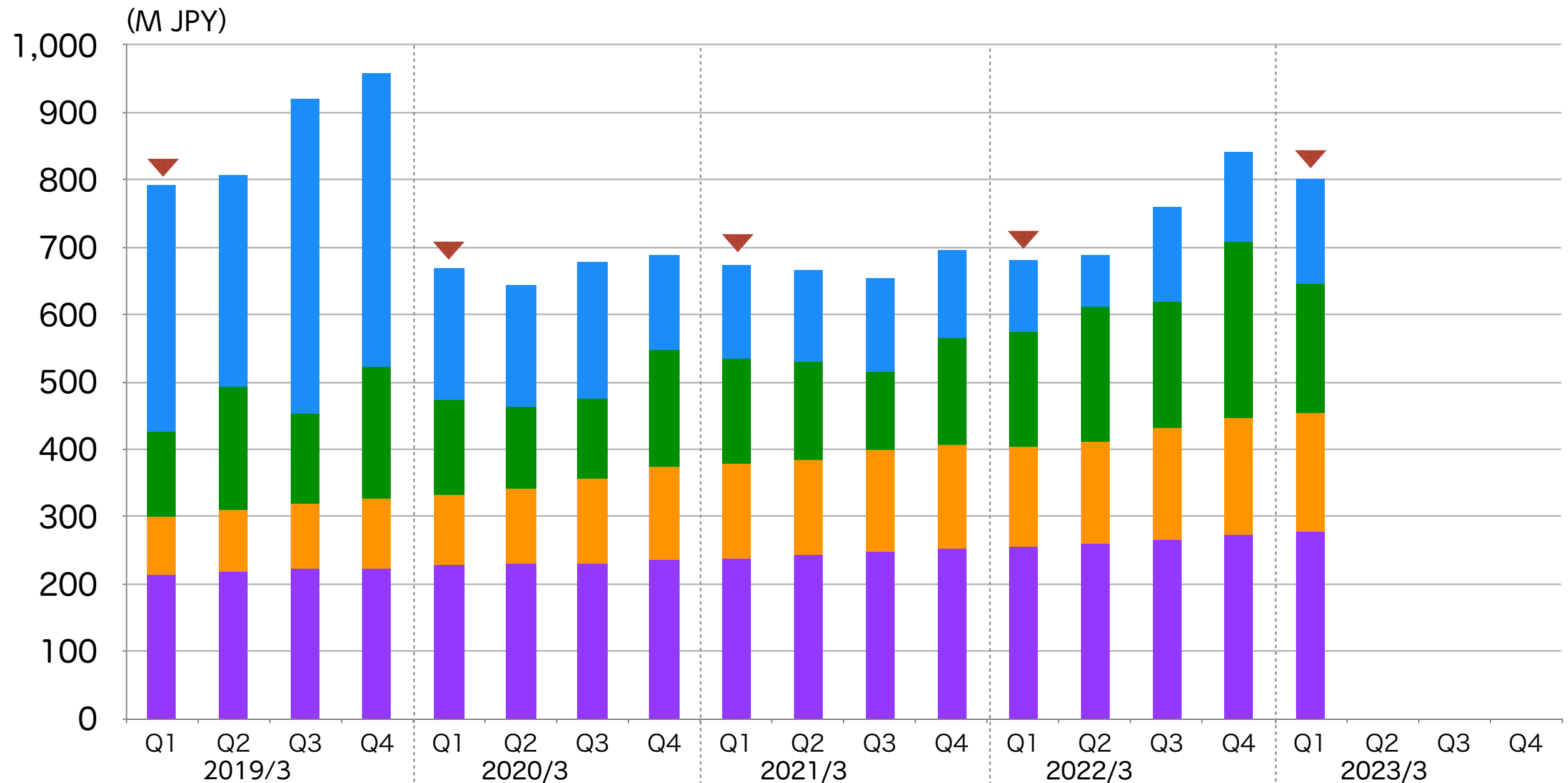
Quarterly trends

Supplementary Materials



Quarterly Revenue

✓ Q1 revenues were highest in all categories except for service.

