

## MEDIA DO's Mission

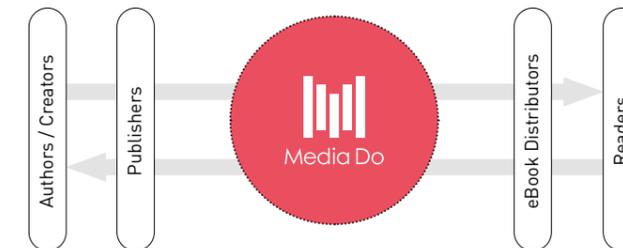
# “Unleashing a Virtuous Cycle of Literary Creation”

MEDIA DO bases its business on the concept of digital distribution of written works in order to fulfill its mission of unleashing a virtuous cycle of literary creation and achieve its vision of “More Content for More People!”

eBook wholesale:

### A core element of digital content distribution

The MEDIA DO Group's core business is eBook wholesale, an area in which we develop and deliver solutions to meet the digital distribution needs of stakeholders around the world. We see part of our mission as being to use our cutting-edge technologies and expertise to develop healthy digital distribution networks that protect the rights and interests of creators and publishers and allow for the appropriate return of profits.



Gross Transaction Value

**No.1** in Japan

More than  
**¥100.0** billion

#### WHOLESALE

##### Invigoration of the industry

Using our crucial role as a wholesaler, we offer a variety of support services and proposals for eBook distribution. Our primary mission is to invigorate the publishing industry by unleashing a virtuous cycle of literary creation. This cycle means that MEDIA DO functions as a reliable partner to all creators, publishers, and eBook distributors and appropriately returns profits to these parties.

#### ENGINEERS

##### Development and supply of systems for innovating markets

The development and utilization of reliable systems with high availability is imperative for protecting and distributing the written works with which we have been entrusted and appropriately returning profits to all involved parties. Accordingly, MEDIA DO's ultimate goal is to shape the future through its development projects. This process includes continually updating our technologies and development systems to bring innovation to markets.



MEDIA DO's Mission

# Contributions to Publishing Industry Growth through Intellectual Creation Support

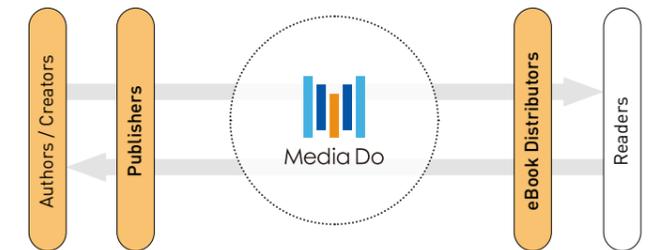
MEDIA DO is contributing to the development of the publishing industry through support of new forms of intellectual creation, protecting the rights of creators and publishers while delivering the content they create to distributors and readers, and returning the profits generated through this process to the appropriate parties.

Our contribution:

## Ongoing supply of safe and reliable eBook distribution networks

eBooks, which can be purchased anywhere and at any time, are driving the strong growth of their own market while contributing to higher sales of paper books by virtue of the catalog effect.\* The MEDIA DO Group is using its human resources, IT, and strategies to contribute to the growth and advancement of the overall publishing market as a next-generation Publishing Platformer.

\* Effect in which readership of digital content contributes to sales of both paper and digital content



Publisher Accounts

More than **2,200**

eBook Distributor Partners

More than **150**

### AUTHORS AND CREATORS

Systems enabling creators and writers to focus on producing works together with publishers

A strength of the eBook format is that it allows works to be delivered to readers from anywhere, by anyone, and at any time. Moreover, a unique strength of digital media is increased opportunities for feedback to be received directly from readers, a situation that has brought great joy to creators, authors, and editors alike. We hope that frameworks facilitating eBook distribution will encourage creators and writers and inspire them to produce their next work.

### PUBLISHERS

The best partner for eBook distribution businesses

eBook publication needs are rising on a daily basis. In conjunction with this trend, MEDIA DO's core systems have become an indispensable tool, because they facilitate the integrated management of data on both the works we handle and their sales. With this tool, we aspire to always serve as the best partner to publishers by offering support for complex business processes ranging from the development of sales strategies that incorporate customer needs to the digitization of written works.

### eBOOK DISTRIBUTORS

One-stop provision of all services necessary for eBook distribution

The distribution of eBooks requires a wide range of functions, such as payment and advertisement systems, in addition to the eBooks themselves. Even as a wholesaler, MEDIA DO can provide all of the necessary services for eBook distribution on a one-stop basis. The ability to deliver diverse expertise and various planning services pertaining to customer attraction and sales for developing appealing distribution venues also contributes important solutions functions.



MEDIA DO's Mission

# More Content for More People!

Guided by its vision of "More Content for More People!" MEDIA DO is contributing to the development of culture and the enrichment of society.

Our contribution:

## Support of social development through fair use and distribution of written works

Written works, condensed forms of human wisdom, are something with which everyone is familiar and has learned from since a young age. Internet technologies, meanwhile, are an integral part of the social infrastructure in today's society. These technologies underpin how we communicate with others and shape our opportunities for interaction with written works. The MEDIA DO Group boasts unique strengths in the forms of its position and technologies. By capitalizing on these strengths, we aim to function as a medium that makes ongoing contributions to the evolution and development of society.



