




Financial Results Explanatory Materials for the
Fiscal Year Ended December 2021

Sun Asterisk Inc. | Securities code : 4053

February 9, 2022



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1

Business Summary



**MAKE
AWESOME
THINGS
THAT MATTER**

Our Vision

Create a world where everyone has the freedom to make awesome things that matter.

Our Mission

Create radical products and businesses with people who actually care about what they do.

Company Profile

Company	Management	Financial (Previous period)	KPIs
Founded 2013	CEO Taihei Kobayashi Co-founder, Director Makoto Hirai Director Yusuke Hattori Director Takuya Umeda Director: an Audit and Supervisory Committee member Ken Nihonyanagi Outside director Toshihiro Ozawa Outside director Eriko Ishii	Sales (2) 8.03 Billion Operating Income (2) 1.41 Billion Sales CAGR (3) 45.1 %	Stock Type Client (4) 95 Clients ARPU (5) 4.75 million Churn Rate (6) 3.45 %
Employees (1) 1,800+ Sun Asterisk : 200+ Sun Asterisk Vietnam : 1460+ GROOVE GEAR : 80+ NEWh : 10+ Trys : 120+			

(1) As of Jan, 2022 (including temporary hirings)
(2) FY12/2021
(3) Average Annual Growth Rate from FY2/2016 to FY12/2021

(4) FY12/2021
(5) FY12/2021
(6) Calculated based on Jan. 2015 to Dec, 2021, 84 month average. # of churn clients/ existing clients average



What is a Digital Creative Studio?



A service that creates optimal teams that can utilize digital technology and creativity, promotes digitalization in all industries, and creates value that updates society.

Supporting from
business creation to
service growth.

Creative & Engineering

Tech, Design, Business Professional team
creates and supports new business and
product development


Talent Platform

Scouting, Educating, and recruiting
IT talent in Japan and abroad




Functions of the Digital Creative Studio

A team of B, T, C professionals with multinational and diverse backgrounds
Co-creating businesses with clients by utilizing value-creating methods and know-how



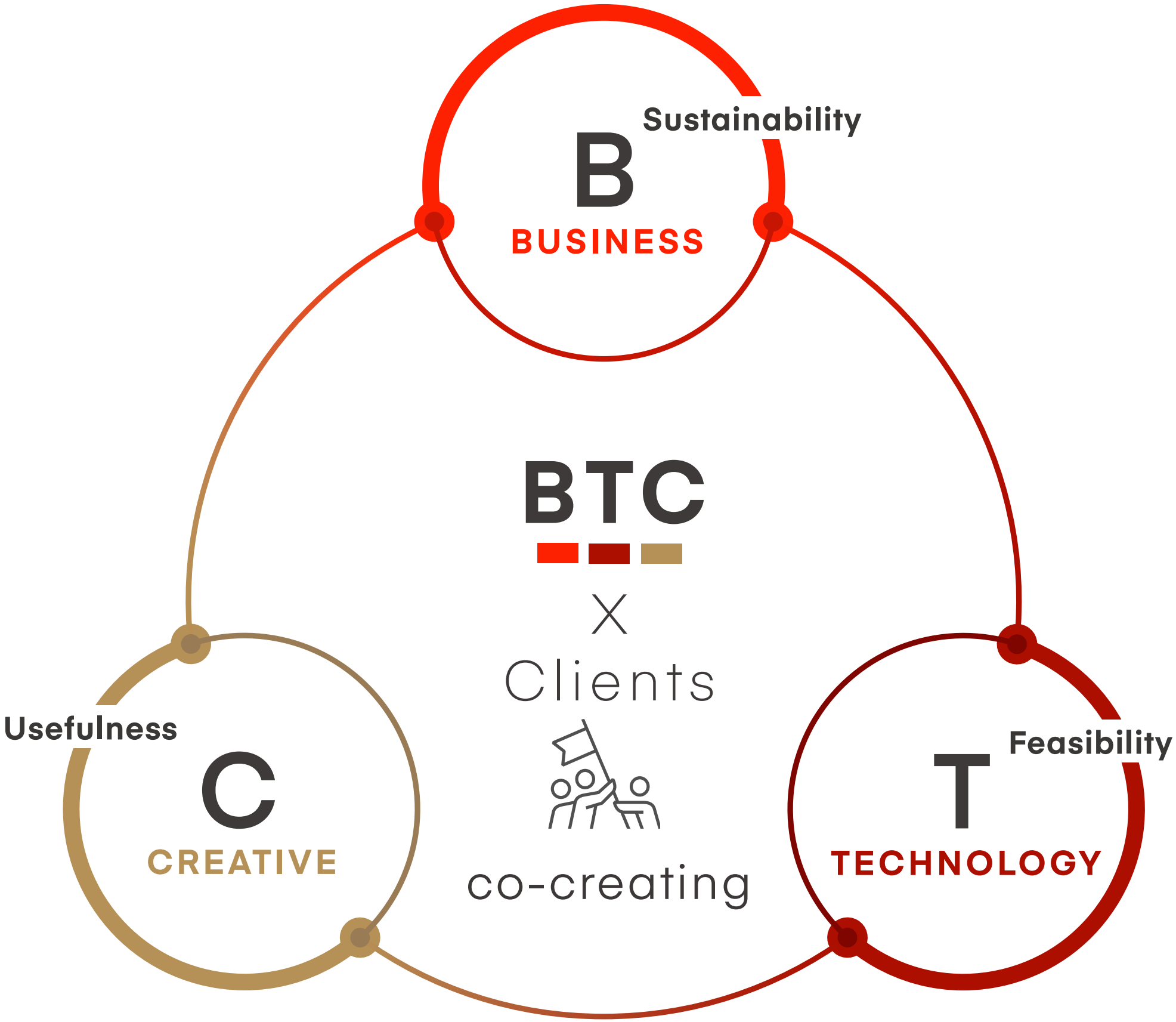
Professional

Business Consultant	Director of Business Development	Business Designer
CTO	Project Manager	Front-end Engineer
Back-end Engineer	Infrastructure Engineer	QA Engineer
UI/UX Designer	Public Relations	Headhunter



Methods Know-How

Design Thinking	Lean Startup	User-Centered Design
PoC	MVP	Agile
CI/CD	DevOps	Startup Studio
Accelerator Program	Educational Program	Organizational Development Recruitment Support



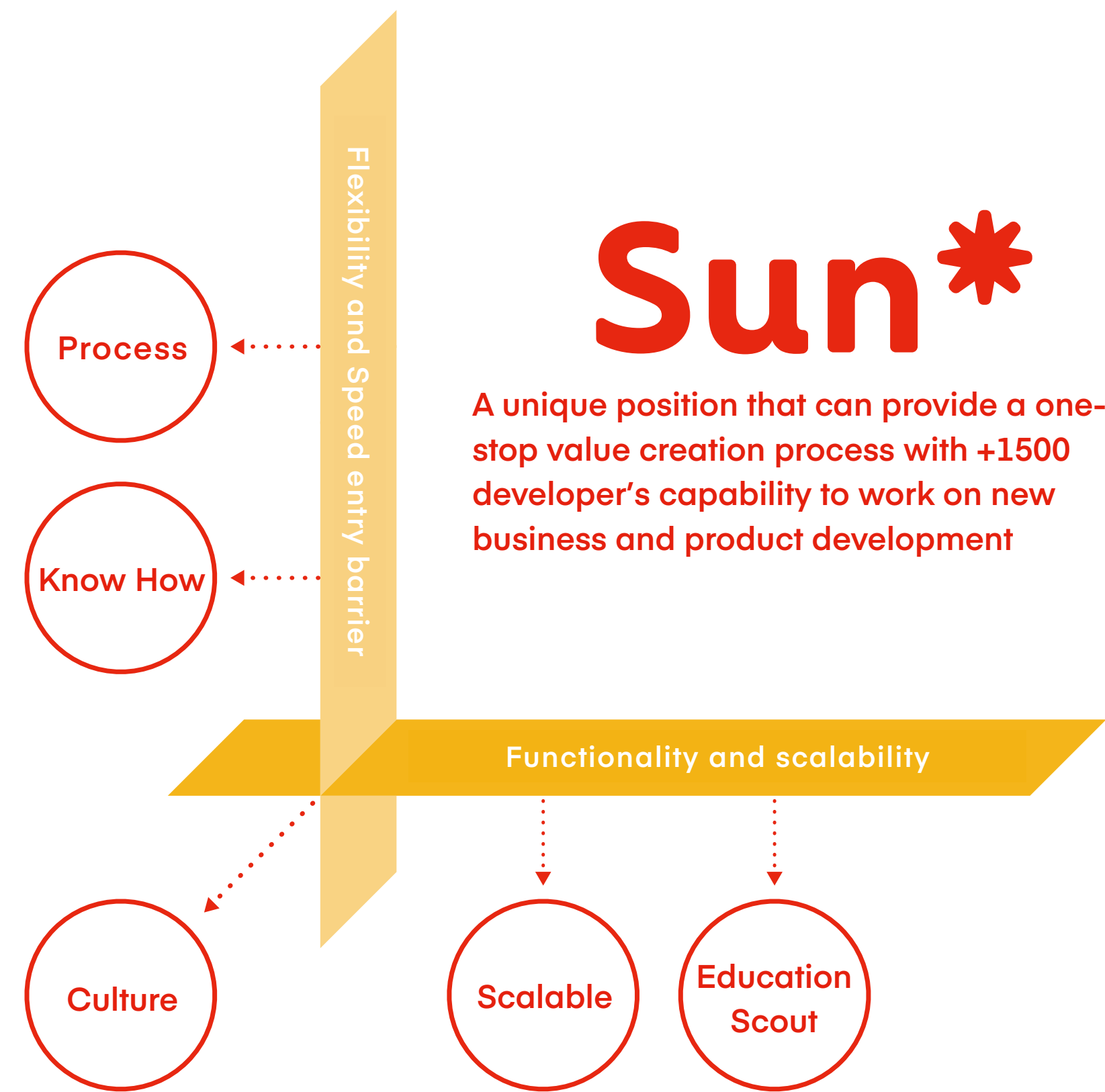
The Two Types of DX Proposed by Sun*

The two types of digital transformation and the method to reach the target

Classification	Digitization	Digitalization
Target	<div>Digitize the business process</div> <div>Improve business efficiency</div> <div>Such as renewing the core system</div>	<div>Digitalize the business</div> <div>The growth of revenue</div> <div>Update and change into a digital company</div>
Requirement	Stability and Quality	Flexibility and Speed
Method	<div>Problem solving</div> <div>Identify problems, organize business flow, design a system of requirement definition, apply a system of Waterfall development, and maintain, measure, improve effectiveness</div>	<div>Value creation</div> <div>Use design thinking to create new ideas. Lean startup, MVP development, Agile development. High speed DevOps system and Operation</div>

Sun* Uniqueness in DX Market

Unique position to provide one-stop new business/product development



Process • Know-how

Value creation processes that have been repeatedly refined through development using design thinking, Lean Startup, and agile approaches, and reproducibility through a data platform that has accumulated know-how from more than 300 development projects, mainly for new businesses and products.

Culture

Accelerate collaboration with people, products, and things that seriously tackle social issues, and create an open and strong culture where people can immerse themselves in value creation.

Scalability

More than 1,500 B, T, and C professionals in our organization. Ability to identify and develop human resources by leveraging value creation processes and know-how, and building training ecosystems in collaboration with educational institutions.

Case Study of DX Promotion and New Business Development : GLP Japan / Monoful Inc.



Transforming logistics from a cost center to a profit center

The world's largest new form of logistics. The official application for users of ALFALINK

GLP ALFALINK, a multifunctional logistics facility operated by Japan's leading logistics company GLP, is one of the world's largest logistics projects, with a total development cost of over 400 billion yen and three sites in Sagami-hara, Nagareyama and Ibaraki*. Based on the concept of creating a "creative chain" through logistics, the facilities are designed for co-creation among tenant companies, for use in demonstration experiments, and for use by the general public. Sun* has developed an official application for users. An official app for users has been developed by Sun*, which includes functions to enhance convenience for users, such as entry by face recognition and restaurant ordering.

All buildings in Ibaraki are scheduled for completion in July 2025.

Create specifications and requirements definitions

Implementation (application development)

UI/UX

Product Owner Support

Why Sun*? Why Sun* was chosen as a partner?

Track record in the development of "Haisha Plus", a vehicle allocation support service, a truck reception, and "Truck Book", a berth management system provided by Monoful, a group company of GLP Japan, and trust relationship.

SOLUTION Sun* response to issues

- After two months of requirements definition, we built a development system of less than 60 people mainly based in Vietnam, and completed the basic design, basic design document, detailed design, and implementation in about nine months.
- Flexible support for multiple linkages with external devices with many restrictions.
- Assisted in coordination and collaboration with stakeholders as product owner support.

Sun*



Aiming to be a game changer in the industry by solving problems and expanding the possibilities for value creation in logistics, which is indispensable to people's lives.



Case Study of DX Promotion and New Business Development : bitA Inc.

Paperless DX solution to improve work style and organization at COVID019 vortex

Ourly, a web-based internal newsletter that activates internal communication

While 80% of companies with more than 300 employees are said to be working on internal newsletters, this company was the first to provide its own web service. However, non-desk workers in the manufacturing and service industries often do not have email addresses, and the issue of notifications became apparent. By making it an app, UI/UX has been improved and messages from the company can now be shared via push notifications.

Create specifications and requirements definitions

Implementation (application development)

xseeds Hub (recruitment support)

ISSUE Client Issues

- Lack of internal engineering resources with expertise in app development
- It was difficult to find out what kind of plan would be the fastest way to release the app.

WHY? Why Sun* was chosen as a partner?

- The largest Japanese company with a development base in Vietnam and had a rich development track record.
- The company has many engineers who can handle a variety of languages, and the number of engineers can be changed flexibly.

SOLUTION Sun* response to issues

- Grasping the progress of the project as a whole and flexibly proposing system changes when issues are identified.
- Coding speedily according to the client's rules, while understanding the client's intentions.
- Supporting the recruitment of new graduates from Vietnam's top science and technology universities through xseeds Hub.

Sun*



Dedicated UI/UX (designed by bitA) cultivated by supporting service development for numerous companies



Our Works

Case Study of DX Promotion and New Business Development



MeeTruck
SoftBank Corp./MeeTruck K. K.



Smart League
SSK CORPORATION



SAAI Wonder Working Community
Mitsubishi Estate Company CO., LTD.



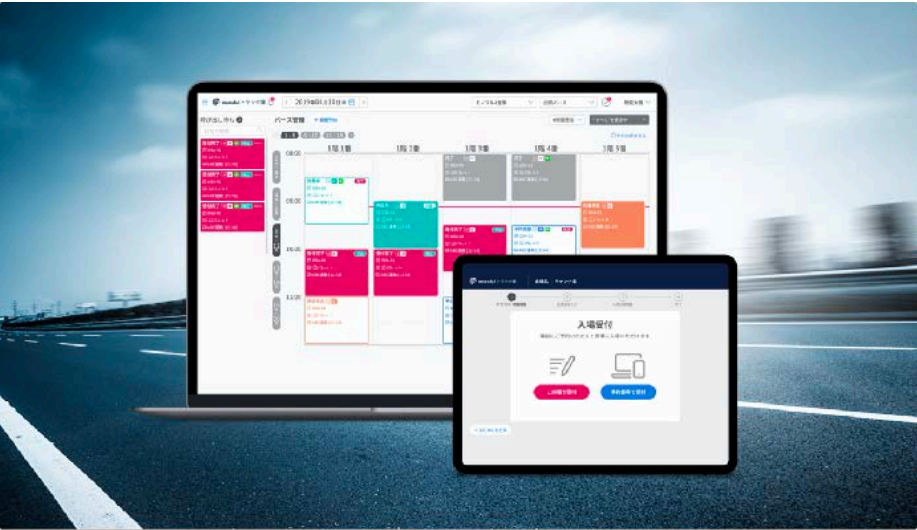
Core systems related to the
“KUMONO UCYUSEN” NIPPON GAS CO.,LTD.



BI tools, RPA implementation support
LAWSON, INC.



0→1Apps
01Booster Inc.



Truckbook / dplus
Monoful Inc.