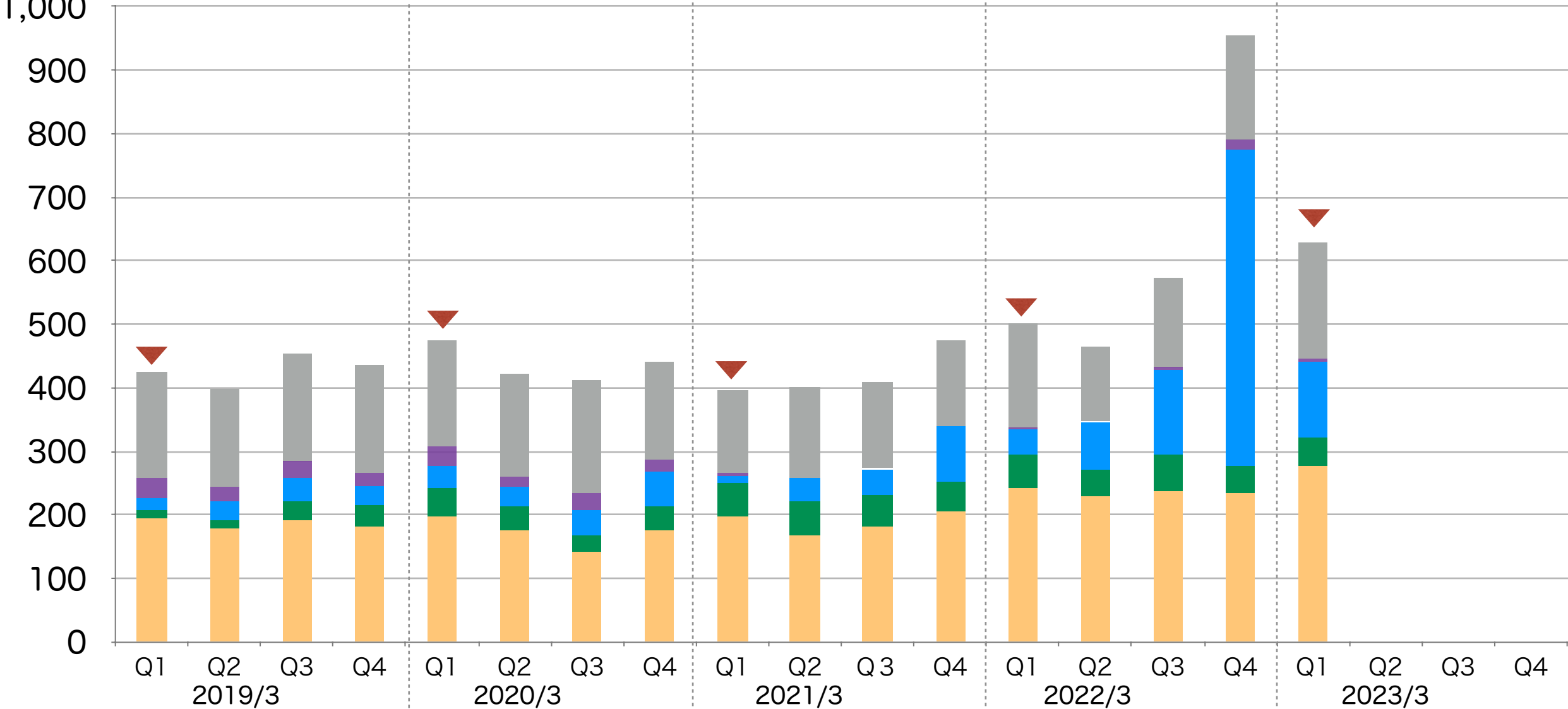


	Service	366	315	468	435	195	180	202	141	139	136	139	130	107	76	140	133	155			
	License	127	183	133	195	142	121	120	171	157	145	117	159	171	200	187	262	193			
	Subscription	86	93	98	103	104	112	125	139	139	141	150	154	148	152	166	174	176			
	Support	214	217	222	224	227	231	230	236	239	244	249	252	255	259	266	272	278			
	Total	793	808	920	957	668	644	678	686	674	666	654	695	681	688	758	841	803			

