



# CORPORATE PROFILE

Making the world *a step forward*

**MTI Ltd.**

## Building a Brighter Future for the World

Ever since our foundation, anticipating the change of the era, MTI has been creating and offering services attuned to contemporary needs via websites and apps. The scope of our services has greatly expanded and the wide-ranging content we offer includes healthcare, fintech, music, video, e-books, lifestyle-related information, and entertainment.

Our mission is to bring greater convenience and fulfillment to our customers' everyday lives as their partner. To continue to be a source of attractive services, we have integrated capabilities covering marketing, production, and development. Our focus is on creating high-quality services that meet customers' expectations.

Identifying customers' needs and aspirations to meet their rising expectations, MTI offers a great choice of innovative services, with much to delight every generation.



What does MTI do?





### Top Message

The progress of IoT and AI is flattening the hierarchical structure of companies and other organizations. Borders are disappearing and industries are being transformation. In the present era, which is so conducive to the entry of new contenders offering disruptive technology, competition is intensifying. In these circumstances, we intend to seize opportunities by staying at the cutting edge of change.

Society and individuals are always changing. We imagine what society will be like 10 or 15 years ahead and envisage the services people will desire.

We emphasize the essence of what will be required, always going back to the fundamentals of services without being constrained by conventional wisdom.



**Toshihiro Maeta**  
President and Chief Executive Officer

Going beyond creating something new by using new technology and new approaches, we seek to transcend the conventional framework, changing the combinations and relationships of business structures and industrial fields to create innovative services and systems unique to MTI that are attuned to the needs of our rapidly evolving society.

Each MTI employee's aspirations are keys to the future. Linking those aspirations with the ability to take decisive action geared to future needs, we will create services woven into the fabric of everyday life that will hasten the emergence of a seamless and smart future society, taking the world a step forward.

**Mission:** MTI will help build a brighter future for people by harnessing the rapidly evolving capabilities of mobile devices.

**Vision:** Making the world *a step forward*

History of Content





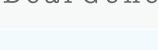
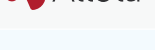
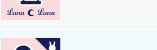

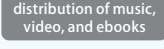


We have been the source of a stream of services covering various genres, such as music, healthcare, lifestyle-related information, and entertainment, since 1997.



Established on Aug. 12	<div>Services for feature phones started!</div>		<ul style="list-style-type: none"><li>•Obunsha Study Guides</li><li>•Mapple Guide</li><li>•Used car information</li></ul>	<ul style="list-style-type: none"><li>•Luna (current Luna Luna) women's health information site</li></ul>	<ul style="list-style-type: none"><li>•Mobile dictionary</li><li>•Professional baseball flash news</li></ul>	
	<ul style="list-style-type: none"><li>•Voice information content</li><li>•Weather forecast</li></ul>			<ul style="list-style-type: none"><li>•Ringtone</li><li>•Traffic information</li></ul>	<ul style="list-style-type: none"><li>•Fortune-telling</li></ul>	
1996	1997	1998	1999	2000	2001	2002

MTI's first TV commercial (ringtone) started!	TV commercial on music.jp started!	旺文社辞典 30冊	ルナルナ	ログとも
•Congestion Diversion Mapple	music.jp®		おひる30分	logtomo.jp
•Obunsha Comprehensive Dictionaries			comic.jp	
			ふつとも	
2003	2004	2005	2006	2007

Services for smartphones started!					
TV commercials for Luna Luna started!		music.jp 韓流フル	music.jp STREAM	ListenRadio	keal
music.jp ビデオグループ		Luna Luna ルナルナ Woman's essential site	umoo!	Luna Luna エイジング Woman's essential site	世界の 指さしフレーズ point at phrases
デジとも★エモODX		+KARADAMEDICA カラダメディアカ	パッと見! 路線情報	eサラダ 英(金)国 e-salad.jp	
		ソラダス そらだす 情報	パスる	entag!	•karadafit activity meter with communication functions
2008	2009	2010	2011	2012	2013

 <p>DearGene</p>	 <p>Website for integrated distribution of music, video, and ebooks</p>	 <p>Atleta</p>	 <p>Luna Luna app Over 12 million downloads</p>	
 <p>ライフレンジャー 天 剣</p>		 <p>MOVIE DRIP</p>	 <p>3D雨雲ウォッチ</p>	
 <p>Sakenomy</p>	 <p>母子手帳アプリ 母子モ</p>		 <p>Luna Luna Medico Service for physicians</p>	
	 <p>ČARADA</p>		 <p>FEEDER</p>	
2014	2015	2016	2017	2018

\* Content services that have already been terminated are also listed here.