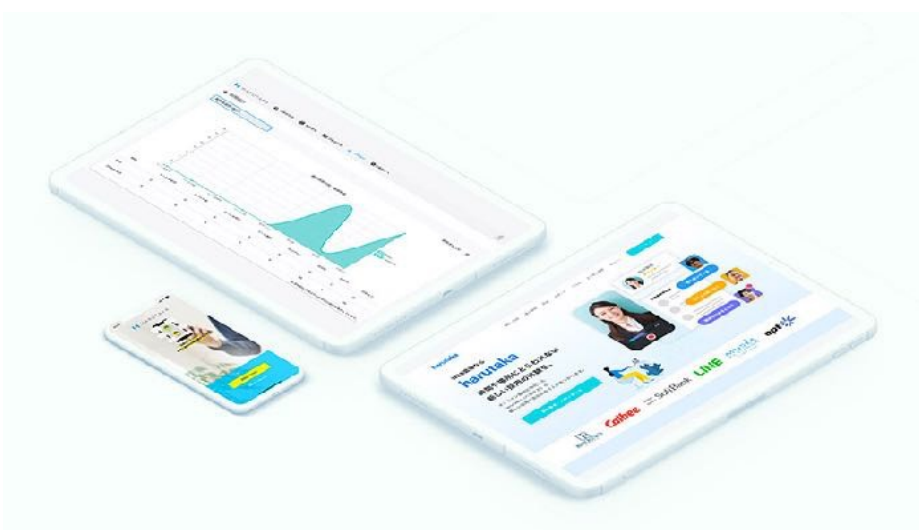
TOKYO-UENO WONDERER PASS
UENO Cultural Park/
LINE Pay Corporation



Todokun
NPO Bridge for Smile



Hokuoh,Kurashino Douguten store
Kurashicom Inc.



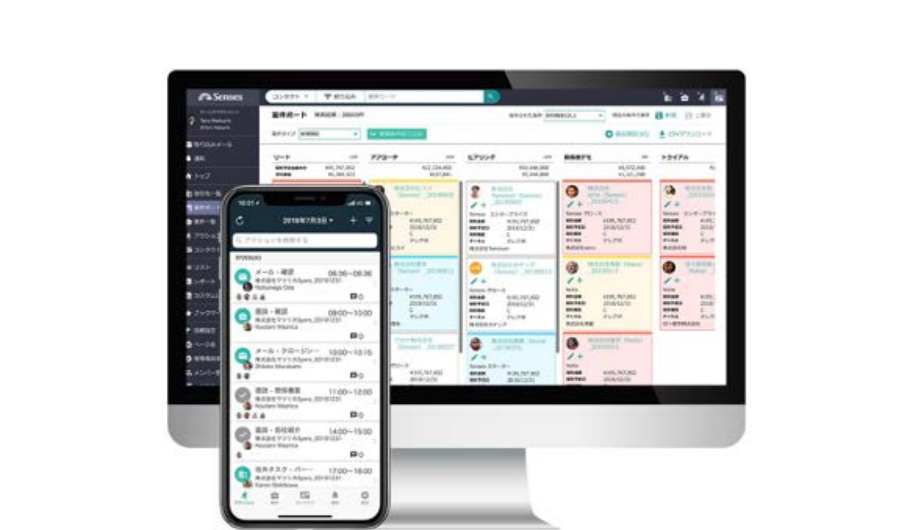
HARUTAKA
ZENKIGEN Inc.



TENANTA
tenant inc.



Kauriru
TENT Inc.



Senses
mazrica inc.



Update on the website
<https://sun-asterisk.com/works/>



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FY2021 Financial Highlights

Financial Results Summary

Net sales and income are expected to be same or better than the previous revised forecast. **Achieved high growth of approximately 50% to 70% year on year.**

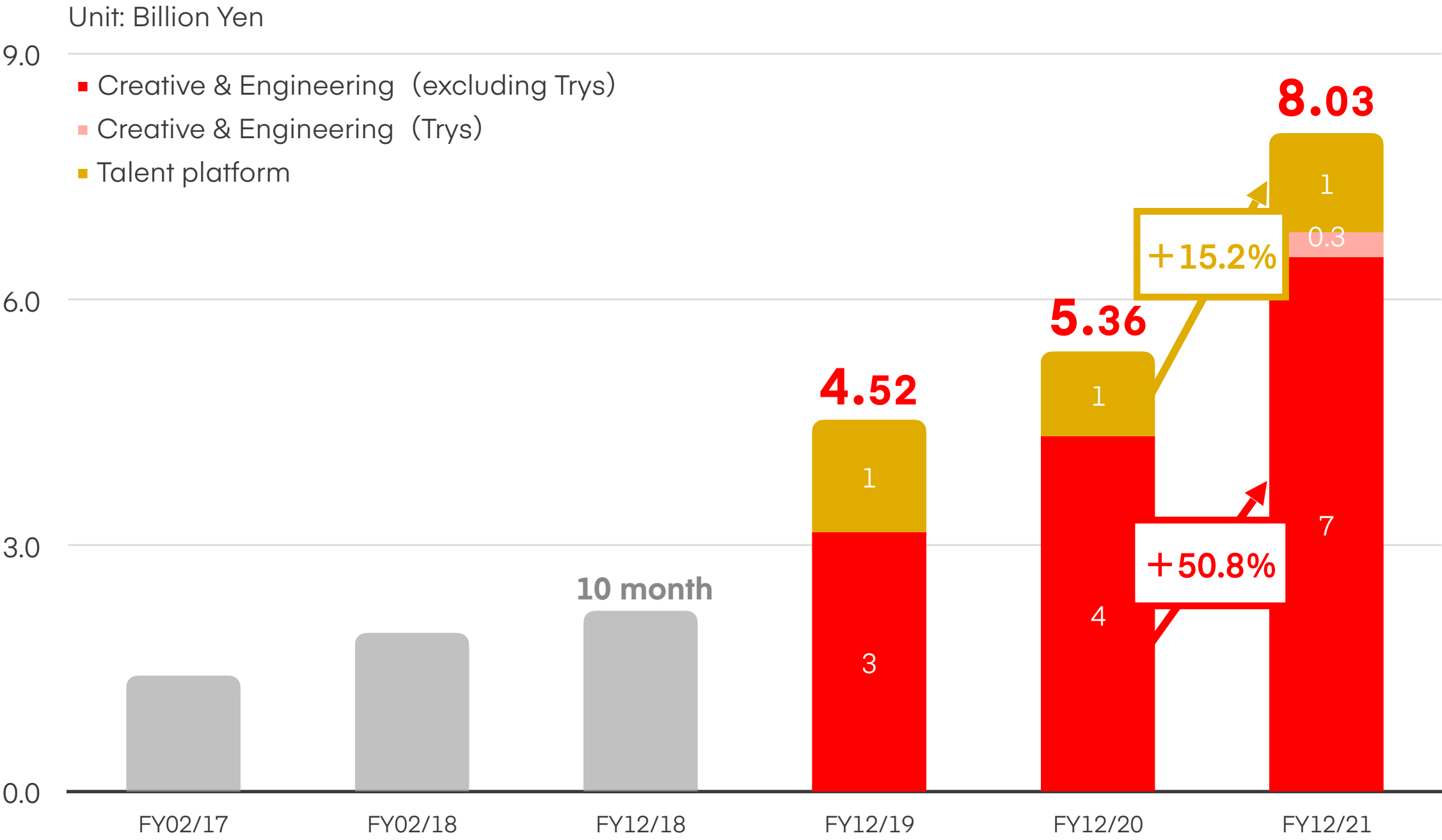
Unit : Million Yen

	FY2020	FY2021	Rate of Change	Financial Forecast (Disclosed on November 20, 2021)	Progress Rate
Sales	5,367	8,030	49.6%	8,081	99.4%
Operating Income	886	1,411	59.2%	1,239	114.0%
Operating Rate of Return	16.5%	17.6%	—	15.3%	—
Ordinary Income	926	1,574	69.9%	1,346	116.9%
Net Income	804	1,301	61.8%	1,168	111.4%

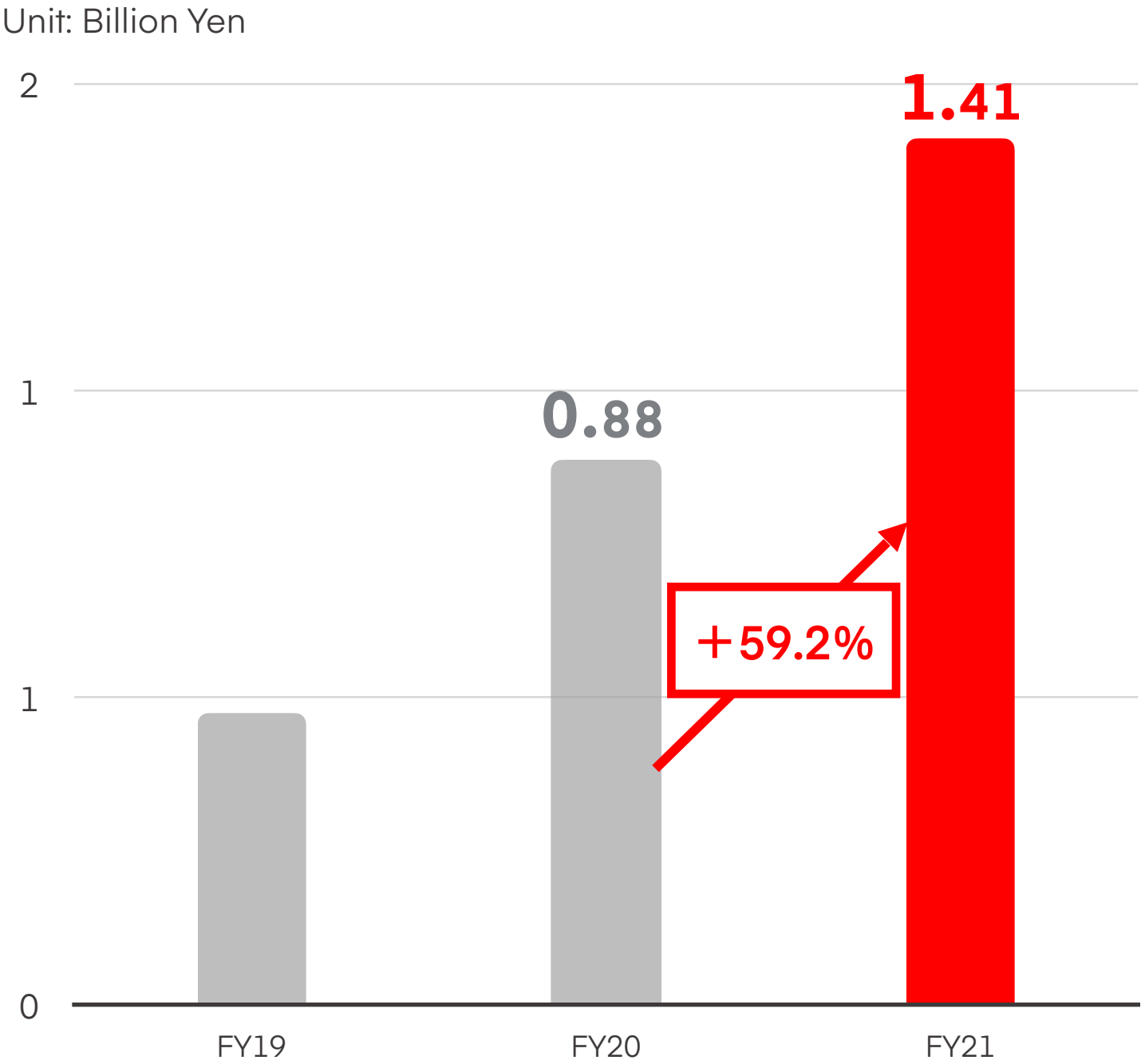
Changes in Sales and Net Income

High sales and profit growth in Creative and Engineering service

Sales (1) (2) (3)



Operating Income



(1) FY 12/2018 is 10 month fiscal year period due to change in accounting period
(2) Sales history presents non-consolidated before FY2/2018
(3) Merged GROOVE GEAR Inc in 2018/12, it reflects FY12/2019, before internal transaction, GROOVE GEAR revenue is 1.144 billion yen and net income is 60 million yen
* The figures before the fiscal year ending February 2018 have not been audited by an audit corporation.

Performance Highlight
売上高（四半期推移）

Sales in FY21Q4
2,300 million Yen (YoY+64.8%)
Record highs on a quarterly basis.

Creative and Engineering (excluding Trys)
+48.7% YoY

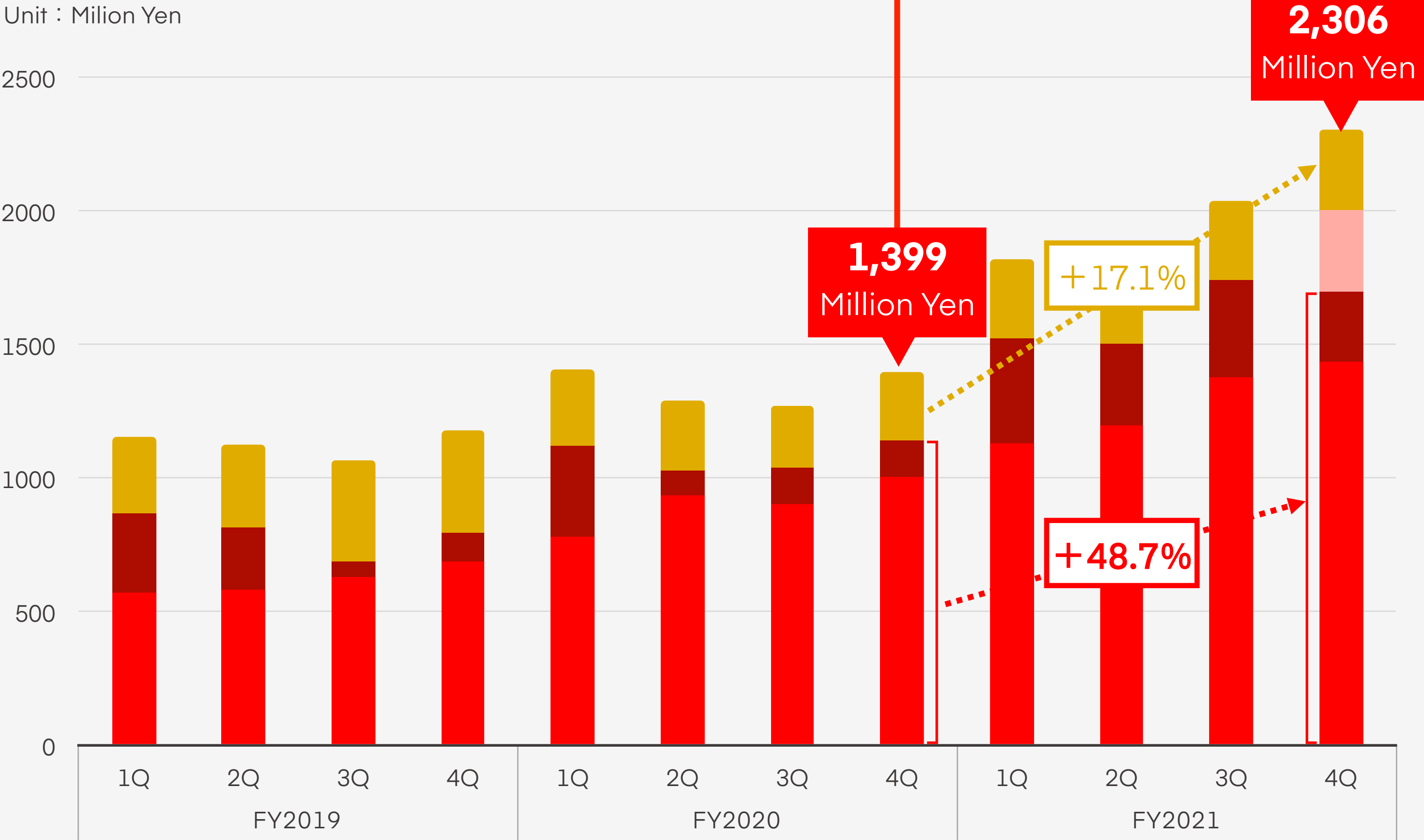
Talent Platform
+17.1% YoY
YoY growth excluding Trys: +43.0%.

