

Path of the MEDIA DO Group's Ambitions and Evolution

OUR HISTORY

1994—

- June 1994 Founded by now Representative Director, President and CEO Yasushi Fujita while he was still in college
- Apr. 1996 Fuji Techno Limited Company established in Nakamura-ku, Nagoya City, Aichi Prefecture
- Apr. 1999 MEDIA DO Co., Ltd., established in Meieki, Nakamura-ku, Nagoya
- Oct. 2000 Developed the Pake-wari! system for reducing packet communication traffic volume
- Nov. 2001 Merged with Fuji Techno Co., Ltd., and moved the head office to Meiekinami, Nakamura-ku, Nagoya City, Aichi Prefecture
- Nov. 2003 Established the Tokyo Office in Nishi-Shinjuku, Shinjuku-ku, Tokyo
- July 2004 Launched online ringtone distribution service

2006—

- Oct. 2006 Developed the md-dc content distribution system
- Nov. 2006 Launched the eBook distribution service
- Feb. 2007 Launched the Contents Agency System (CAS) content distribution platform
- Oct. 2007 Established the Tokushima Kito Office in Naka-Machi, Naka-gun, Tokushima Prefecture
- Sep. 2010 Commenced provision of the IMenu Books DOCOMO eBook portal
- Feb. 2012 Launched Japan's first DRM-free MP3 music distribution service for smartphones
- May 2012 Launched the CAS eBook distribution store solution for smartphones

2013—

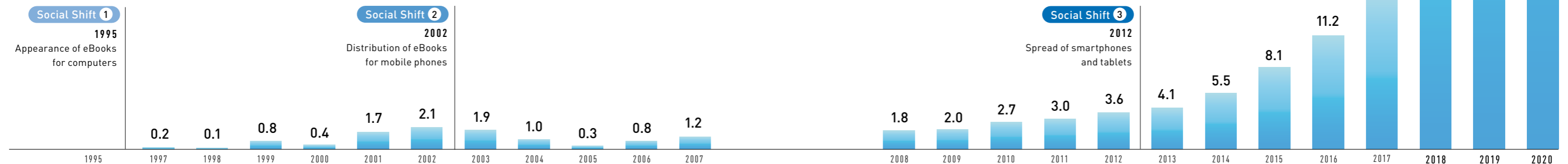
- Apr. 2013 Began supply of content for the LINE MANGA service of LINE Corporation
- Nov. 2013 Listed on the Mothers section of the Tokyo Stock Exchange (securities code: 3678)
- May 2014 Commenced a strategic business partnership with OverDrive, Inc., of the United States
- Aug. 2014 Relocated the head office to Hatsudai, Shibuya-ku, Tokyo
- Oct. 2014 Established LINE Book Distribution Corporation as a joint venture together with LINE Corporation, KODANSHA LTD., and Shogakukan Inc. to promote the global provision of the LINE MANGA service
- Feb. 2016 Stock transferred to the First Section of the TSE
- Apr. 2016 Received a patent for the MD Viewer viewer app in Japan and applied for an overseas patent
- June 2016 Founded MEDIA DO INTERNATIONAL, INC., in San Diego, California in the United States
- July 2016 Relocated the head office to Takebashi, Chiyoda-ku, Tokyo
- Nov. 2016 Acquired shares in Flier Inc., a supplier of book summarization services, and converted this company into a subsidiary

2017—

- Mar. 2017 Established joint venture subsidiary MEDIA DO TECH TOKUSHIMA Co., Ltd., in Tokushima Prefecture
- Acquired shares in Digital Publishing Initiatives Japan Co., Ltd., and converted this company into a subsidiary
- Apr. 2017 Received transfer of all businesses of ARTRA ENTERTAINMENT Inc.
- June 2017 Acquired 100% of shares in Digital Publishing Initiatives Japan Co., Ltd., and converted this company into a wholly owned subsidiary
- Sep. 2017 Changed its name to MEDIA DO HOLDINGS Co., Ltd., and transitioned to the holding company system
- Dec. 2018 Joined the World Wide Web Consortium, an organization promoting international standardization of Internet technologies
- Mar. 2019 Merged Digital Publishing Initiatives Japan Co., Ltd., and MEDIA DO Co., Ltd. (company name: MEDIA DO Co., Ltd.)
- Acquired shares of MyAnimeList, LLC. through subsidiary MEDIA DO INTERNATIONAL, INC.
- Aug. 2019 Acquired shares in JIVE Ltd. and converted this company into a subsidiary; JIVE Ltd. received transference of ownership of Next Books girl's comic label from OHZORA PUBLISHING Co., Ltd.
- Jan. 2020 Established TOKUSHIMA INNOVATION BASE ASSOCIATION together with The Tokushima Shimbun; Shikoku Broadcasting Co., Ltd.; The Awa Bank, Limited; and THE TOKUSHIMA TAISHO BANK, Ltd.
- June 2020 MEDIA DO HOLDINGS Co., Ltd., absorbed MEDIA DO Co., Ltd. (company name: MEDIA DO Co., Ltd.)

Net Sales (Billions of yen)

For the years ended February 28/29



OUR ESSENCE

Development of new content distribution methods in response to changes in social needs

1994—

Origin as a tech company, start of the content distribution business

Now Representative Director, President and CEO Yasushi Fujita founded MEDIA DO's predecessor in June 1994 while he was still in college, entering the mobile phone business at this time. MEDIA DO Co., Ltd., was established in April 1999. It was this company that launched the Pake-wari! system for reducing packet communication traffic volume in October 2000, before starting a content distribution business by releasing a ringtone distribution service in July 2004. This service enjoyed popularity centered on specific genres.

2006—

Shift from music to eBooks and entry into the eBook wholesale business

Using the IT and content business insight gained through the provision of Pake-wari! and its ringtone distribution service, the Company developed the md-dc content distribution service in October 2006 for the eBook distribution market, which enjoyed great potential for share growth, and launched its eBook distribution service in November of the same year.

2013—

Business growth in conjunction with smartphone-driven market growth, listing of stock on the Mothers section and then the First Section of the TSE

The popularization of smartphones drove the rapid growth of the eBook distribution market. MEDIA DO took advantage of this rapid market growth through means such as commencing the supply of content for the LINE MANGA service in April 2013, boosting its sales as a result. The Company was thus able to list its stock on the Mothers section in November 2013 and then transfer its stock to the First Section of the TSE in February 2016.

2017—

Conversion of Digital Publishing Initiatives Japan into a subsidiary, acquisition of the No. 1 position in the domestic eBook wholesale market, and pursuit of further growth

MEDIA DO acquired Digital Publishing Initiatives Japan as a subsidiary in March 2017 and then proceeded to convert it into a wholly owned subsidiary in June of that year. This move earned the MEDIA DO Group the No. 1 position in the domestic eBook wholesale market. Over the next several years, we undertook the integration of the companies' prior systems into a new system, the consolidation and restructuring of their organizations, and the merging of their corporate culture. This process of post-merger integration* was completed with the merger of MEDIA DO HOLDINGS and MEDIA DO in June 2020.

* Process integration and management procedures aimed at realizing the intended synergies from business combinations