## Content Distribution Services

MTI offers a wide range of lifestyle-related services via its mobile websites and apps.

### Healthcare:

#### Taking everyone's health *a step forward*

We offer *Luna Luna*, a healthcare information service for women, as well as various services supporting the health of people in every generation. Through services utilizing ICT, we will continuously support the affluent and healthy lives of more and more people.

① Healthcare information service supporting women's physical and mental wellness throughout their lives according to life stages and concerns  
*Luna Luna* is a healthcare information service that forecasts the next menstrual and ovulation dates and the most and the least fertile dates based on the record of previous menstrual dates. As well as offering tips on skin and other physical conditions and on beauty care, *Luna Luna* responds to physical and mental concerns unique to women and concerns of women who are pregnant and/or are nursing children. *Luna Luna* meets the needs of women as

they experience the different phases of life.

In particular, *Luna Luna's* patented proprietary logic for forecasting ovulation dates and the most fertile dates analyzes big data gathered by *Luna Luna* and forecasts those dates for each user according to the user's menstrual cycle. It notifies the user of the date with the highest probability of pregnancy. Thanks to high-precision forecasting, *Luna Luna* is highly rated by users as a valuable aid for women who wish to conceive a child.

We also offer *Luna Luna Medico*, an easy-to-use function that enables a woman to show the data on her menstrual dates and basal body temperature recorded and managed by *Luna Luna* to her doctor. This function is designed to decrease the burden on both patients and doctors through data sharing while enhancing the quality of healthcare services.





② Electronic mother-and-child health handbook service connects local governments with the childcare generation

*Boshimo* is a mother-and-child health handbook app. This app supports the parents from pregnancy through to childcare, including recording and management of health data of the expectant and nursing mother and the child, immunization schedule management, and provision of helpful information on delivery and childcare. The sharing function allows the user to share the data with the child's grandparents and other family members so that they can experience the joy of the child's development. The data stored in *Boshimo* can serve as a backup in the event of a disaster. The local government can provide information on childcare and local events via the app in real time. Increasing opportunities to communicate with the childcare generation will contribute to vitalization of local communities.

\* *Boshimo* can be used in combination with the conventional mother-and-child health handbook.



③ Connecting companies, pharmacies and institutions offering physical examinations with consumers

*CARADA*, a physical data management app, can record and manage physical data, such as the number of steps taken, weight, meals and blood pressure, and the results of physical examinations, encouraging users to adopt healthier lifestyles.

We also offer a service for companies, pharmacies, health examination institutions and health insurance associations that utilizes the functions of *CARADA* and its accumulated data to support the health of individuals. *CARADA* is our new approach for extending healthy life expectancy and reducing healthcare expenses.

# CARADA

\* *CARADA* is a trademark or a registered trademark of MTI Ltd. or that MTI Ltd. has the right to use.

#### ④ Condition management service for athletes

*Atleta* is a service encouraging athletes to cultivate the habit of managing their daily condition by recording their physical condition, sleep, meals, and exercise details so that they can enhance their self-management skills for effective development and better performance.

With its visual presentation capabilities, *Atleta* enables coaches to utilize data on athletes' daily conditions, amount of exercise, and other data. *Atleta* facilitates communication between coaches and athletes, helps prevent injuries, and supports personalized coaching and exercise menus optimized for the individual athlete.



## Fintech: Everyone's payment, a step forward

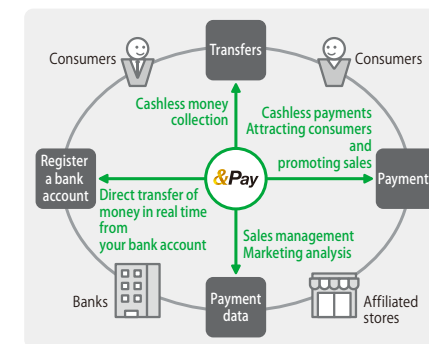
### ● Direct debit smartphone payment linked with banks' read and write APIs

&Pay is a smartphone payment service. Linking MTI's proprietary settlement system with banks' read and write APIs, &Pay enables a user who has an account with a partner bank to transfer money between the user's account and accounts of third parties (affiliated stores and other users) without an intermediary, such as a credit card company. This service is both convenient in that the transfer of money is reflected in real time on the app and highly secure.