Quarterly SG&A

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

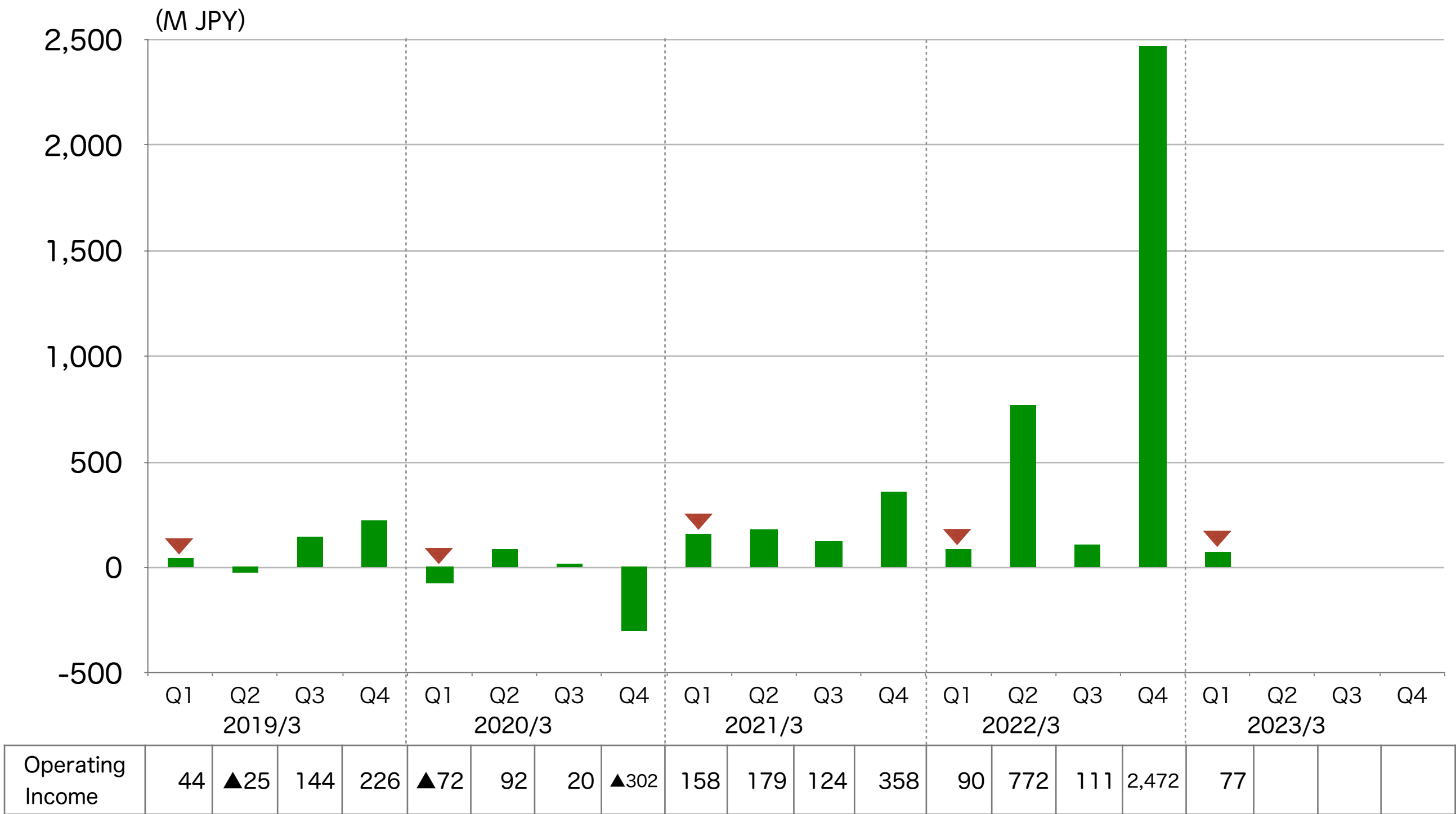
(M JPY)



	Others	167	153	170	170	167	161	178	153	131	142	137	136	164	117	140	165	183			
	Travel	32	24	26	21	33	18	24	18	3	2	1	1	2	1	5	17	7			
	Marketing	20	30	37	28	33	32	40	56	11	37	41	86	42	75	134	497	118			
	R&D	13	12	30	36	47	37	27	36	55	52	50	49	53	42	57	44	45			
	HR + Recruitment	194	179	192	181	196	175	142	177	196	168	181	204	241	229	237	233	277			
	Total SG&A	426	398	455	436	477	423	411	440	396	401	410	475	501	464	574	957	630			

