

Asteria Releases Business Introduction Video in English by Canadian 'Rakugo' Storyteller for Non-Japanese Investors

Tokyo -- October 20, 2022 -- Asteria Corporation (Japan listed, Security Code: 3853) announced today that a video of a Canadian-born *rakugo**1 storyteller introducing Asteria business in English has been released as Investor Relations (IR) content on its official YouTube channel. The link to the video is: <https://youtu.be/qGgL9sYiBuY>

■ Reason behind Release of "IR RAKUGO" Video

Asteria has been working to promote overseas investors' understanding of our business and financial results by disclosing financial statements and presentation materials in English. From the fiscal year ending March 2023 (FY2022) onwards, it has created English-language version of financial results presentation videos as part of its efforts to provide English-language versions of Japanese disclosures in order to spread information to investors around the world.



The world's first*2 "IR RAKUGO" is an IR measure aimed at familiarizing overseas investors with our business and piquing their interest in Asteria. In the first such video, Canadian-born Katsura Sunshine explains about Asteria's business and its potential in English sprinkled with wit and humor.

As a company listed on the Prime Market of the Tokyo Stock Exchange, Asteria is continuing its efforts to strengthen the disclosure of information in English and will gradually make its notices of convocation and shareholder newsletters available in several languages. IR RAKUGO is a unique project that Asteria is working on, and we plan to serialize it; the second video of the series will become available after a financial result was announced. The aim is to increase the percentage of Asteria shares owned by overseas investors to 20% by the end of FY2023.

*1 : Japan's traditional art of comedic storytelling

*2 : According to Asteria's own research on the Internet and media coverage

■ Overview of IR RAKUGO

Title	IR RAKUGO: Introduction of Asteria for Investors (FY2021/Full Year)
URL	https://youtu.be/qGgL9sYiBuY
Content	Overview of Asteria business and FY2021 full-year financial results
Producer and copyright owner	Asteria Corporation
Performer	<p><About Katsura Sunshine> Katsura Sunshine was born in Toronto, Canada.</p> <p>In 2008 he became the 15th apprentice to the great Rakugo Master Katsura Bunshi VI, from whom he received the name Katsura Sunshine.</p> <p>Sunshine is only the second Western Rakugo storyteller in Japanese history, after his predecessor Kairakute Burakku a hundred years before.</p> <p>He has toured over 5 continents performing in 3 languages (Japanese, English and French), and currently performs on Broadway and in London's West End.</p> <p>Sunshine was appointed MC and host for the opening reception of the G-20 Summit in Osaka in 2019, and represented Osaka as a cultural ambassador in its successful bid to host the 2025 World Fair.</p> <p>Sunshine divides his time between Tokyo, New York, and London.</p>

■ About Asteria Corporation

Asteria 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-June 2022, 9,739 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 1,653 companies and public institutions had adopted the product through end-June 2022.

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

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