Trys
Sales are consolidated from this quarter

(1) Quasi-delegated contracts lasting more than three months are classified as stock-type contracts, while quasi-delegated contracts lasting less than three months and subcontracted contracts are classified as flow-type contracts.



- Talent Platform
- Creative & Engineering (Trys)
- Creative & Engineering (flow type)
- Creative & Engineering (stock type)



* FY19 quarterly number is not audited by audit corporation.

**Creative
&
Engineering**

Achieved high growth by improving ARPU and developing new customers in parallel.
Flow-type sales, which are the basis for acquiring stock-type customers, also grew by approximately 90% YoY.

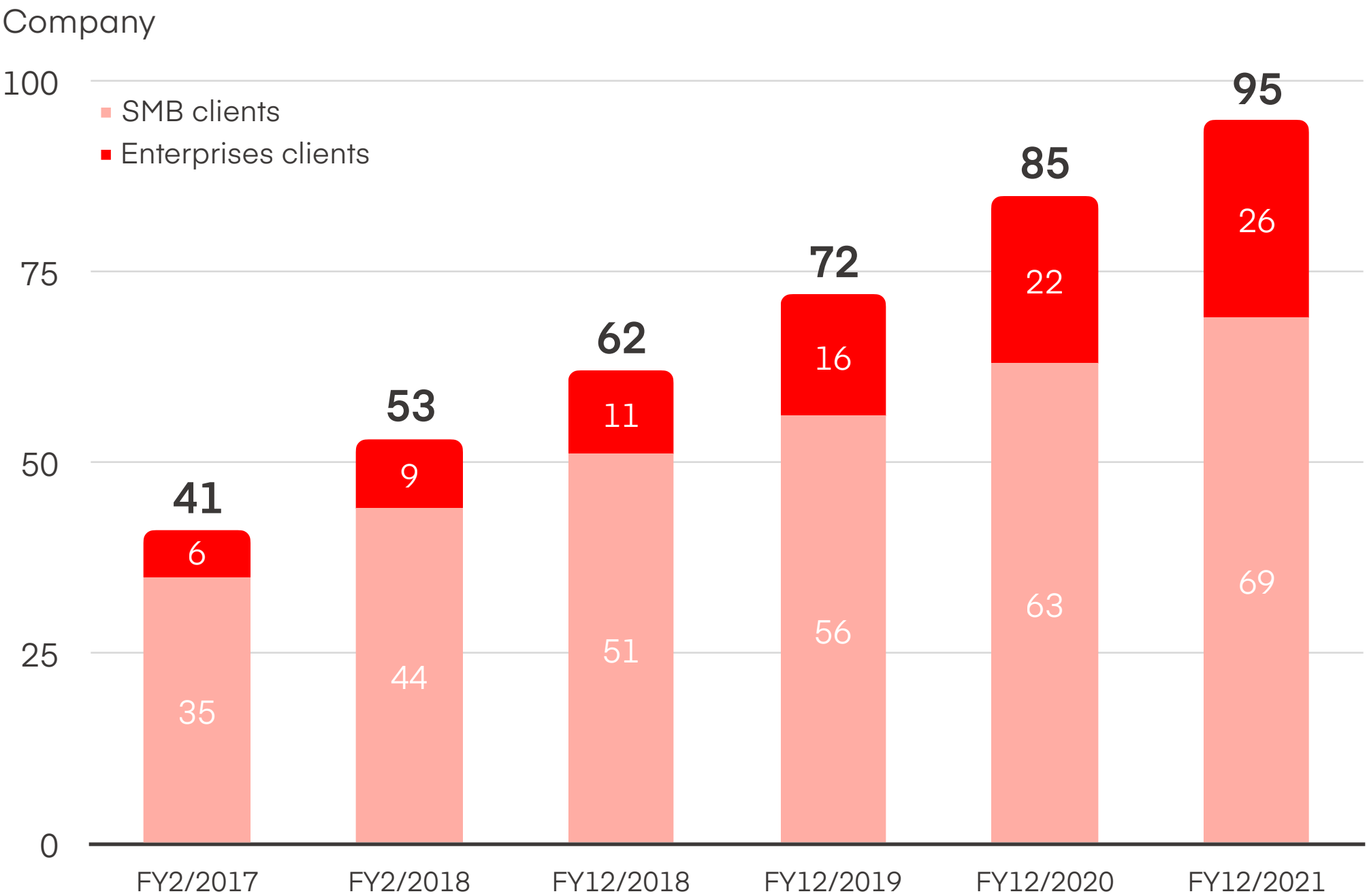
**Talent
Platform**

Achieved double-digit growth year on year mainly due to recover of clients' willingness to hire.
Contribute not only to sales but also to improving the Group's recruiting capabilities.

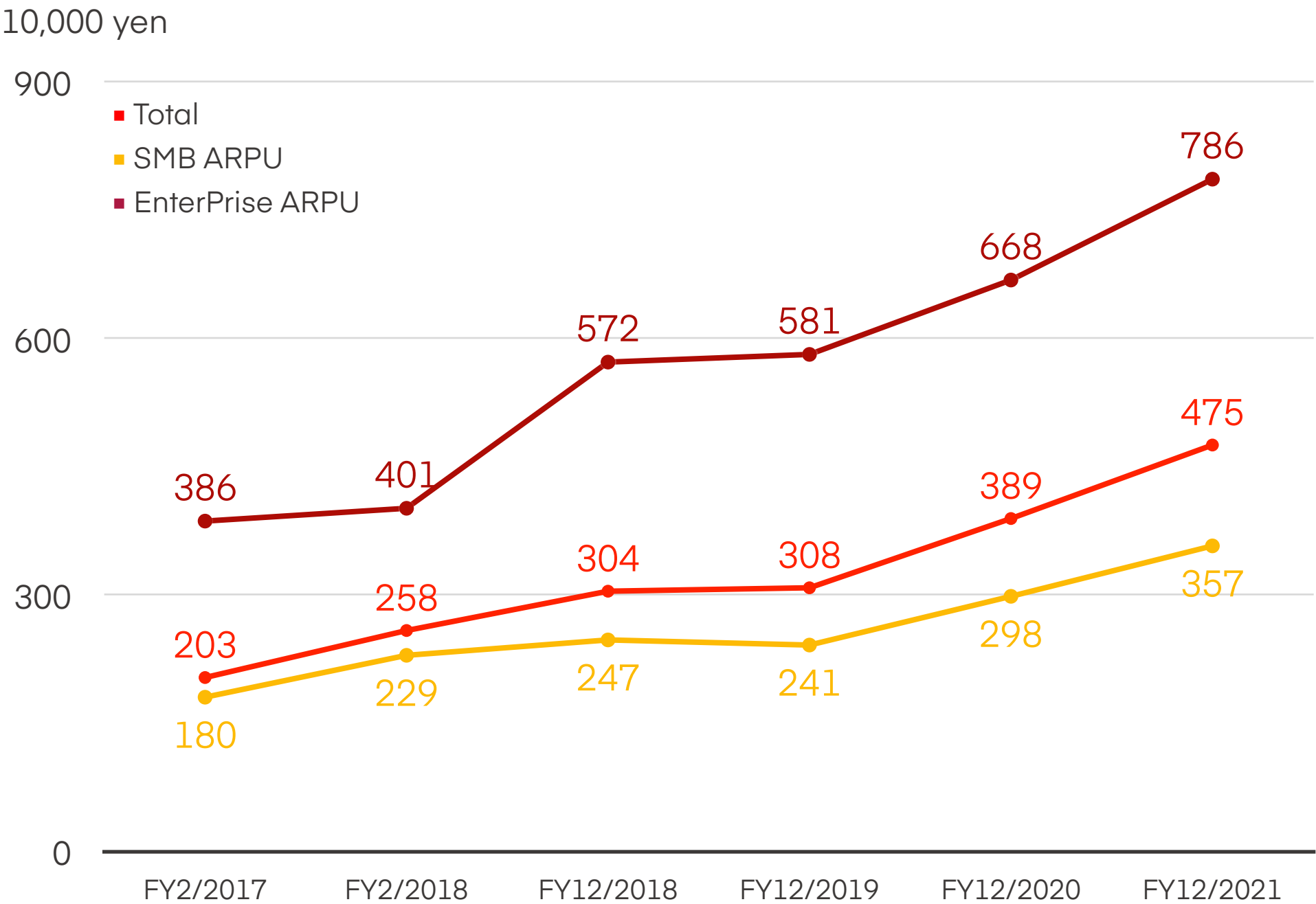
Changes in Important KPIs (fiscal year)

Aim for sustainable high growth through a balance of stock-type customer growth and ARPU growth

of stock type clients



ARPU

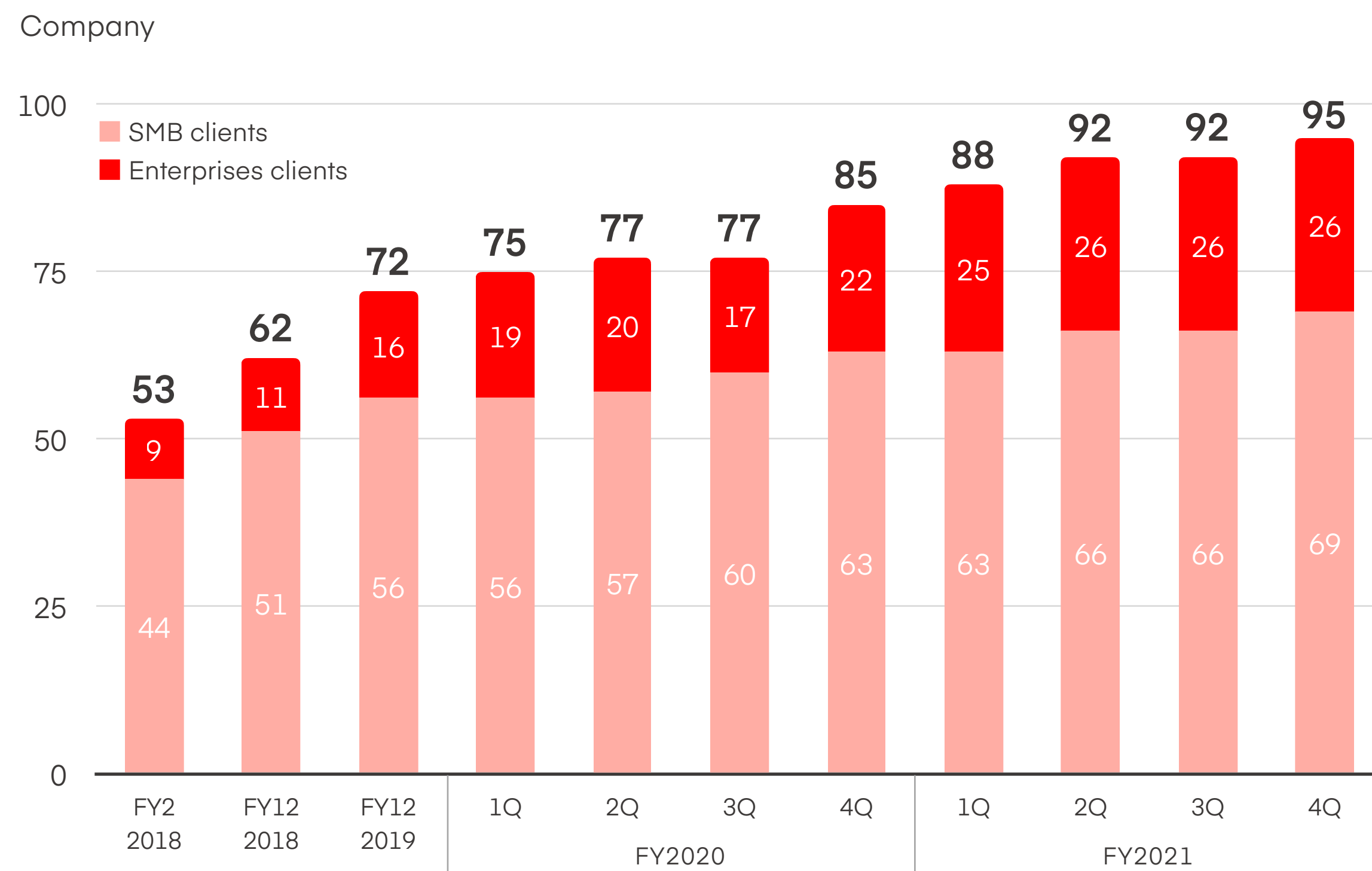


Enterprise: Listed companies that are included in the Nikkei 225, Nikkei 400, or Nikkei 500, or companies in the same group or companies with market capitalization, sales, or number of employees equivalent to the above companies.
SMB: Abbreviation for Small and Midsize Business. All companies other than those we define as Enterprise.

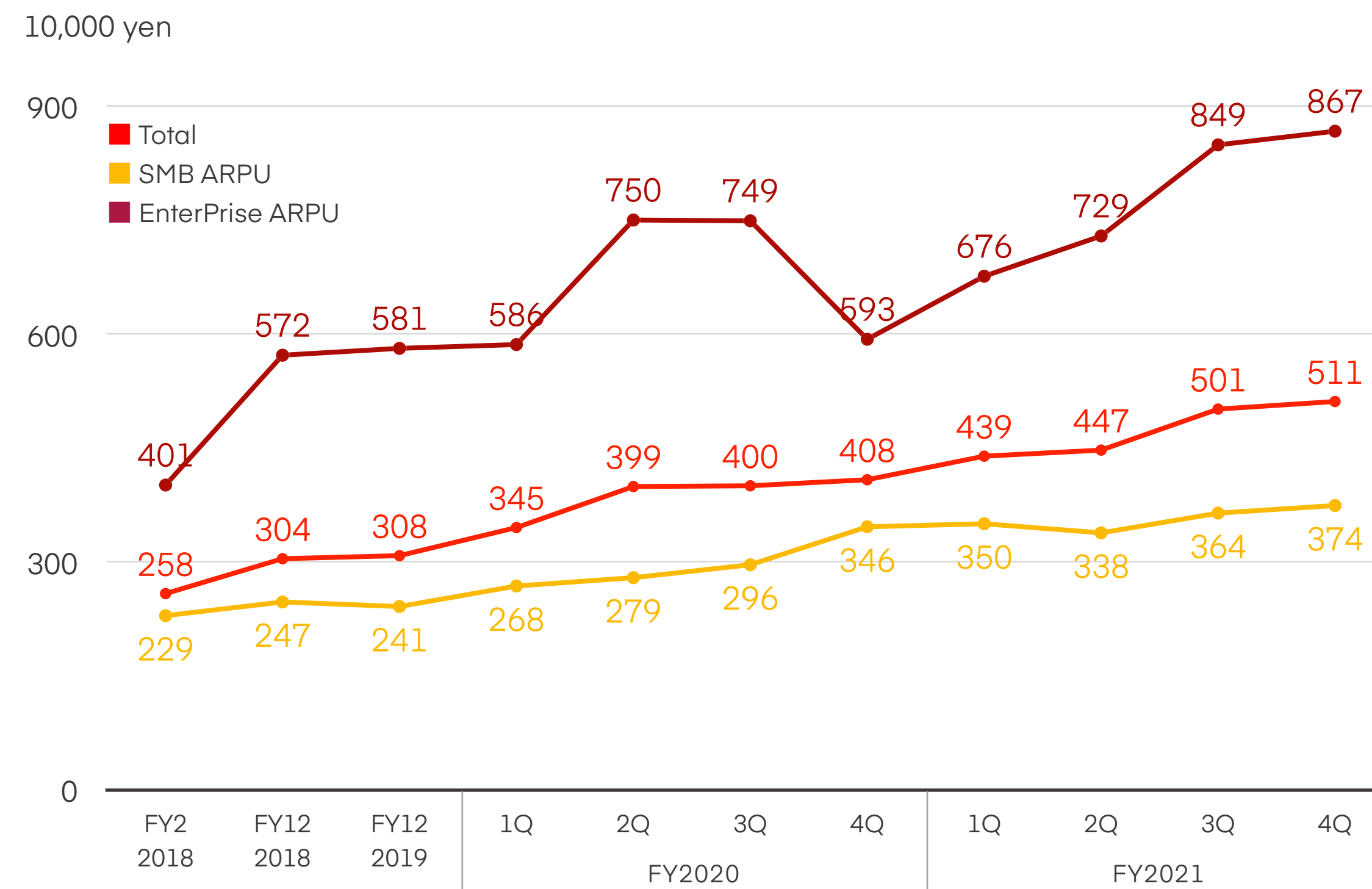
Changes in Important KPIs (quarterly)

The number of stock-type customers in Q4 increased by 3 companies from Q3.
ARPU remained at a high level in response to strong demand from existing customers.

of stock type clients



ARPU



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Changes in Important KPIs

Stock Type Client Number

- The number of stock-type customers in FY21/4Q was 95.
- Developing new stock-type clients in parallel with responding to increased orders from existing clients

Average Monthly Revenue Per User (ARPU)

- ARPU increased by more than 20% from 3.89 million yen in FY20 to 4.75 million yen in FY21 due to strengthened relationships with existing clients and expanded transactions

Balance Sheet Comparison

Assets and liabilities increased due to profit recognition and acquisition.
The equity ratio remained high, ensuring the stability of the financial base.