Consumers are freed from the chore of filing applications for online transactions and the risk of excessive spending is minimized. Affiliated stores have less workload than in the case of handling cash and can utilize the sales data to create new customer contact points. Banks can expect to minimize the costs associated with handling cash payments. The new experience that we offer simplifies payment to increase convenience while facilitating realization of a cashless society.

Based on our track record of offering solutions to regional banks that contribute to the important task of vitalizing regional economies, we will also contribute to regional vitalization by connecting consumers, businesses, banks, and all other members of the community through &Pay.

\* Application Programming Interfaces (APIs) for accessing banks' account information are classified into read-only APIs and read and write APIs.  
Read-only APIs : APIs for referring to the account balance and deposit/withdrawal history from an external service  
Read and write APIs : APIs for remittance etc. from an external service



## Life Entertainment:

*Taking people's lives a step forward*

### ● Music / Video / Books & Comics

*music.jp* Integrated Online Store

*music.jp* is one of Japan's largest one-stop stores offering music, video, books and comics. From a profusion of diverse content, you can purchase the items you like straightaway. From the latest J-POP and Western popular music to golden oldies; the latest Japanese and international TV drama series, movies, anime, and variety shows; and the latest popular comics and novels, including those that have been turned into movies or televised, how-to books, online magazines, and more! Content is distributed with high audiovisual quality. Premium subscribers enjoy the advantages of bonus points and other benefits.

Subscribers to the "TV course" can view three channels dedicated to music, content for kids, and sports 24x7. You can enjoy TV programs wherever you are whenever you want in real time.

\* Video programs provided by VideoMarket



### ● Lifestyle Information

As well as nationwide weather information, local disaster warnings, and in-depth local information, we provide travel guides, information on places of interest, and traffic information, including on congestion. A sophisticated car navigation app featuring the latest maps is also available.

*3D Amagumo Watch*, a torrential rain forecasting app using state-of-the-art weather radar, detects the likelihood of torrential rain by monitoring cloud formation etc.—which had previously been difficult to do, and issues an alert instantaneously, encouraging people to evacuate, as necessary. It is a useful disaster countermeasure.

## 3D雨雲ウォッチ

### ● Entertainment

Our range of exciting entertainment services will make your life sparkle. It includes an app for one of Japan's largest sake information search services, easy-to-play casual games, news sites for diverse categories of news, etc. We also operate many fortune-telling sites featuring popular fortune tellers in various genres.







## Non-virtual Affiliate Business

We promote sales of third-party smartphone content to customers who visit mobile phone retail outlets.

### *Taking smartphones a step forward*

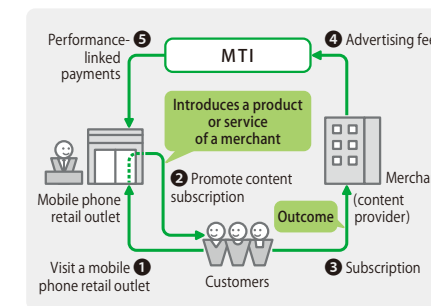
An affiliate marketing business is a performance-linked, marketing business using advertising. An affiliate introduces a merchant's products and services on the Internet and if there is a positive outcome ( for example, a customer purchases the merchant's product ), the affiliate receives compensation from the merchant.

By applying this framework to its nationwide network of mobile phone retail outlets, MTI operates a non-virtual affiliate marketing business. Staff of mobile phone retail outlets encourage their customers to subscribe to content and if customers do so, the outlets receive performance-linked payments from MTI.

MTI has contracts with mobile phone retail outlets throughout Japan and has one of the largest non-virtual affiliate marketing networks in Japan. The initial purpose of establishing the network of mobile phone retail outlets was to attract paying subscribers to our content. Taking the success of

this approach a step forward, we operate the non-virtual affiliate business to earn commission by promoting sales of third-party content.

