

Letter to Our Stakeholders



To All of Our Stakeholders Behold Our Story of the Future

The MEDIA DO Group is in the business of distributing books—something with which everyone is familiar and has learned from since childhood—via the Internet. The advance of IT has caused the Internet to permeate our society as a piece of social infrastructure. As a result, our opportunities for communicating with people and engaging with written works have come to be supported by Internet technologies. Books and other written works are condensed forms of people's knowledge. In the past, it was only possible to distribute these works via physical media such as paper. Today, however, we can access such works at any time of day, merely by logging on to the Internet. Ensuring that this digital distribution flow can be maintained into the future will, of course, require the development of sustainable business models. However, there are also a number of other tasks we must address in this pursuit. For example, we must gain the understanding of content creators, promote readership, establish rules, and develop and implement the technologies necessary to support these undertakings. As content distribution professionals, we at the MEDIA DO Group have addressed these tasks for years. In Japan, we are currently acting as an intermediary between all of the more than 2,200 publishers conducting eBook distribution as well as nearly all of the more than 150 eBook distributors. In this position, we act as a content platform provider, providing all of the services and infrastructure necessary for the distribution of eBook content.

Guided by our vision of "More Content for More People!" we envision a society in which we have constant access to a wide variety of life-enriching content. We are thus working to contribute to the realization of such a society by delivering, to the greatest extent possible, books and other digitized written works (digital content) to as many people as we can. All members of the MEDIA DO Group are united in their commitment to working to help move us toward this lofty goal through their daily business.

MEDIA DO has always been dedicated to enhancing information disclosure. However, we seek to go further to provide a more complete picture of the Company and its position and in the industry while responding to the social demand for purer forms of disclosure. This desire prompted us to prepare this integrated report. Going forward, we hope to further enhance our communication of the thoughts and commitments that MEDIA DO Group members have toward their work through venues such as this. In this way, we aim to engage in a more substantial dialogue with shareholders, investors, and other stakeholders.

Yasushi Fujita
President and CEO