Unit: Million Yen

	FY2020	FY2021	Amount in change	Main Factors
Current Asset	5,795	7,108	1,313	Increase in accounts receivable due to consolidation of Trys
Cash & Bank	5,073	5,729	656	Increase in cash and cash equivalents due to profit recognition
Fixed Assets	448	1,287	839	Increase in goodwill due to acquisition of Trys
Total Assets	6,243	8,395	2,152	
Current Liabilities	1,010	1,516	506	Increase in accrued liabilities due to consolidation of Trys
Fixed Liabilities	215	293	78	
Net Asset	5,017	6,586	1,569	Increase in retained earnings due to profit recognition
Total Liabilities and Equity	6,243	8,395	2,152	
Equity Ratio	80.7%	78.4%	—	

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3

FY2022 Earnings Forecast

Our Stance on the Disclosure of Earnings Forecasts

Since our founding, we have always approached our business with high ideals, never missing the best opportunities, taking risks at times, and flexibly adapting to various changes in the external environment to achieve high growth.

We will continue to achieve dramatic growth from a medium- to long-term perspective, without significantly changing our stance to date, toward the realization of "Create a world where everyone has the freedom to make awesome things that matter."

Earnings forecasts are based on the Company's judgment in light of the information available at the time of disclosure and are subject to a number of risks and uncertainties. Actual results may differ significantly from the forecasts due to various uncertain factors.

Forecast of Consolidated Financial Results for FY2022

In the FY2022 (assuming an increase in the number of stock-type customers in Creative & Engineering and a rise in ARPU), we forecast growth in both sales and profit. The profit margin of existing businesses is assumed to be the same as the previous fiscal year, and the overall operating profit margin is expected to be 15.0% due to investments in the entertainment domain and other new businesses, including the PMI of Trys, which was M&A in the previous fiscal year.

Unit: Million Yen

	FY2021 Result	FY2022 Forecast	% of change
Sales	8,030	11,400	42.0%
Operating Income	1,412	1,710	21.2%
Operating Rate of Return	17.6%	15.0%	—
Ordinary Income	1,574	1,830	16.2%
Net Income	1,301	1,500	15.2%

Sales Forecast

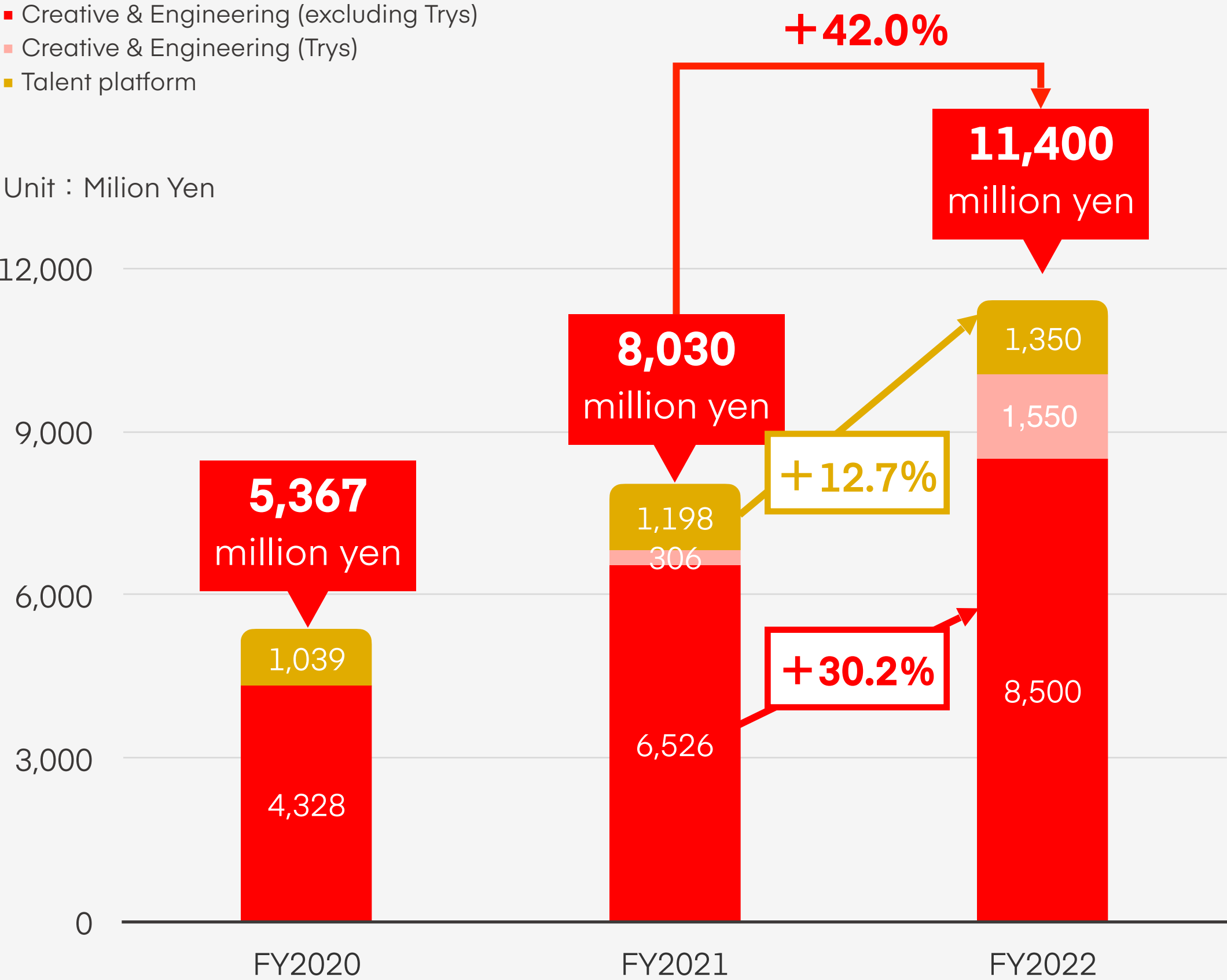
Net sales forecast for the year FY 2022 is **11,420 million yen (+42.0% YoY)**

Creative and Engineering (excluding Trys) **+30.2% YoY**

Talent Platform **+12.7% YoY**

*YoY growth excluding Trys: +27.5%.

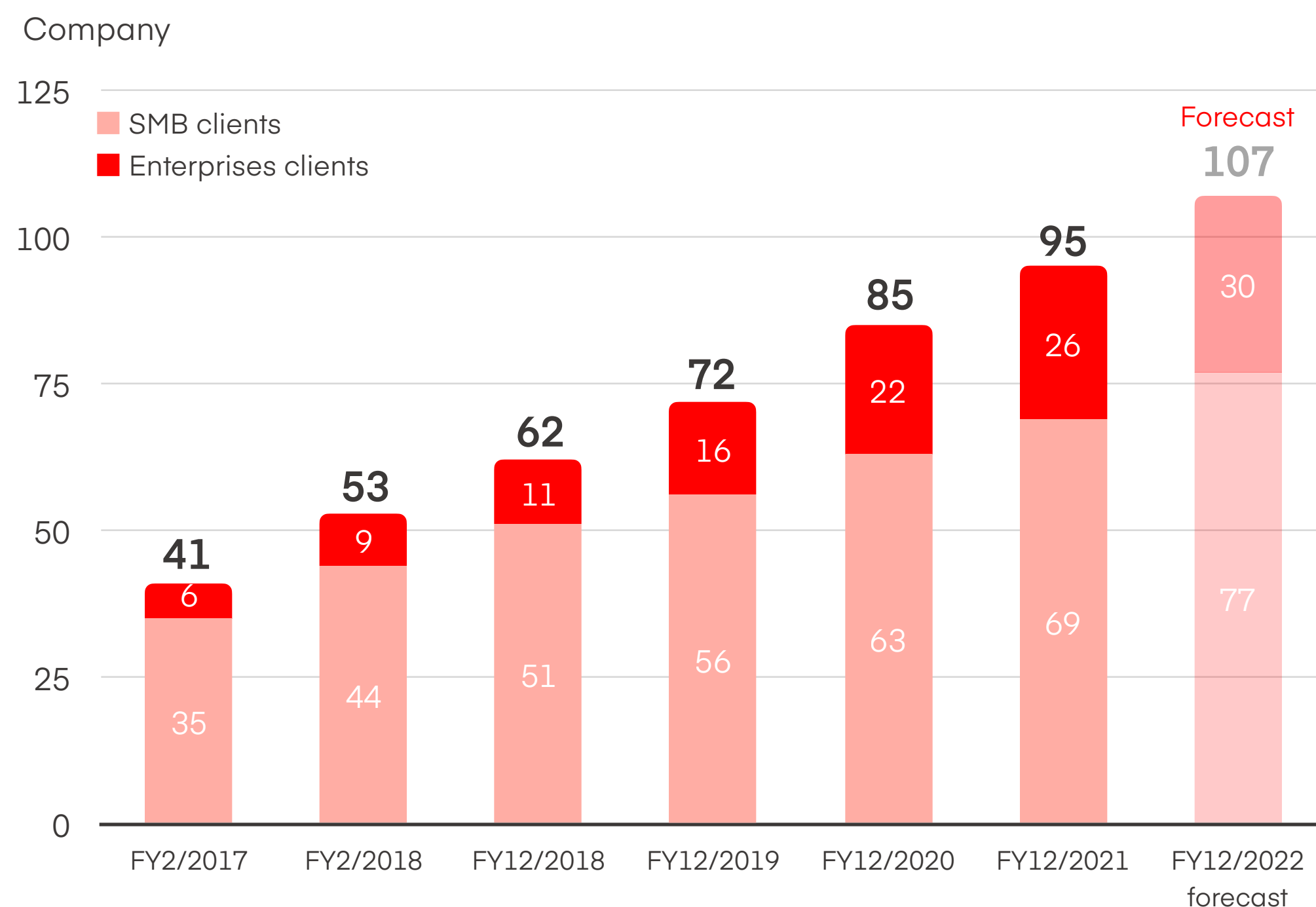
Trys
Full-year sales consolidated from FY22



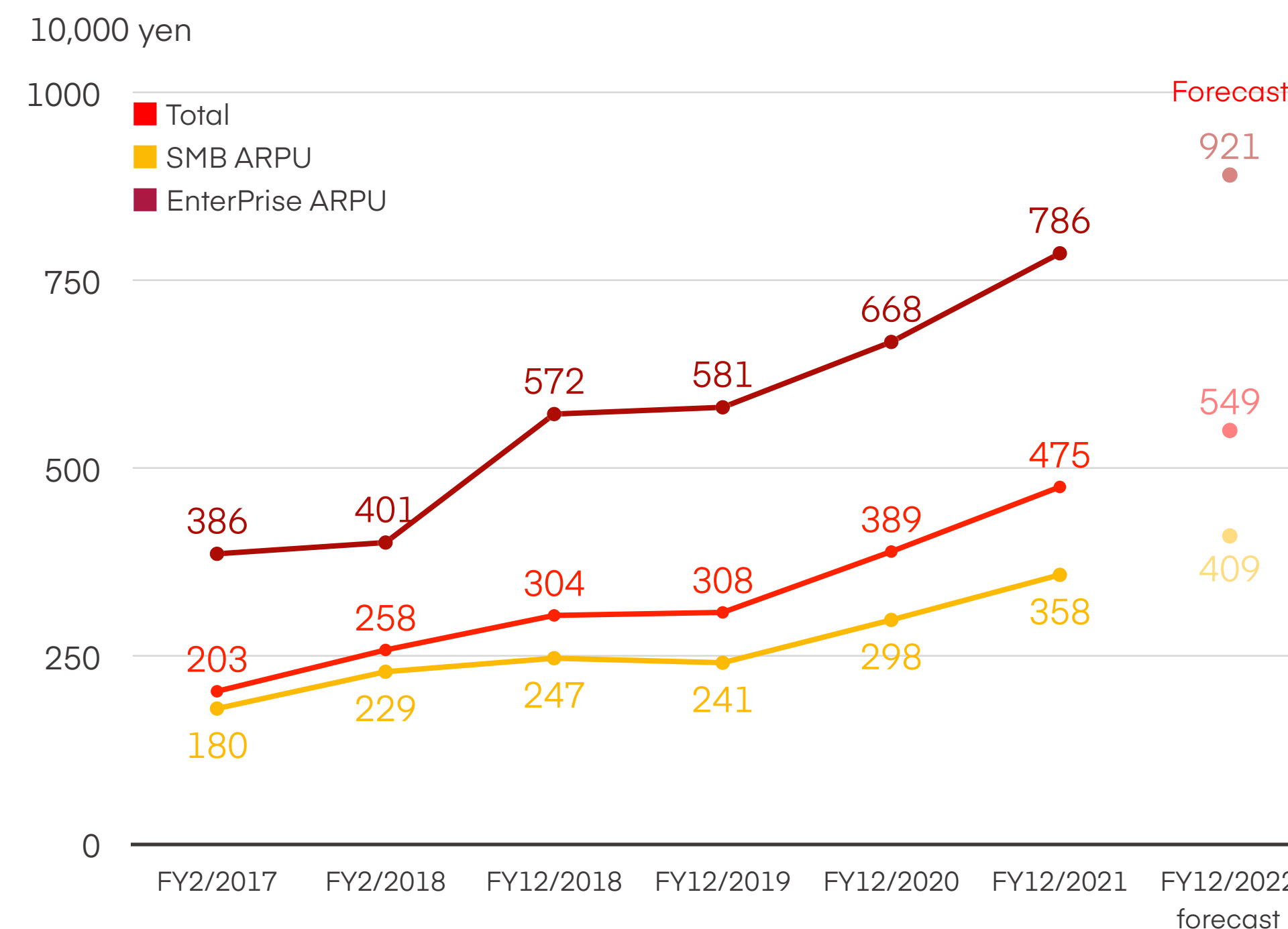
Changes in Important KPIs (fiscal year)

For FY2022, the number of stock-type customers is expected to increase by 12 to 107, and the annual all-customer ARPU is expected to increase by 742,000 yen to 5.49 million yen.

of stock type clients



ARPU



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4

Growth Strategy Topics

Customer Strategy

Aiming to acquire more customers and increase the unit price per customer by strengthening the respective channels for both enterprise and SMB.