We provide meticulous support to mobile phone retail outlets, including POPs, which clearly and simply introduce a wide range of content, and sales manuals to help store personnel recommend the genres that suit customers' preferences, as well as support for other aspects of store operation. All this support also contributes to high levels of satisfaction among consumers.





[www.mti.co.jp/eng](http://www.mti.co.jp/eng)



**MTI Ltd.**

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3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1435, Japan

TEL: +81-3-5333-6789 FAX: +81-3-5333-6791



## Corporate Profile

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### Company Name

MTI Ltd.

(Stock code: 9438)

(Listed: First Section of the Tokyo Stock Exchange)

### Head Office

35th Floor, Tokyo Opera City Tower  
3-20-2 Nishi-Shinjuku, Shinjuku-ku,  
Tokyo 163-1435, Japan  
Phone +81-3-5333-6789

### Sales Offices

Hokkaido Office (Sapporo)  
Tohoku Office (Sendai)  
Tokai Office (Nagoya)  
Hokuriku Office (Kanazawa)  
Kansai Office (Osaka)  
Chugoku Office (Hiroshima)  
Shikoku Office (Takamatsu)  
Kyushu Office (Fukuoka)  
Okinawa Office (Naha)

### Founded

August 12, 1996

### Capital

5,100 million yen  
(Consolidated basis, Sept 30, 2018)

### Number of Employees

1,055 (Consolidated basis, Sept 30, 2018)

### Main Business

Content distribution for mobile phones

### MTI Group

#### • Consolidated subsidiaries

MTI TECHNOLOGY Co., Ltd.  
TeraMobile, Inc.  
Mediano Ltd.  
CARADA medica Inc.  
Automagi Inc.  
PHARUMO, Inc.  
Clinical Platform Inc.  
• Equity method affiliates  
SHANGHAI HYRON MTI CO., LTD.  
StaGen Co., Ltd.  
Authlete, Inc.  
Crowd Cast, Ltd.

### Board of Directors & Corporate Auditors

President and CEO  
Toshihiro Maeta  
Executive Vice President  
Hiroshi Izumi  
Senior Managing Director  
Hiroshi Matsumoto  
Managing Director  
Katsunori Osawa  
Director  
Muzhi Zhou  
Director  
Hikaru Yamamoto  
Director  
Ryosuke Tsuchiya  
Statutory Auditor (Standing Auditor)  
Minoru Takei  
Statutory Auditor  
Yoshinobu Nakamura  
Statutory Auditor  
Kazuhiko Sakishima  
Statutory Auditor  
Kazuko Ohya



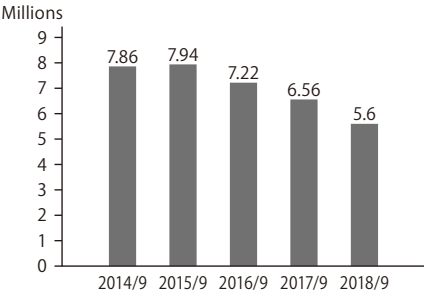
MTI Ltd.

December 31, 2018

Financial Information

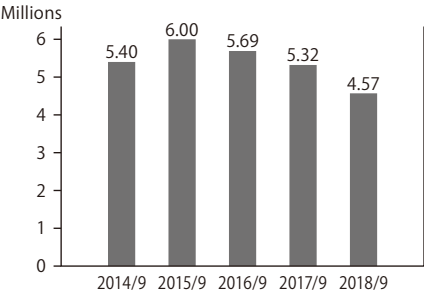
Results of Operations	Millions of Yen				
	2014/9	2015/9	2016/9	2017/9	2018/9
Net Sales	30,985	33,461	32,844	30,933	29,075
Operating Income	2,557	4,245	5,355	4,053	3,218
Operating Income Ratio (%)	8.3	12.7	16.3	13.1	11.1
Ordinary Income	2,519	4,144	5,310	3,972	3,116
Ordinary Income Ratio (%)	8.1	12.4	16.2	12.8	10.7
Profit attributable to owners of parent	1,337	2,607	3,317	1,434	1,629
Profit attributable to owners of parent Ratio	4.3	7.8	10.1	4.6	5.6