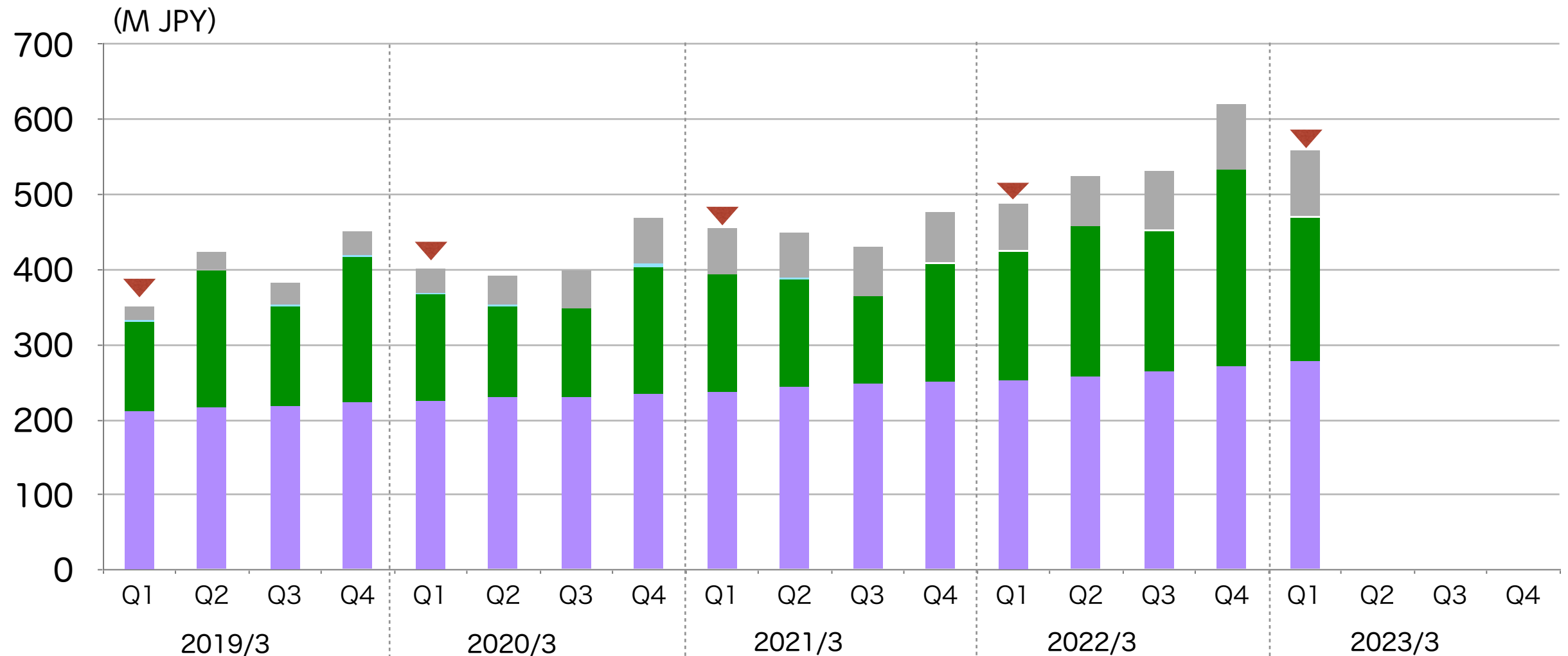
Quarterly Operating Income

✓ SG&A increased in line with Mid-Term Management Plan “STAR”.



Warp Quarterly Revenues

- ✓ Q1 revenues from the licensed and subscription versions and from support hit the highest levels.



