

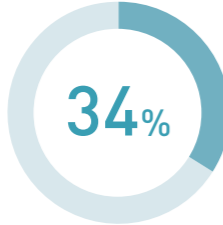

# The MEDIA DO Group at a Glance

The MEDIA DO Group aspires to popularize written works through distribution in the form of eBooks and other digital content, to make the largest possible contribution to the growth of the entire publishing industry. For this reason, we are developing businesses that support the creation and sale of such works while providing information and services to promote increased readership of these works.

## Strengths Cultivated since MEDIA DO's Foundation

<h3>Position</h3> <ul style="list-style-type: none"> <li>• Core distribution functions</li> <li>• Global presence</li> <li>• Dominating share</li> <li>• Industry support</li> </ul>	<h3>Technology</h3> <ul style="list-style-type: none"> <li>• Exceptional development capabilities</li> <li>• One-stop service for system and data management and other services</li> </ul>
--	--

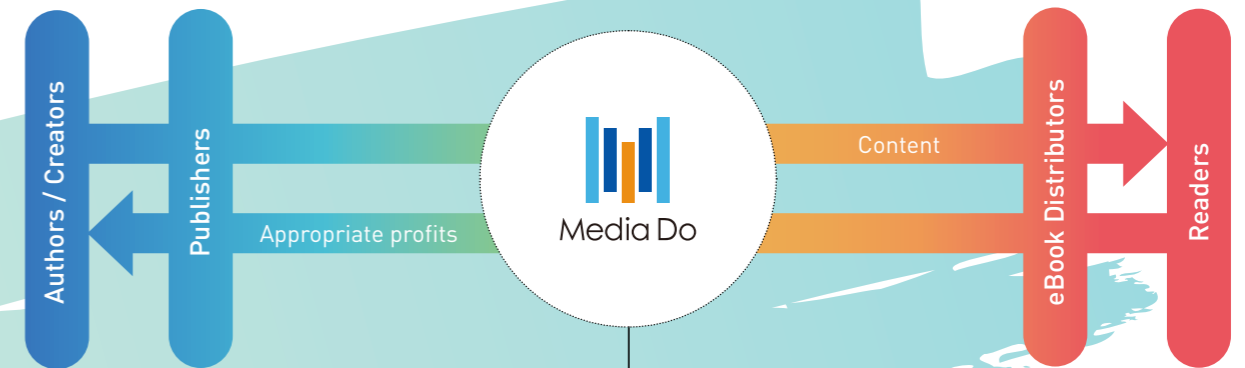
<p>Gross transaction value</p>  <p>More than <b>¥100.0 billion</b></p>	<p>Total managed campaigns (annual)</p>  <p>More than <b>10,000</b></p>	<p>Engineer team</p>  <p><b>100</b> members</p>
--	---	---

<p><b>Domestic eBook distribution market share*</b></p> <p>The 34% share of the domestic eBook distribution market was claimed by leveraging a position as an intermediary between more than 2,200 publishers and more than 150 major eBook distributors.</p>  <p><b>34%</b></p> <p><small>* Source: Calculation by the Company based on eBook Marketing Report 2019, Impress Research Institute</small></p>	<p><b>Ability to conduct transactions</b></p> <p>We conduct transactions with almost all Japanese publishers offering eBooks.</p>  <p><b>99%</b> of Japanese publishers offering eBooks</p>
---	--

<p><b>The only Asian company</b></p> <p>We are the only Asian company to dispatch an employee to serve as co-chair of the Publishing Business Group of the World Wide Web Consortium, an organization promoting the international standardization of Internet technologies.</p>	<p><b>In-house development of all core systems</b></p> <p>These range from eBook distribution platforms to new platforms using blockchain technologies.</p>
---	---

## The Role Played by the MEDIA DO Group with Its Strengths

The MEDIA DO Group's core eBook distribution business has a rare position in the publishing industry as a wholesaler. By capitalizing on this position and on the expertise and cutting-edge technologies amassed thus far, we can provide comprehensive distribution support.



### eBook Distribution Business

Contribution to a virtuous cycle of literary creation through support for content creators, publishers, distributors, users, and all other stakeholders

#### Functions provided through eBooks wholesale

- |                         |   |
|-------------------------|---|
| Sales distribution      | <p><b>① Process coordination between publishers and eBook distributors</b></p> <ul style="list-style-type: none"> <li>• Individual contract intermediation between publishers and eBook distributors</li> <li>• Contract digital data verification services for individual eBook distributors</li> </ul>  |
| Contract intermediation | <p><b>② Integrated management of sales, eBook uploads, and other data</b></p> <ul style="list-style-type: none"> <li>• Coordination of data received from publishers with eBook distributors</li> <li>• Integrated management of aggregated sales reports (increased accounting efficiency)</li> <li>• Tracking and provision of information on trends in book sales by eBook distributors (provision of publisher dashboard programs)</li> </ul> |
| System supply           | <p><b>③ Formation of relationships with eBook distributors and sales promotion campaigns</b></p> <ul style="list-style-type: none"> <li>• Provision of information on best-selling works to eBook distributors</li> <li>• Proposal of sales promotion campaigns (price reductions, discounts, etc.) to maximize sales opportunities to eBook distributors (campaign management)</li> </ul>  |
| Campaign management     |   |

### Other Businesses

Leveraging of MEDIA DO's strengths to help maximize the potential of the publishing market

