



## Handbook/Handbook X Leads the Mobile Content Management Market in 3 Categories Handbook X Hits 100,000 Downloads

Tokyo -- Oct. 27, 2022 -- Asteria Corporation (Japan listed, Security Code: 3853) announced today that **our product Handbook / Handbook X has secured the largest share in the market for Mobile Content Management (MCM) in three categories**: Two categories\* in a report titled “ITR Market View: Unified Endpoint Management Market 2022” published by ITR Corporation and one category in a report titled “The FY2022 edition of the outlook for the collaboration mobile management software market which supports hybrid work” by Deloitte Tohmatsu MIC Research Institute Co.

### ■ The survey reports in which Handbook/Handbook X secured the largest market share

#### 1. “ITR Market View: Unified Endpoint Management Market 2022” report by ITR

(Overview: <https://www.itr.co.jp/report/marketview/m22001800.html> \*available in Japanese only)

Target market	Overview
<p>The share of the mobile content management market in terms of sales value by vendors in FY2021</p> <p>Vendors with annual sales of 10 billion yen to less than 50 billion yen and those with annual sales of 1 billion yen to less than 10 billion yen</p> 	<p>The market share in terms of sales value of services which can optimize, distribute and manage data and content used for business with mobile devices</p>
<p>The share of the business use mobile content management market in terms of sales value by vendors in FY2021</p> 	<p>The share of the business use mobile content management market, including sales activities outside the company, by sales value</p>

#### 【The summary of market trend by ITR】

Although market growth was sluggish in FY2021, double-digit growth is projected for FY2022. The overall sales value of the mobile content management market was 2.97 billion yen in FY2021, up 7.6% from the previous year.

#### 【Trend forecasting for Asteria by ITR】

In FY2022, ITR expects Asteria to acquire new users of Handbook X through the launch of a version compatible with Windows, etc. and thus forecasts a 5.0% sales growth for the product.

Source : “ITR Market View : Unified Endpoint Management Market 2022” report published by ITR Corporation

#### 2. “The FY2022 edition of the outlook for the collaboration mobile management software market which supports hybrid work” report by Deloitte Tohmatsu MIC Research Institute Co.

(Overview: <https://mic-r.co.jp/mr/02500/> \*available in Japanese only)

Survey category	Overview
<p>The number of IDs shipped for SaaS and ASP MCM</p> 	<p>The number of IDs shipped for SaaS and ASP MCM</p>

## ■ Business Conditions of Handbook/Handbook X

The market for tools which enable smooth business communications online is growing as more business processes have gone digital and paperless to support telework and non-face-to-face meetings and business negotiations have become a norm.

As a pioneer in the Japanese mobile content management market, Asteria fully remodeled Handbook, which it has offered since 2009. The new product, Handbook X, was released in March 2022 as a business negotiation support app that allows users to register, view, and share promotional content necessary for business negotiations and to easily create their own proposal story. The app was highly evaluated for ease of introduction -- offering the free version in its lineup, its ability to access a wide variety of materials including PDFs, photos, videos, YouTube, and websites without switching apps, etc. Handbook X hit the 100,000 download target in September 2022, earlier than the end-FY2022 target. Asteria will continue to expand its business by capturing the digitalization needs, including digital transformation, in a wide range of companies and industries.

- \* : - The share of the mobile content management market in terms of sales value by vendors in FY2021 Vendors with annual sales of 10 billion yen to less than 50 billion yen and those with annual sales of 1 billion yen to less than 10 billion yen  
- The share of the business use mobile content management market in terms of sales value by vendors in FY2021

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## ■ About Handbook X

Handbook X, was released in March 2022, having fully remodeled Handbook which Asteria has offered since 2009, as a business negotiation support app that allows users to register, view, and share promotional content necessary for business negotiations. Handbook X is a digital content platform that supports sales negotiations, collaboration and follow-up activities. With a simple tap on devices, users can register a variety of content to create a visually appealing “book”, which can be viewed and shared in different settings.

## ■ 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-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, visit <https://www.asteria.com/jp/en/>

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