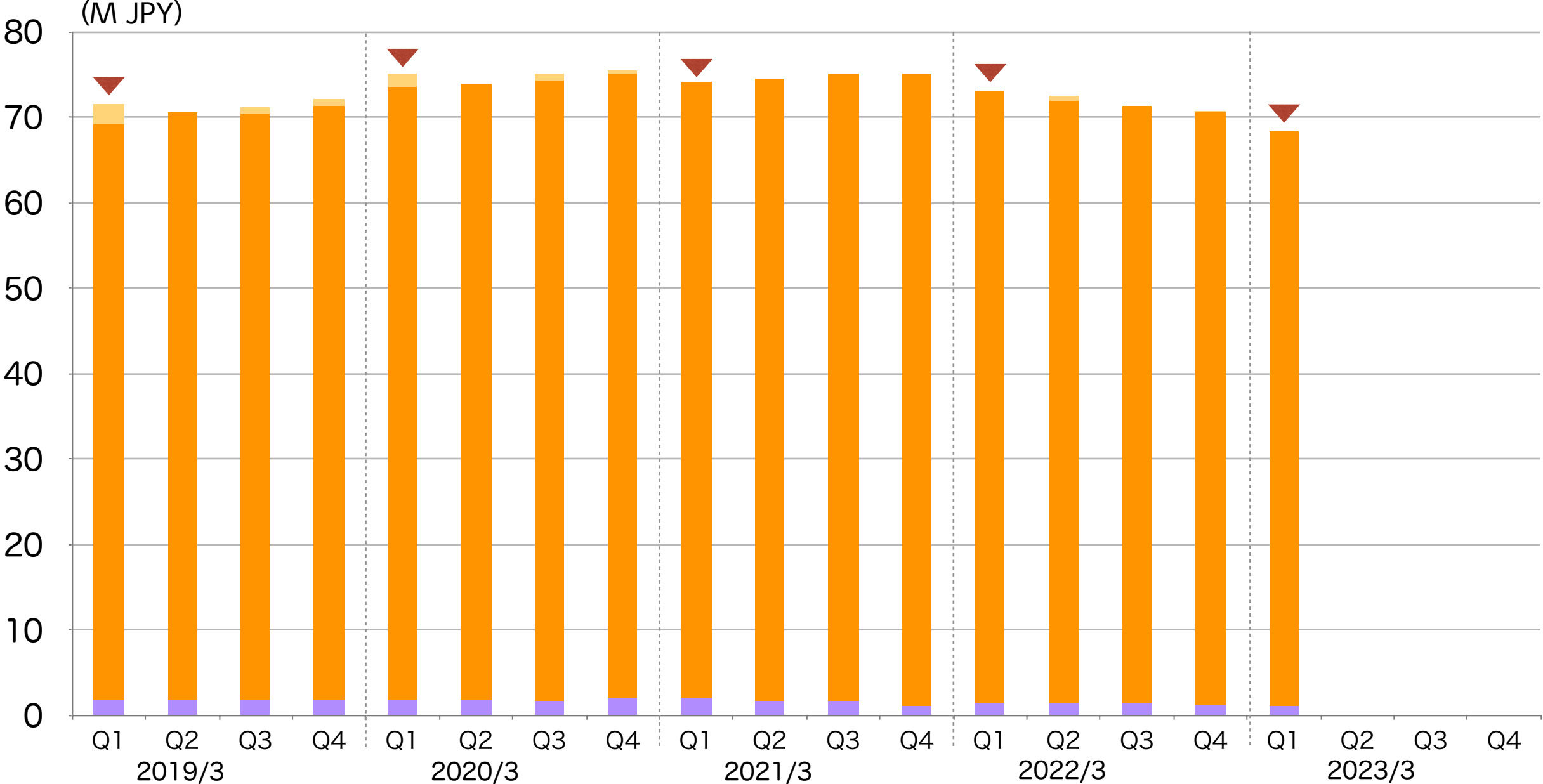
Subscription	18	23	29	32	31	38	50	62	61	60	66	68	63	66	78	86	88			
(Core)	-	-	-	-	11	14	17	23	26	28	31	33	36	36	39	43	47			
(Rental)	-	-	-	-	19	24	33	40	35	32	35	35	28	29	39	43	41			
License	118	184	132	194	141	121	119	170	157	145	117	159	171	200	187	262	193			
Support	212	215	219	222	225	230	229	234	237	243	247	250	253	258	265	271	277			
Education	3	1	3	4	3	2	1	3	1	1	1	1	1	1	1	1	1			
Total	351	423	384	452	399	391	399	469	456	449	431	479	489	525	531	619	559			

Q1 FYE2023/3

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Handbook Quarterly Revenues

✓ Sales continued of a new product introduced at the end of 2021 to break through a sales plateau