Stock-type customer acquisition measures

Lead Generation



Strengthen inflow from existing customers

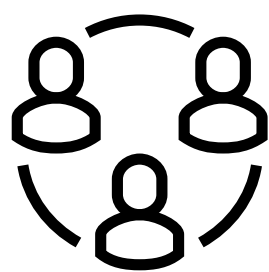


Inflow by alliances

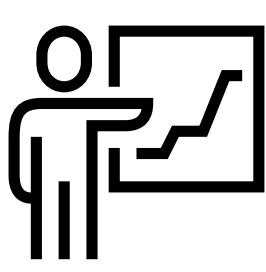


Strengthen web-based inflow

Lead Nurturing



Strengthen community building



Strengthen business incubation system

Increase per customer

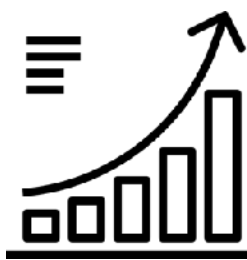


Increase in average unit price due to increase in ratio of enterprise

Main factors



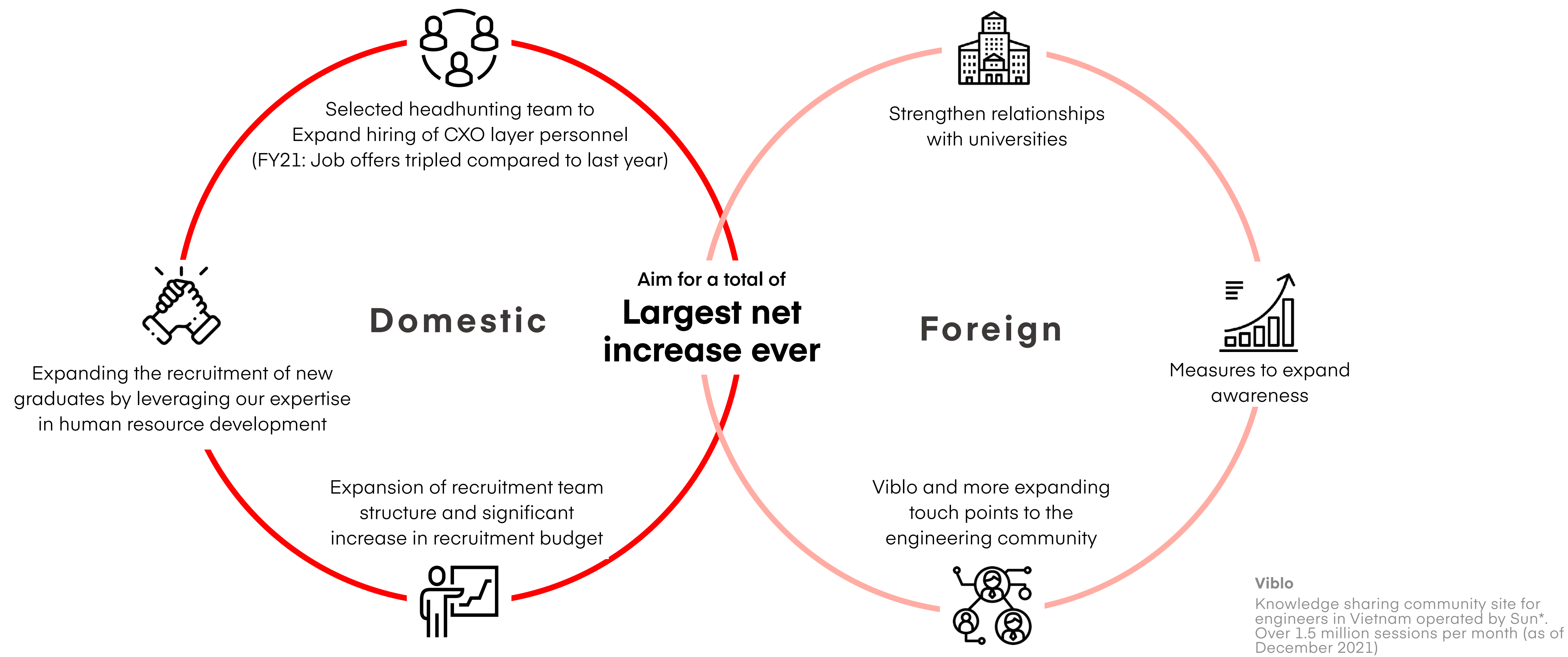
Increase in unit price due to new acquisition of high unit price projects



Unit price increase due to growth of existing projects

Strengthening recruitment in both Japan and Vietnam

Reduce opportunity loss due to insufficient resources and aim for further sales expansion



NEWh (consolidated subsidiary) Formed a Capital and Business Alliance with Spready

Aiming to build a value verification platform specialized in new business development for large companies

Spready's Advantage

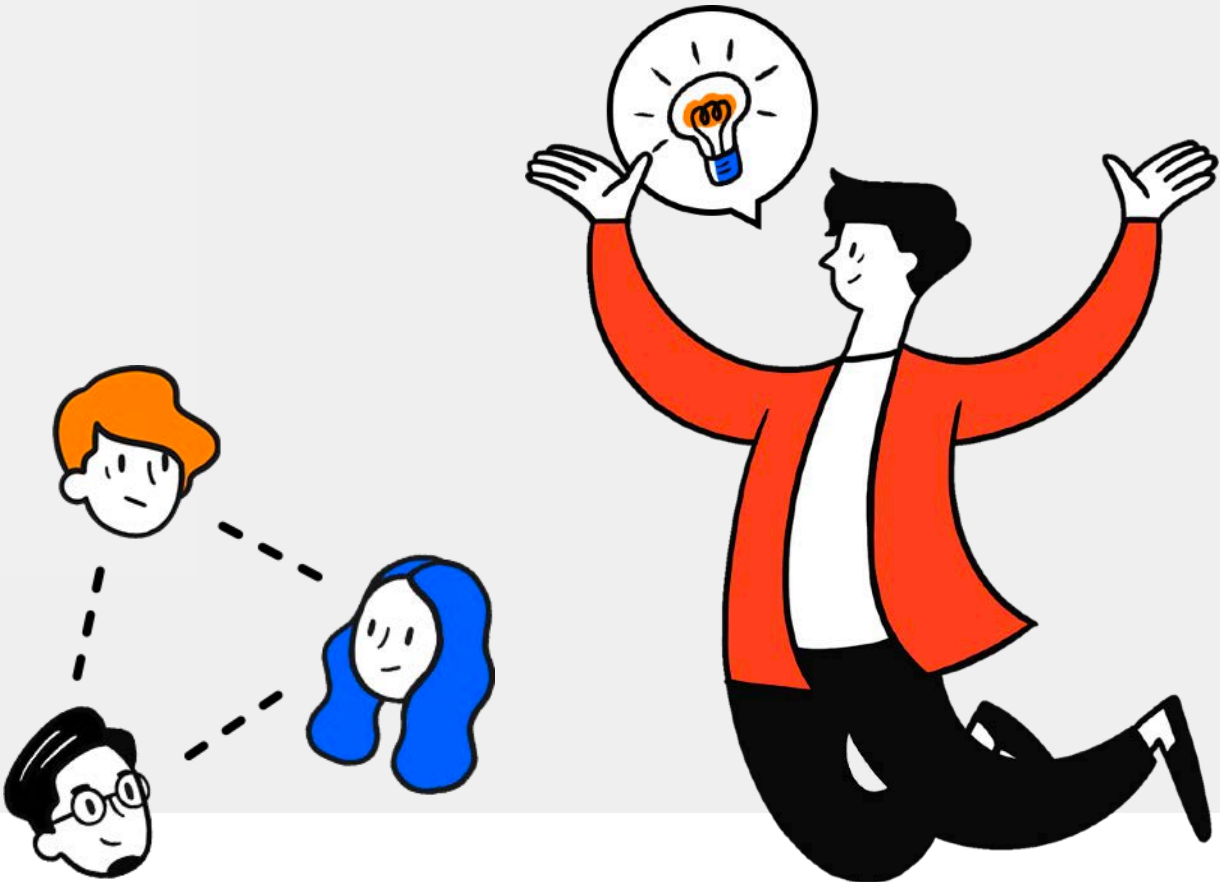
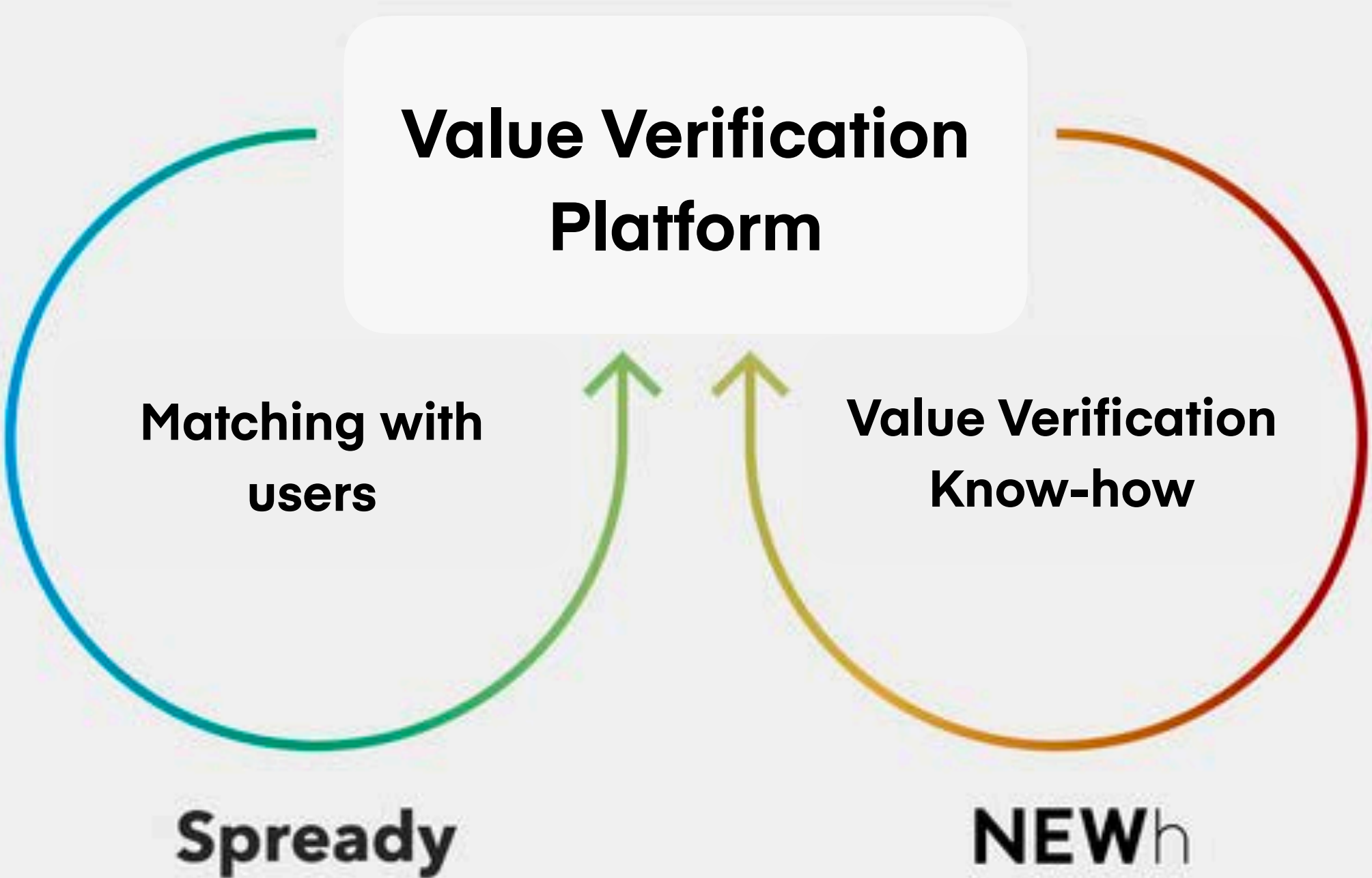
- 1 Provides "Spready", a **C2C model matching platform** where registered users "introduce" their acquaintances, supporting the acquisition of human networks necessary for new business development.
- 2 **A total of 280 companies and 3,500 new business projects** have been posted (as of December 31, 2021).
- 3 As of January 20, 2022, there were 4,343 registered users, and the number of matches through the service exceeded 3,200.

Spready

# of users	# of matches (assumed)
4,343	434,000

NEWh's Advantage

- 1 Experience in launching new businesses in **more than 100 companies**
- 2 We have **professional personnel** who specialize in new business start-ups
- 3 Implementing the entire process from idea generation to product development through **a unique framework and process** for new business development



Sun* Startup Studio

A platform for the creation and growth of startups that leverages
Sun*'s value creation knowledge, talent, and other assets

Target Area

Build

Co-founding entrepreneurs and startups

Boost

Growth support by providing funds
and resources to startups

Joint service

A revenue sharing model that leverages
each other's strengths



Business development utilizing Sun*'s core competencies

Investment



Investment Execution

Creative
& Engineering



Providing resources and
knowledge for growth

Talent Platform








Internal Production Support

Investment in Startup Studio

Number of startups invested in

23 companies

Examples of investments

Investment Areas

- AI Solutions
- Matching Platform
- Crowd Funding
- Communication Platform
- Recruiting Platform
- Advertising Platform
- Online Shopping Mall
- Mental Health Tech
- Game Engine
- Education
- Live Streaming
- New Retail Platform
- D2C



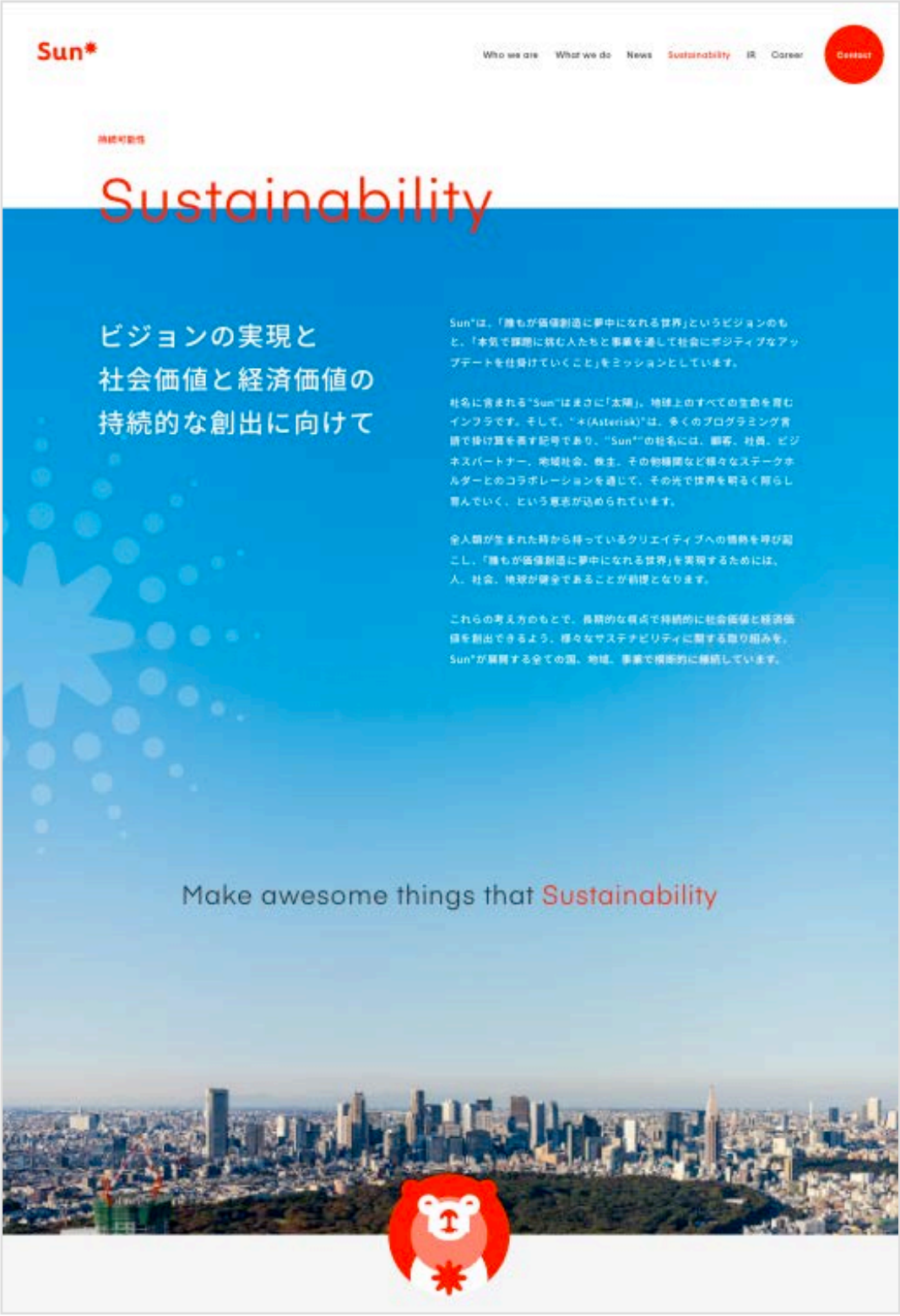
Topics

Sustainability Initiatives

Ten materialities were identified and grouped into five categories.