Number of Paying Subscribers

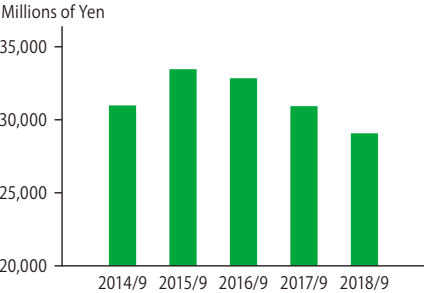


Financial Position	Millions of Yen				
	2014/9	2015/9	2016/9	2017/9	2018/9
Total Assets	16,768	24,738	25,154	23,897	23,896
Net Assets	9,722	16,591	17,852	17,937	18,808

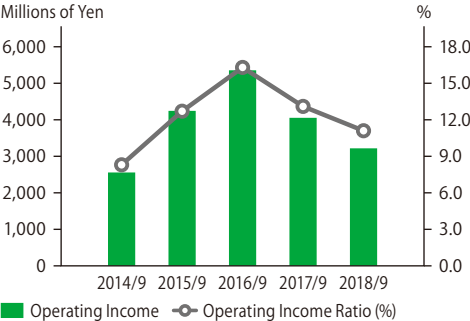
Number of Paying Subscribers to Smartphone Services



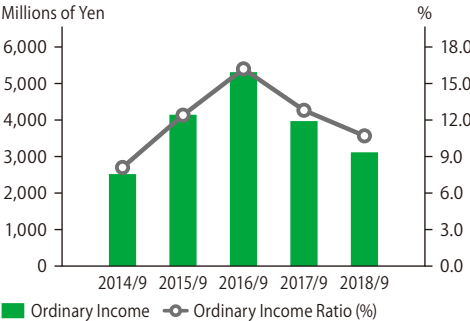
Net Sales



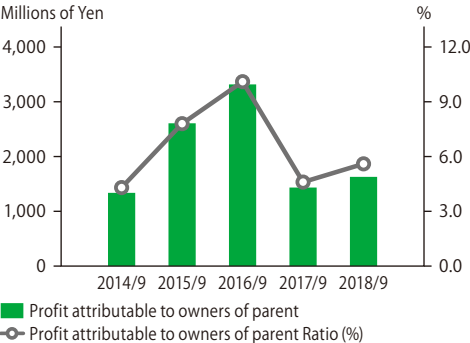
Operating Income



Ordinary Income



Profit attributable to owners of parent



## Corporate History

Aug. 1996	MTI Ltd. is established with capital of 90 million yen to sell mobile phones and provide data communications services.	Mar. 2015	MTI stock is listed on the First Section of the Tokyo Stock Exchange.
Oct. 1997	Weather information site offering a weather forecast service is launched.	Apr.	PHARUMO, Inc. becomes a consolidated subsidiary.
Oct. 1999	MTI stock is registered for over-the-counter trading.	Jul.	MTI establishes CARADA medica Inc.
Nov. 2000	<i>Luna Luna</i> women's health site is launched.	Nov.	MTI acquires StaGen Co., Ltd. and makes it an equity-method affiliate.
Mar. 2004	<i>music.jp</i> Chaku-Uta® site is launched.	Sept. 2016	MTI establishes MTI TECHNOLOGY Co., Ltd (formally MYTRAX VIETNAM Co., LTD).
Jun. 2010	MTI establishes SHANGHAI HYRON MTI CO., LTD.	Dec.	MTI acquires Authlete, Inc. (formally Authlete Japan, Inc.) and makes it an equity-method affiliate.
Jul.	MTI starts smartphone services.	Mar. 2017	Video Market Corporation becomes a consolidated subsidiary.
Nov.	Automagi Inc. (formally Jibe Mobile K.K.) becomes a consolidated subsidiary.	Oct.	MTI merges with Climb Factory Co., Ltd.
May 2013	MTI acquires Video Market Corporation and makes it an equity-method affiliate.	May 2018	Clinical Platform Inc. becomes a consolidated subsidiary.
Mar. 2015	<i>music.jp</i> music distribution site launches an integrated service covering music, videos and e-books.	Jul.	MTI acquires Crowd Cast, Ltd. and makes it an equity-method affiliate.
		Nov.	MEDIPAL HOLDINGS CORPORATION invests and owns 34.4% shares issued in CARADA medica Inc.