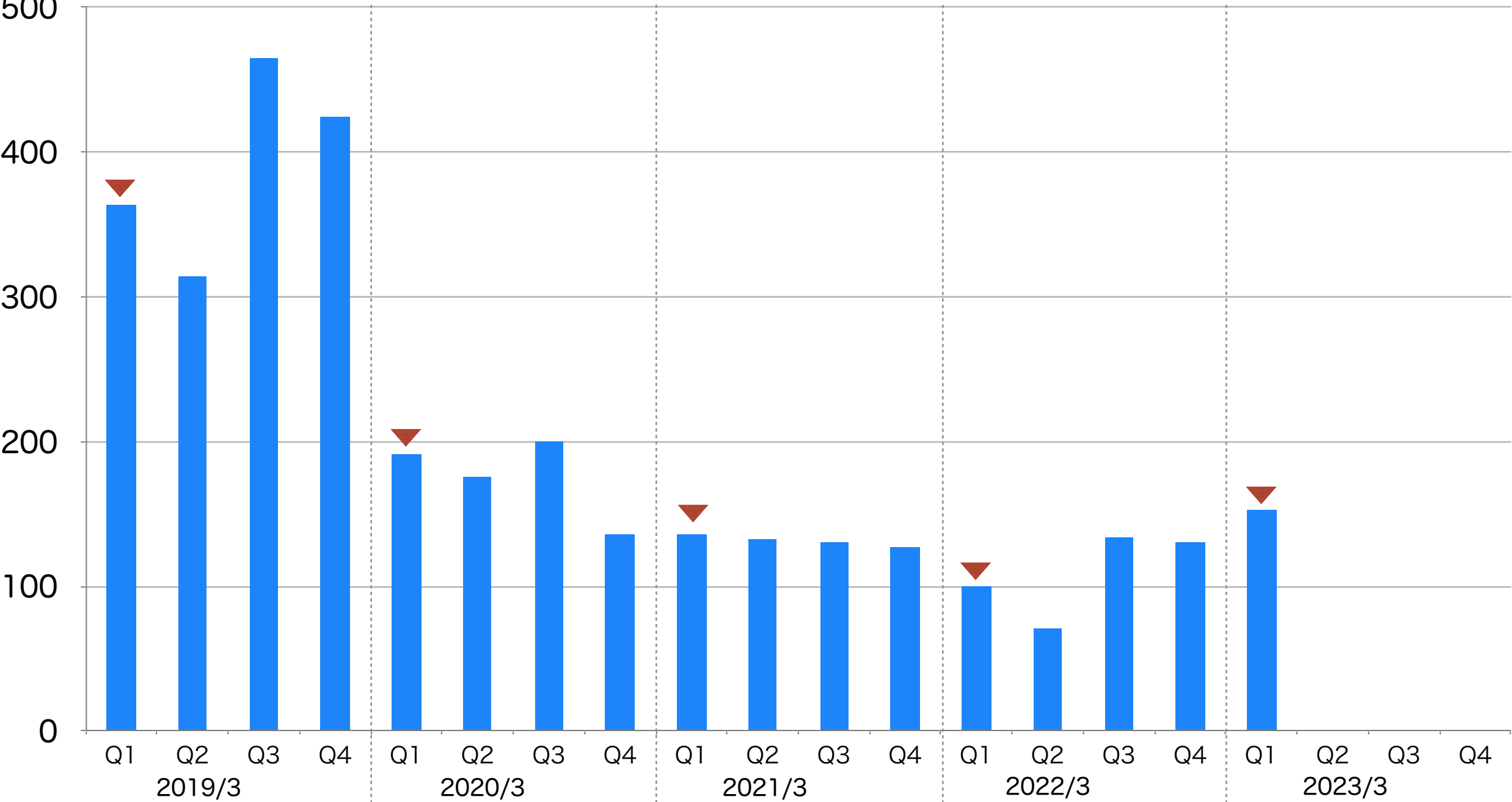


<div></div>	License	2	0	1	1	2	0	1	1	0	0	0	0	0	1	0	0	0			
<div></div>	Subscription	67	69	68	70	72	72	73	73	72	73	73	74	72	70	70	69	67			
<div></div>	Support	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1			
	Total	72	71	71	72	75	74	75	76	74	74	75	76	73	73	72	71	69			

Design Service Quarterly Revenues

✓ Revenues grew due to new IT customer acquisitions in the US and additional orders from existing customers

(M JPY)



Design Service	364	314	465	424	191	175	200	136	136	133	131	127	100	72	134	130	153			
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Q1 Financial Results

for the Fiscal Year Ending March 31, 2023

IR contact: +81-03-5718-1655



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)