Category	Materiality	ESG
DX and business co-creation	DX promotion in all industries	Social
	Developing a value chain with various partners	
	Improve customer experience and service quality	
Human resources and teams	Finding, nurturing, and promoting the success of value-creating human resources and teams	Social
	Diversity and Inclusion promotion	
Community	Contribute to the local community and various communities	Governance
Corporate Governance	Enhancement of corporate governance and risk management	
	Thorough implementation of corporate ethics, compliance, and anti-corruption	
	Thorough privacy and information security management	
Environment	Contributing to global environmental issues such as climate change and environmental pollution	Environment

We have systematically organized our sustainability promotion activities, which had been conducted sensitively until now, and analyzed, evaluated, and determined the materiality (key issues) that will become the foundation for Sun* to create value over the long term through its business activities from the company's and stakeholders' perspectives.



Details are available on the Sustainability Now available on our website!

<https://sun-asterisk.com/sustainability/>

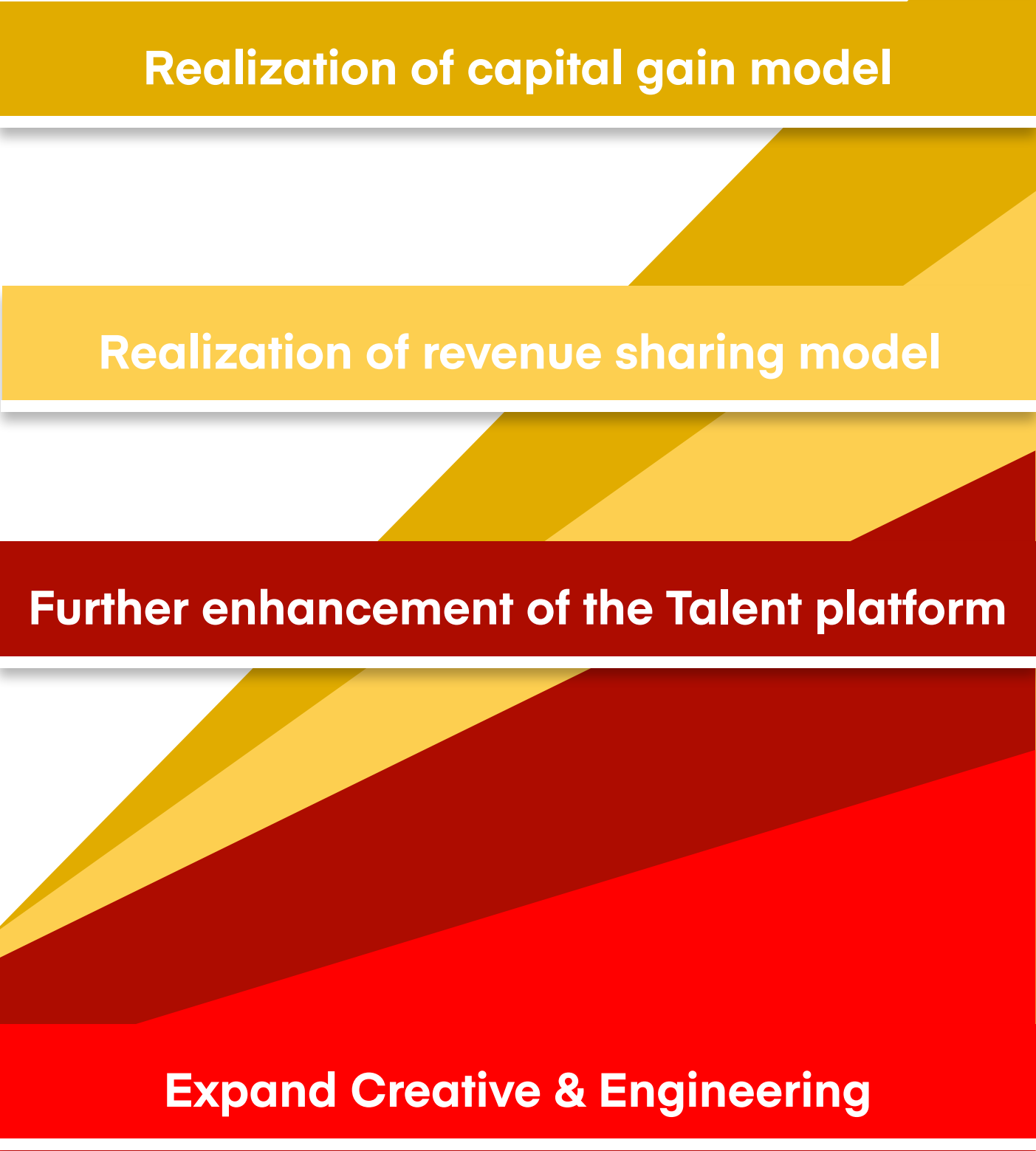
Future Growth Strategy

Future Growth Strategy

We will continue to expand the existing digital creative studio business, further improve the quantity and quality in the education and development fields, and improve reproducibility by expanding the data platform and develop the social implementation of advanced technology.

Then, increasing the ratio of new businesses in Japan and overseas and committing to creating more valuable businesses and business growth will be the axis of new businesses that support the company's growth drive.

NOW



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Appendix

Enterprise Acquisition Alliance (cooperation) and Organizational Expansion

Expand Creative & Engineering

With the companies we have business alliances including Microsoft, we will continue to promote DX and support the development of new businesses.

Measures to acquire new customers for the enterprise



A comprehensive solution from PoC to new commercialization



Design Consulting & Studio (Consolidated Subsidiary)



Largest Business Professional Group

Expansion through alliance of peripheral services (expansion of ecosystem, expansion of service area to customers)



Azure and various other services



Multilingual solution



Advanced security services



Engagement marketing

Results of Consolidated Subsidiary NEWh (Innovation Consulting Studio)

Expand Creative & Engineering

Development of the design x business field

From service planning co-created by design approach to consulting support for business strategy/planning



NEWh

New business and service development support for large companies
Project manager, service designer, and business designer with over 100 projects in total

Design

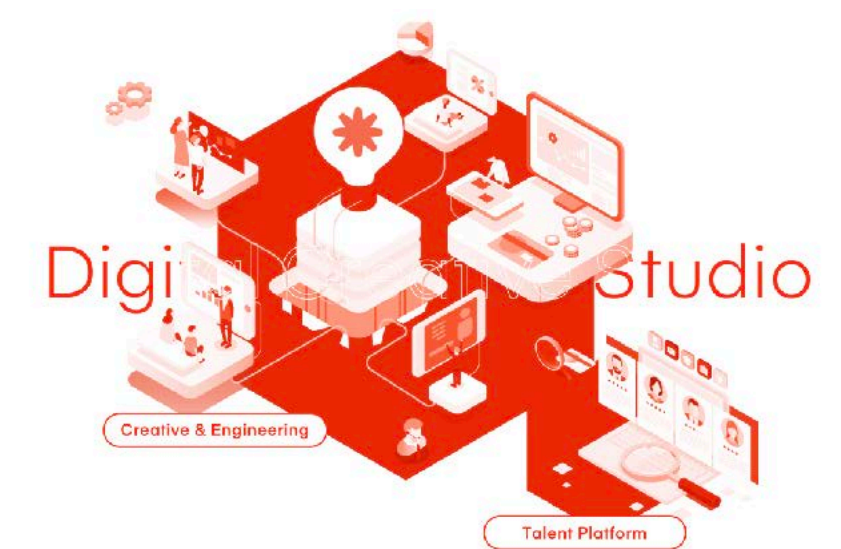
Develop

Strengthen collaboration with Sun*

Strengthen collaboration in MVP development phase and upstream areas
Maximize synergies as a group company

Sun*

Creative & Engineering Services
Over 1000 engineers and UI/UX designers



Began supporting new business development for a number of enterprise companies.

※Examples of projects

Major cosmetics company

New product and brand development

Major Insurance Company

Development of platform services

Major Entertainment Company

Development of platform services

Major Electrical Manufacturer

Design of new services

Major Beverage Manufacturer

Restructuring of services

Major Payment Company

New product brand development

Major Construction Company






DX support for local governments

Major Electrical Manufacturer


Community research

Unique platform platform enhances knowledge sharing, optimal staffing, and development efficiency

Sun* proprietary data platform

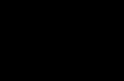
				
Viblo	Rubato	Sun* CI	Schooler	xseeds Hub
Knowledge Sharing Platform	Optimal Talent Allocation Platform	DevOps Platform	Learning Management System	Employment Support System
<div>Posting and sharing</div> <div>AI Recommendation</div> <div>Clipping Articles</div> <div>Discussion</div> <div>Q&A</div>	<div>Skill Management</div> <div>Portfolio Management</div> <div>Talent Evaluation Management</div> <div>Talent Operation Management</div> <div>AI Recommendation(In dev)</div>	<div>Automated Code Review</div> <div>Automated Security Check</div> <div>Automated Testing</div> <div>Automated Building Code</div> <div>Simply Releasing Operation</div>	<div>Class Management</div> <div>Schedule Management</div> <div>Attendance / Grade Management</div> <div>Class Content Management</div> <div>Report Creation / Output</div>	<div>Corporate Information</div> <div>Student Information</div> <div>Student Follow Function</div> <div>Job Hunting Event Information</div> <div>Matching / Scout Function</div>
Public Average 330,000 MAU	In House Only	Clients Only	Introduced at 9 universities in 3 countries More than 2,000 students	Public Over 1,000 student resumes

Top overseas science university limited recruitment selection platform “xseeds Hub”





Recruitment and selection platform for top overseas science universities only


x seeds Hub




x seeds Hub（エクシーズハブ）は、海外のITトップ大学で選抜された学生に対してSun*のDX推進の実績をもとに
 作られた独自のカリキュラムを無償提供し、大学との産学連携で育成した学生をスカウトできます。

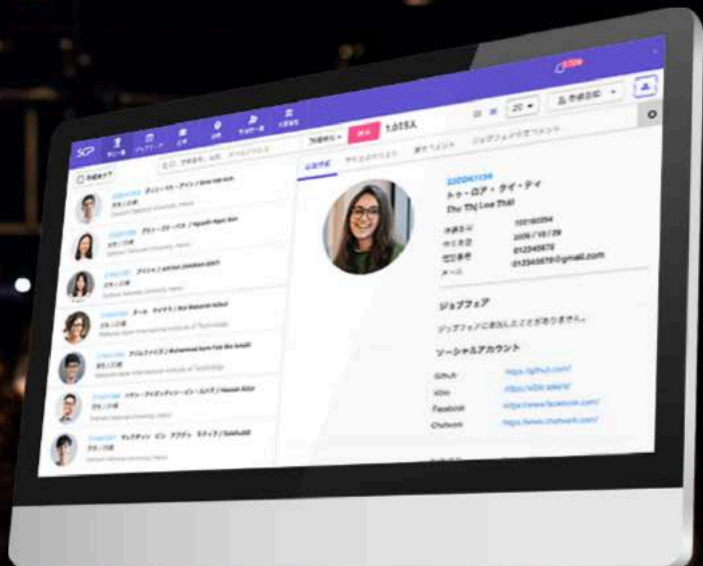
 スカウト・求人票作成

 選考会アレンジ

 通訳・翻訳のサポート

登録している学生をお試し検索 >





Partnerships with 6 top overseas science universities.
1,500 students studying as official university departments are registered.

下記のフォームをご記入の上、送信をお願いします。

会社名*	
会社名	
部署名	
部署名	
お名前*	
お名前	
Eメール*	
例：sample.co.jp	
ご質問	

☐ 問い合わせにあたり、個人情報の取り扱いに同意する

Trial Search

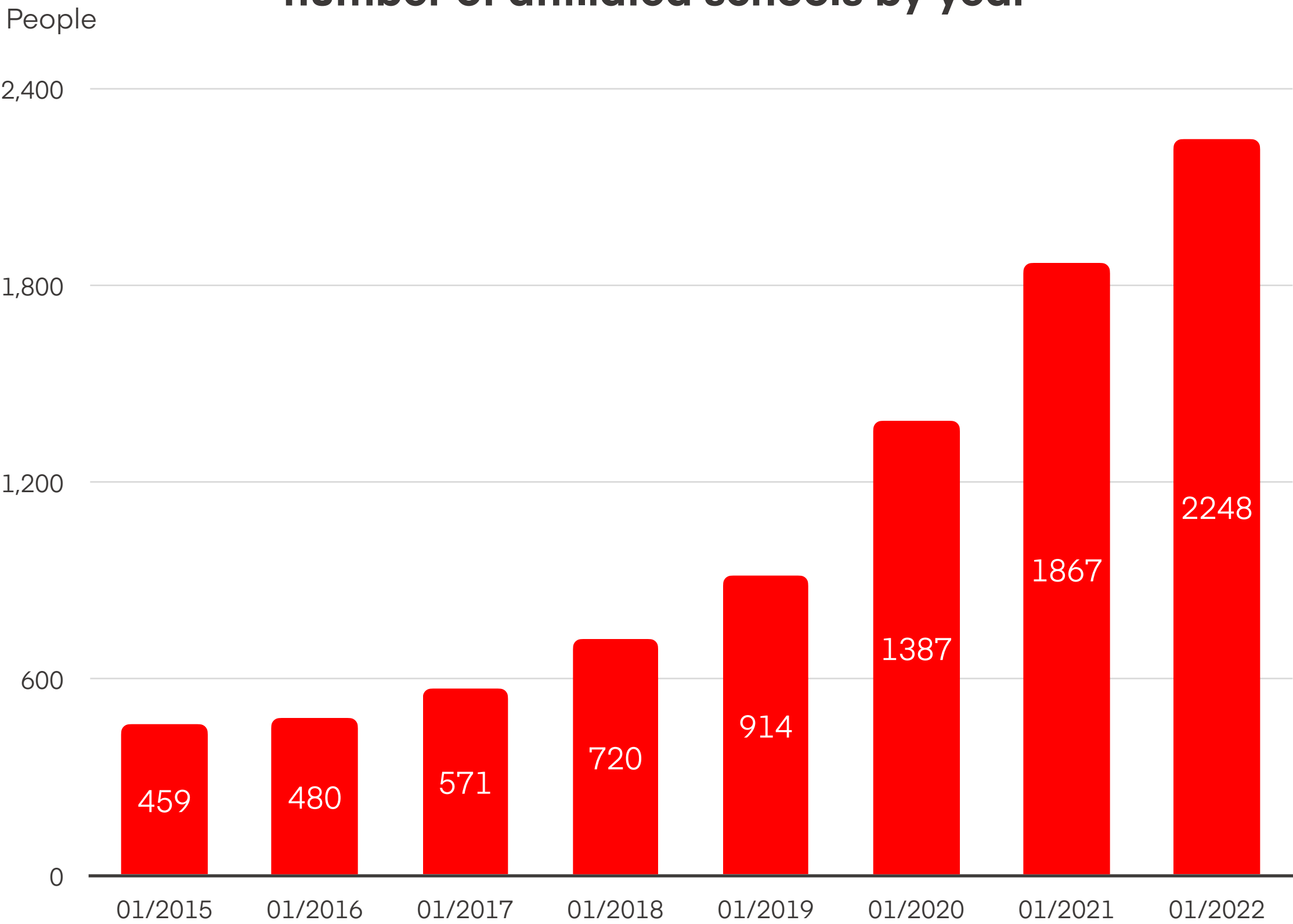
登録している学生をお試し検索

The Output of Innovative Human Resources Through Education and Training

Further enhancement of the Talent platform

Producing IT human resources who can play an active role in Japan through industry-academia collaboration centering on ASEAN countries and seeking further global expansion in the future. Currently, the program is offered to three universities in South America, with plans to expand in the future.