Content Library

# More than 2 million eBooks

### READERS

More promising links between people and content

MEDIA DO uses its technologies to deliver content to readers. However, our role goes beyond mere participation in the distribution flow; our goal is to help bring about a brighter future by creating new content distribution.



# MEDIA DO's Mission

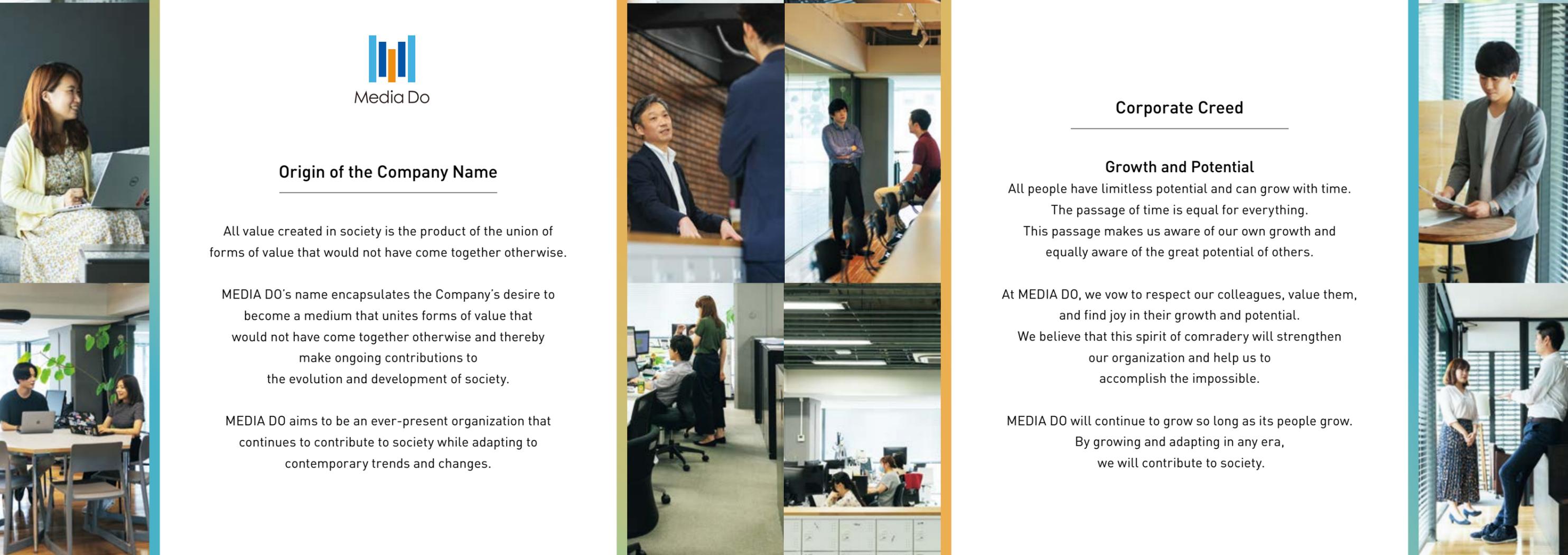


## Origin of the Company Name

All value created in society is the product of the union of forms of value that would not have come together otherwise.

MEDIA DO's name encapsulates the Company's desire to become a medium that unites forms of value that would not have come together otherwise and thereby make ongoing contributions to the evolution and development of society.

MEDIA DO aims to be an ever-present organization that continues to contribute to society while adapting to contemporary trends and changes.



## Corporate Creed

### Growth and Potential

All people have limitless potential and can grow with time. The passage of time is equal for everything. This passage makes us aware of our own growth and equally aware of the great potential of others.

At MEDIA DO, we vow to respect our colleagues, value them, and find joy in their growth and potential. We believe that this spirit of comradery will strengthen our organization and help us to accomplish the impossible.

MEDIA DO will continue to grow so long as its people grow. By growing and adapting in any era, we will contribute to society.



# Corporate Philosophy

## MEDIA DO's Foundation

Without creative written works, our culture and society would stagnate.

With roots in the mobile phone and music distribution businesses, MEDIA DO is supporting the publishing industry with businesses centered on eBook distribution. In this position, we treat humanity's vast library of content (written works) with the utmost respect.



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### Editorial Policy

MEDIA DO Report 2020 has been prepared as an integrated report to function as a tool for comprehensive communication with stakeholders. This report describes the strategic directives based on which all employees, united by a strong sense of conviction, will pursue the realization of our vision.

Through this, our first integrated report, we hope to provide a view of MEDIA DO in its entirety through a look at its past, present, and future.

Unless other noted, "the Company," when used in this report, refers to the former MEDIA DO HOLDINGS Co., Ltd., and to MEDIA DO Co., Ltd., its current form, and "the Group" refers to the conglomerate comprised of the Company and its consolidated subsidiaries and associates as well as jointly controlled companies.

### Reporting Period

Fiscal year ended February 29, 2020 (fiscal 2019)

This report includes information on some activities taking place before or after this period.