Number of Sun*'s educational program students enrolled and number of affiliated schools by year



Partner universities

9 universities

Vietnam

- 1. Hanoi University of Science and Technology
- 2. The University of Danang-University Science and Technology
- 3. Vietnam National University Hanoi-University of Engineering and Technology
- 4. Vietnam National University HCMC-University of Engineering and Technology
- 5. Vietnam National University Hanoi-University of Science
- 6. Phenikaa University

Indonesia

- 7. Gadjah Mada University
- 8. University of Indonesia

Malaysia

- 9. Malaysia-Japan International Institute of Technology

Universities that offer the program

3 universities

Brazil

- 10. University of Campinas
- 11. Federal University of Minas Gerais
- 12. University of São Paulo

Adopted as an Endowed Course

Further enhancement of the Talent platform

Adopted as an endowed course project by the Association for Overseas Industrial Human Resource Development (AOTS)
Began offering courses at the Hanoi University of Technology and the University of Technology and Engineering, Vietnam
National University, Hanoi



Professor of cutting-edge technologies in our R&D fields
such as AI, blockchain, and cyber security

×

Developing programs to foster industrial human resources in
developing countries with the support of the Ministry of Economy,
Trade and Industry and local Japanese companies



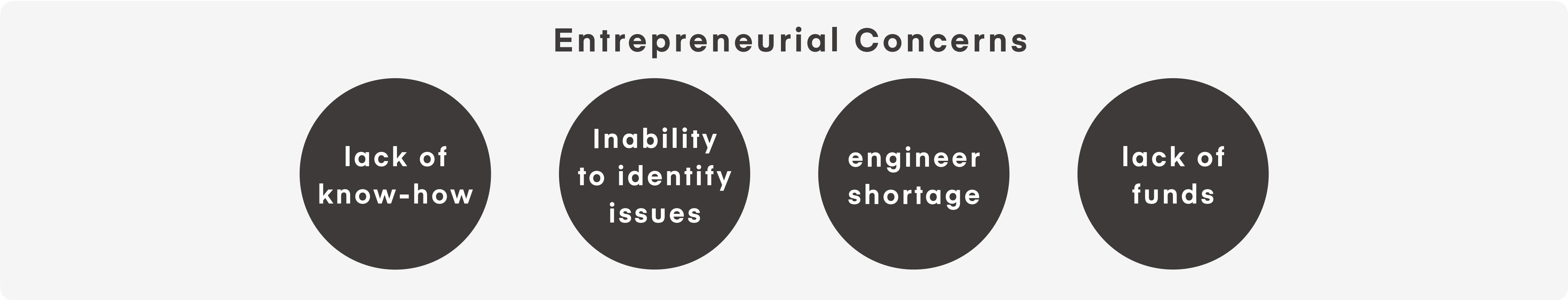
The AI course

- ✓ **Development of advanced IT human resources**
- ✓ **Recruitment support for Japanese companies**

Endowed Chairs at AOTS

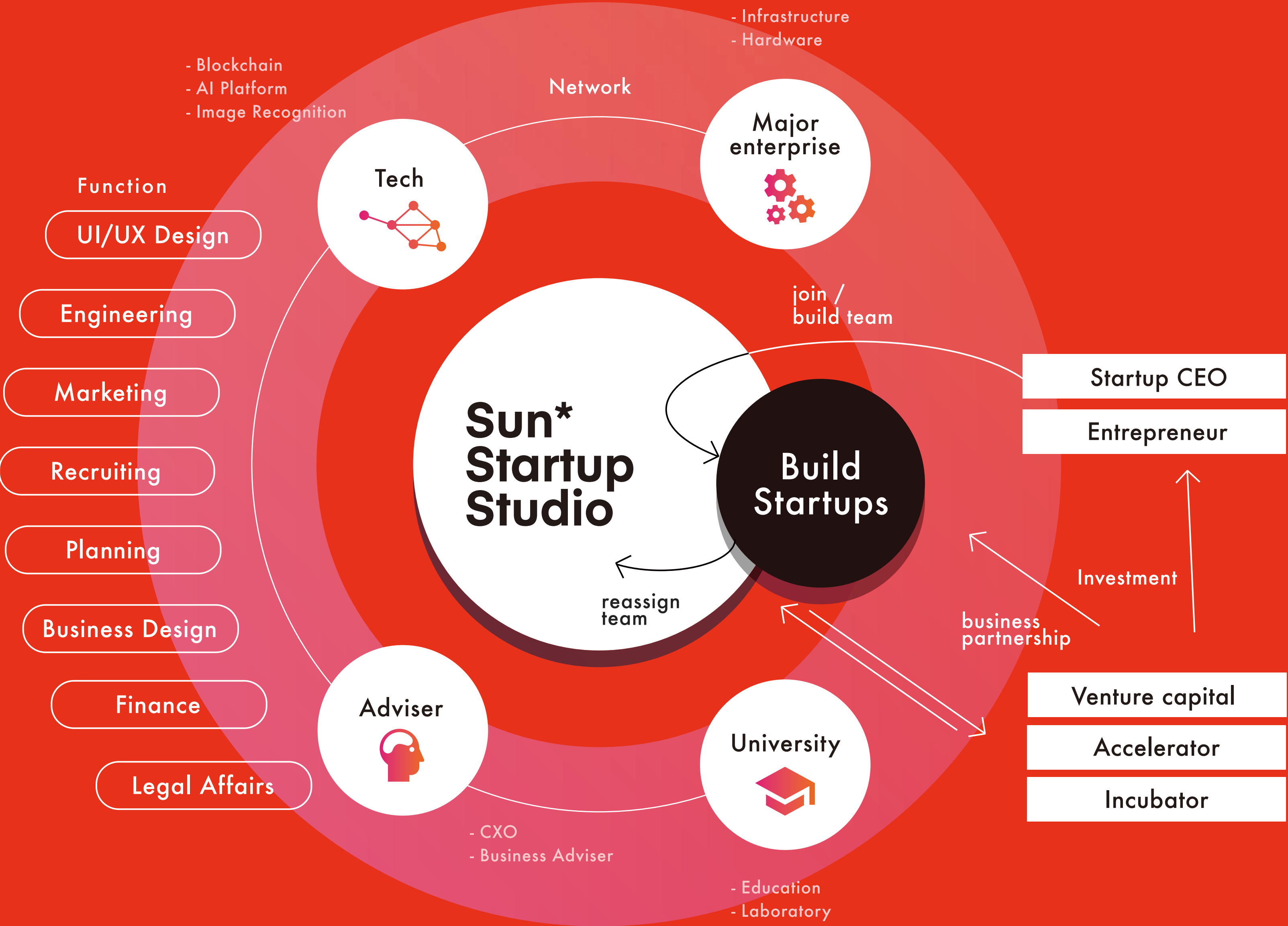
The purpose of the program is to improve the skills required by Japanese companies and to help students find employment in Japanese companies and local Japanese companies, thereby contributing to the facilitation of business activities and the deepening of cooperative relationships with the countries concerned.

A platform for the creation and growth of startups that leverages Sun*'s value creation knowledge, talent, and other assets



Three functions provided by Sun*.





**WE
ARE THE
PLATFORM
FOR
STARTUPS**

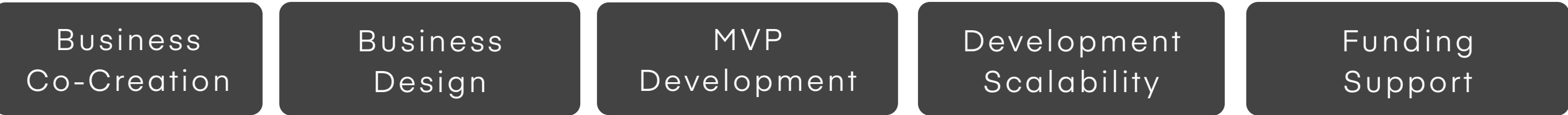
Example of Startup Studio Support: ZENKIGEN inc.

Realization of capital gain model

Provided business consulting, investment, and development team.

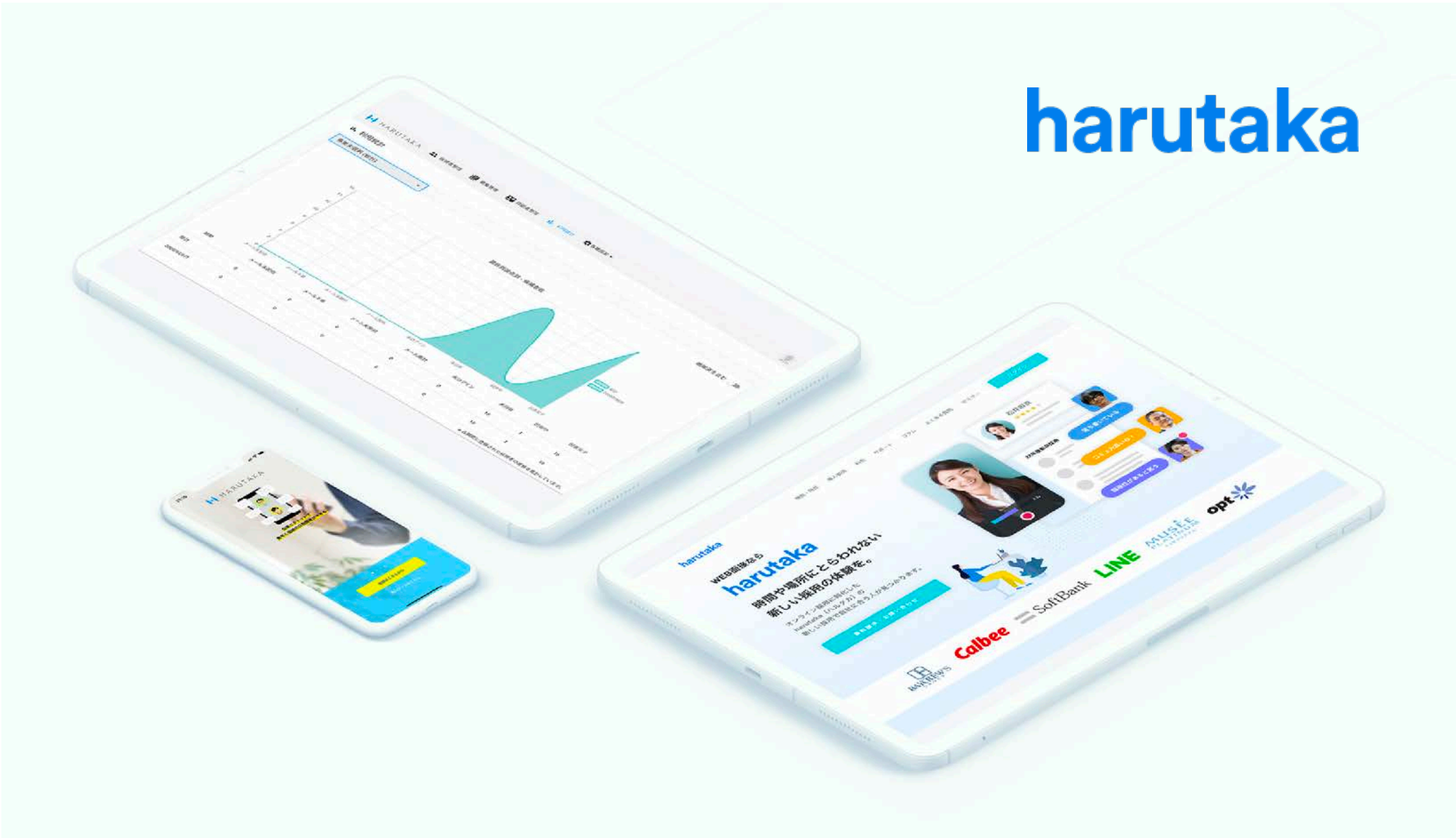
DXing the hiring process by the Startup Studio

ZENKIGEN is a startup founded in 2017. In order to create timely encounters between job seekers and companies, we are solving the "time", "place", and "distance" factors of inefficient recruitment interviews with our web-based interview service called "HARUTAKA", which has a recording video interview function.



Client Voice

「In normal fundraising, you need to have a detailed business strategy and business plan that will satisfy investors and VCs. However, for this project, since we had already completed the product, had customers, and were already running a stable business, the project was attractive from an investor's point of view because of its low risk, and we were able to raise funds in a short period of time. This would not have been possible without Sun*'s Startup Studio.」



Example of Startup Studio Support: tenanta inc.

Realization of capital gain model

Provided business consulting, investment, and development team.

Supporting Stores to Create the Future with a New Matching Service for Business Properties

Tenanta is a startup company founded in 2019 that operates “tenanta”, a matching service for business properties and tenants. We are continuing to grow as a matching platform where anyone can meet properties, eliminating mismatches and opportunity losses in the property search process.

- Business Co-Creation
- Business Design
- MVP Development
- Development Scalability
- Funding Support



Acting CTO brushes up the product concept.

A member with experience in leading startups from launch to sale has joined as acting CTO. Acting CTO worked with the CEO to develop the concept of the product, and when the direction was solidified, senior engineers joined the team to start full-scale development.

➡ **Propose the best plan Start UI/UX at the same time**

From the development phase, we provided the best and most appropriate advice based on our technical knowledge, and achieved a significant reduction in man-hours. The designer also joined the project to enhance the UI/UX aspects and improve usability at the same time.

➡ **Continued support in development, PR and recruitment**

After the launch of the service, we provided full support for PR as well. In addition to product development, we proactively provide knowledge and assets for branding, business plan brush-up, recruitment planning, and office space.

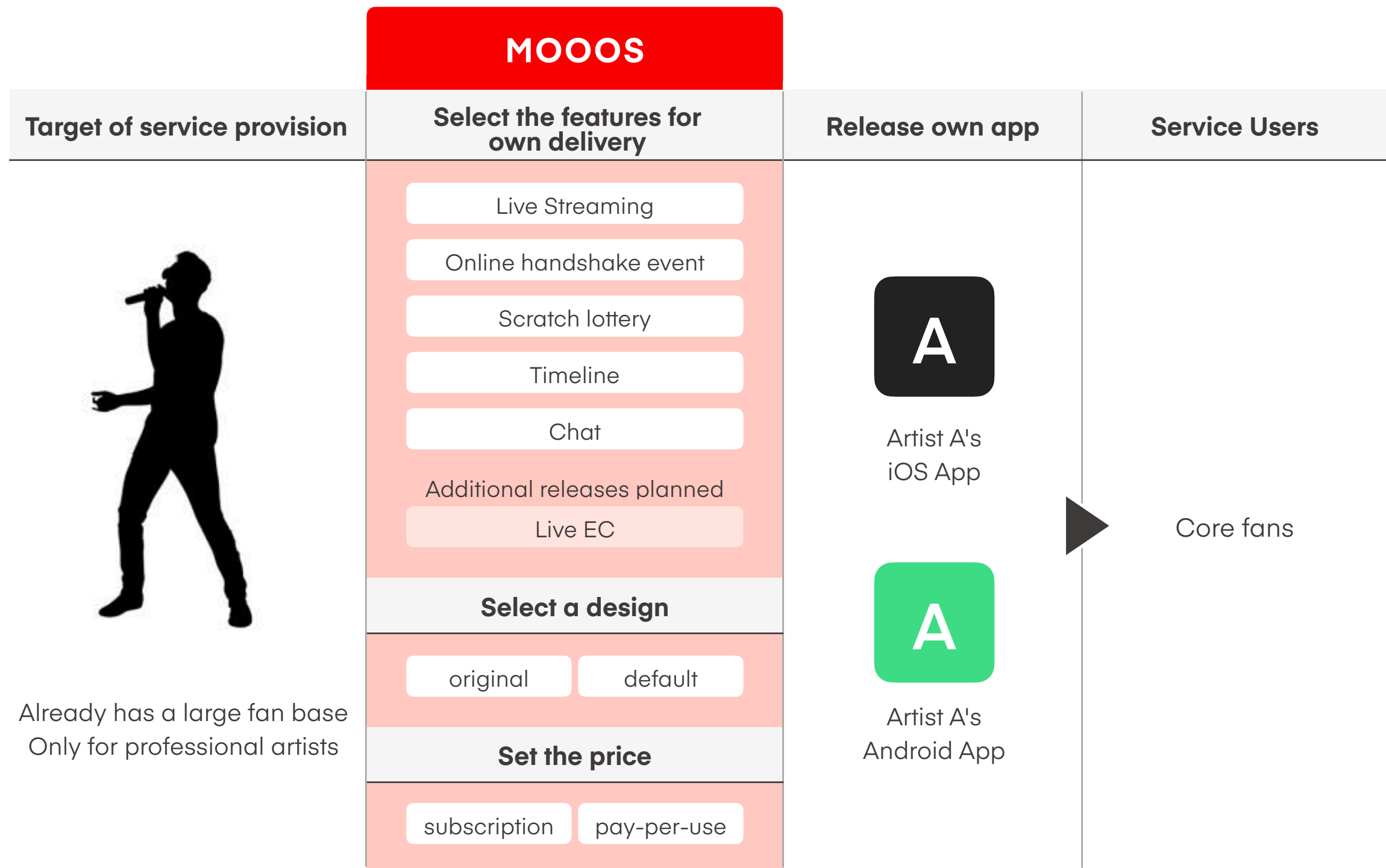
Startup Studio Case Study : MOOOS

OEM-type fan community system that allows artists to express their worldview

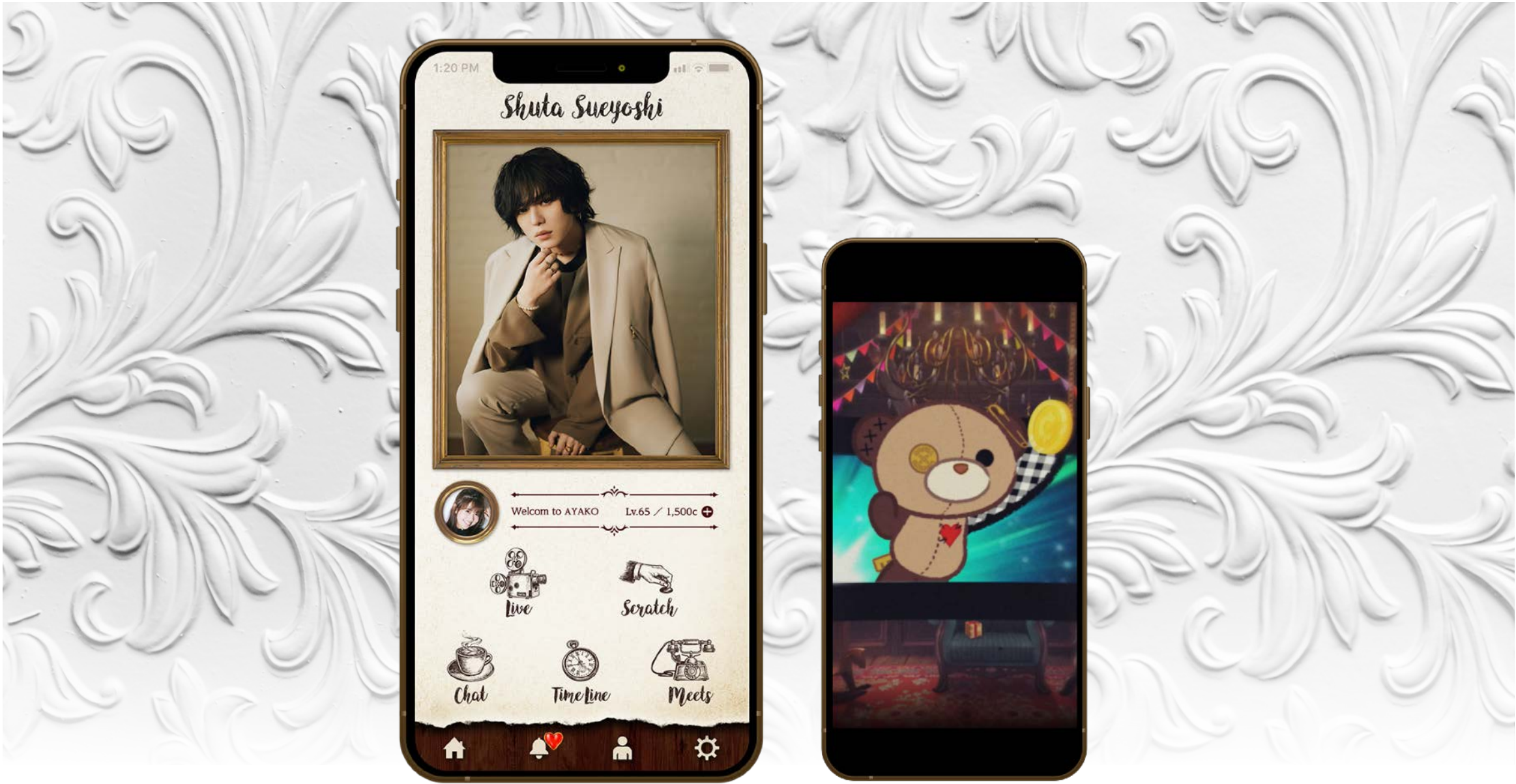
Collaboration with avex management on revenue sharing model

Freedom of MOOOS customization to meet the demands of professional artists

MOOOS is an OEM-type fan community system with highly flexible design, customization, and pricing features that was created to create new value experiences with core fans.



Realization of revenue sharing model



The first release is "SS App" by Shuta Sueyoshi (AAA).

Advantages of using MOOOS for artists

- Independent, build a fan communication and brand that is not influenced by the "trends" and "marketing" of each platform.
- Not limited to live streaming, choose the functions and customize the design to suit EC and usage.
- Because it targets existing core fans, attract customers without spending money on advertising and the risk of flames is low.
- Start your own app with zero development costs.
- Provide high quality services only to your core fans without promotion costs.

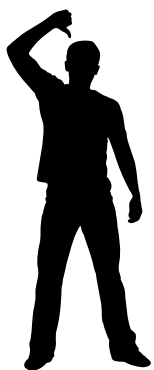
Future Plans and Outlook

- Second strong artist confirmed (to be released this fall)
- New project underway through capital alliance with Vector's subsidiary, River Bank
- Expanding business with a view to expanding into global markets and NFT by fully utilizing Sun*'s assets

Features and Strengths of MOOOS

Realization of revenue sharing model

Gain core fans without promotional costs and develop your business with customized and unique apps provided by OEMs.



If it's an open community, it will include anti-social and light people.

Including major SNS and video distribution platforms Open fan communities

Creating new fans

Direct users to proprietary apps

Activation of core fans



Proprietary apps target core fans without promotional costs and generate high engagement and monetization.

Issues of open communities faced by SNS

In major social networking sites and video distribution platforms, it is difficult to design a content marketing strategy for monetization because of the open fan community, including anti and light users, which makes it easy to be compared with competitors. It is necessary to operate under the platform's rules and billing scheme.

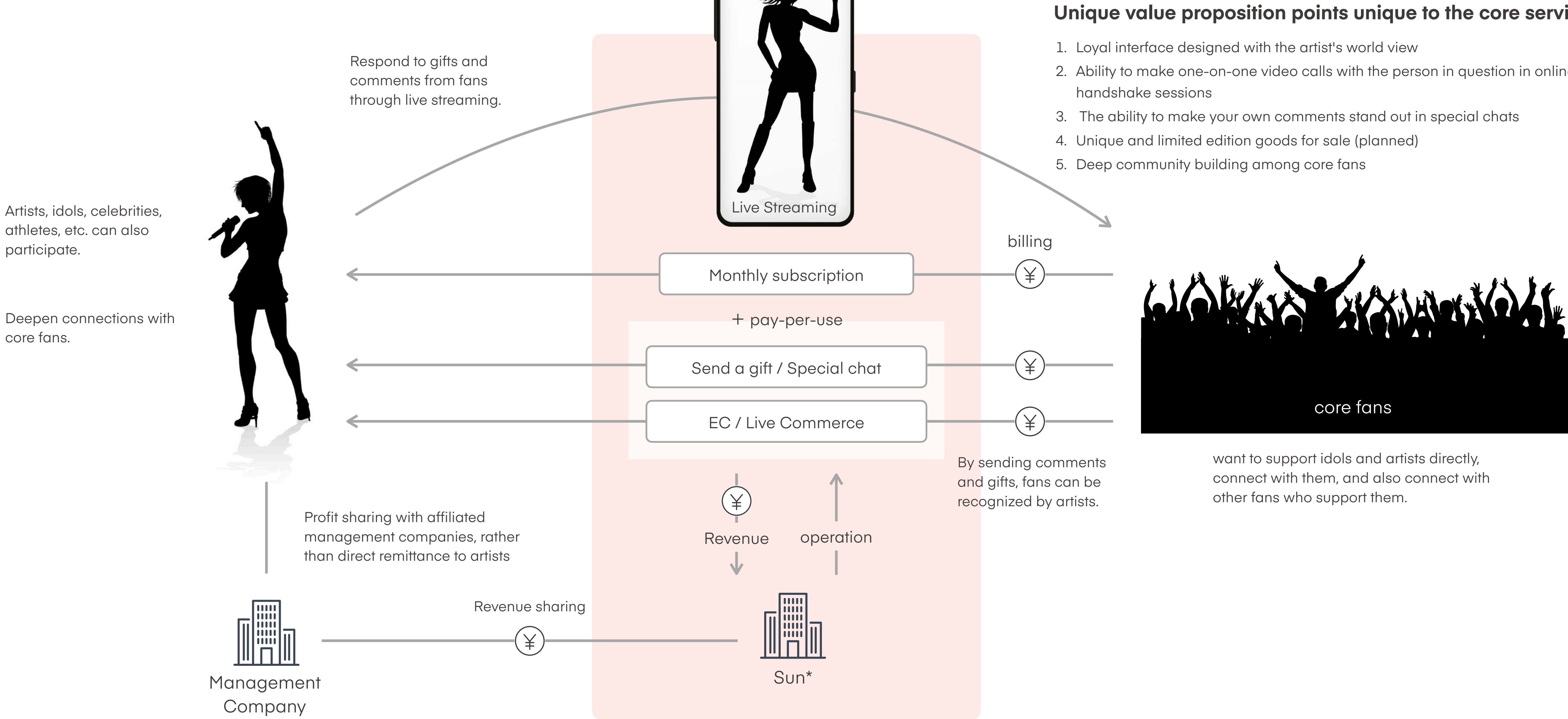
To a dense business that satisfies the fever of core fans

By directing only real fans from SNS to your own app, you can design a highly flexible product with a free billing system. By focusing your business domain on original apps, you can conduct content marketing that is not influenced by the existing environment of major SNS.

MOOOS

MOOOS Business Model

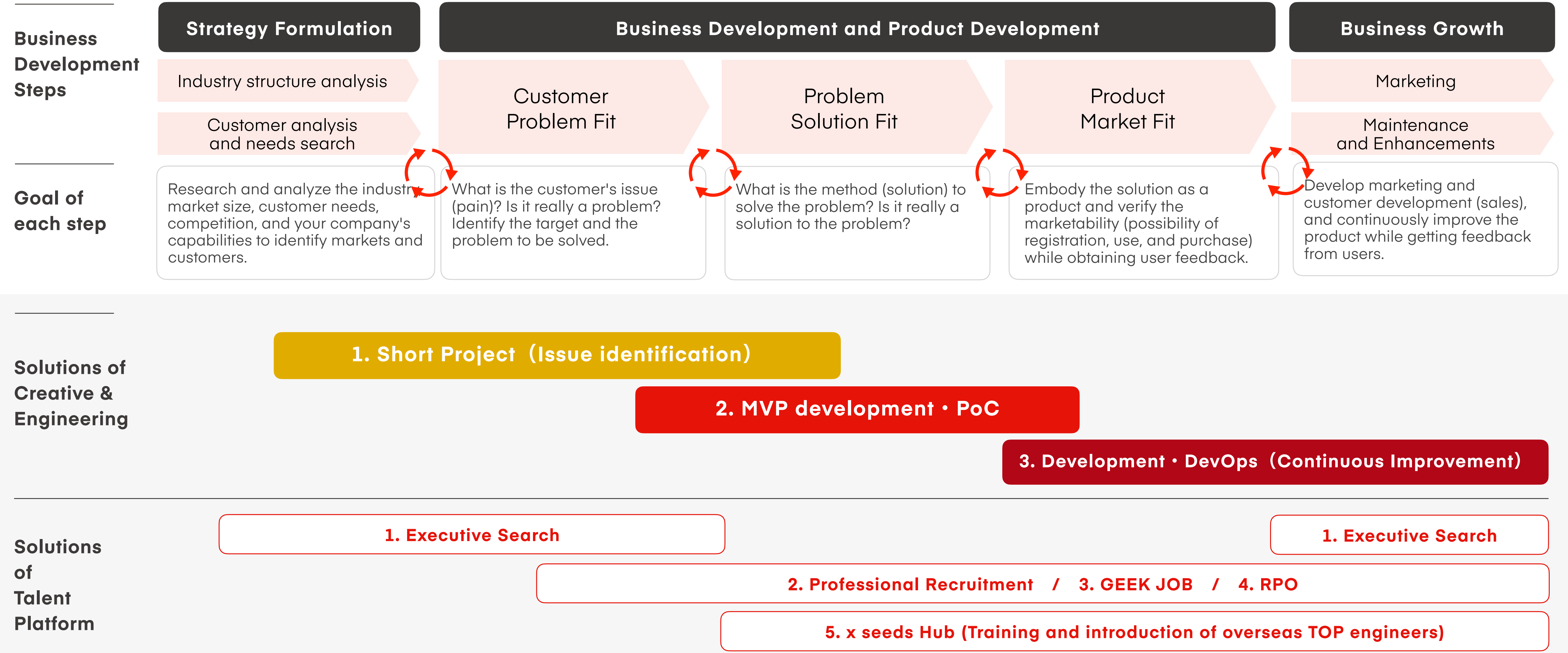
Realization of revenue sharing model



Common Business Development Processes and Key Sun* Solutions

Expand Creative & Engineering

Sun*'s studio model is to run alongside the entire process and provide continuous support for business growth even after release.

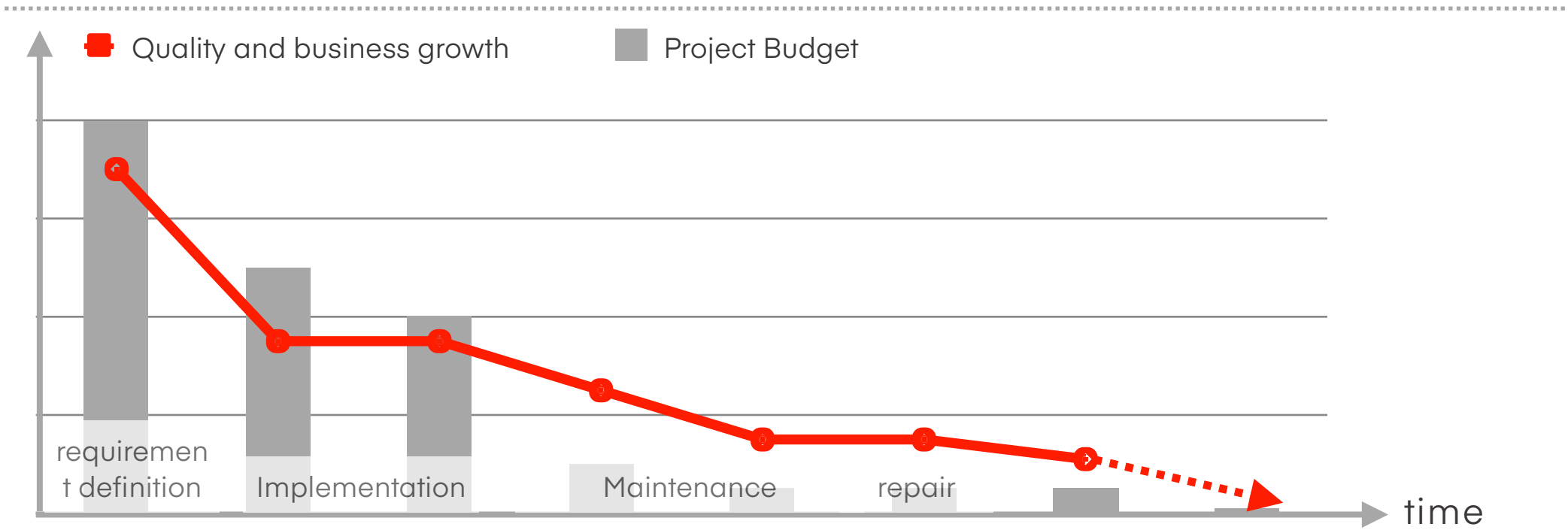
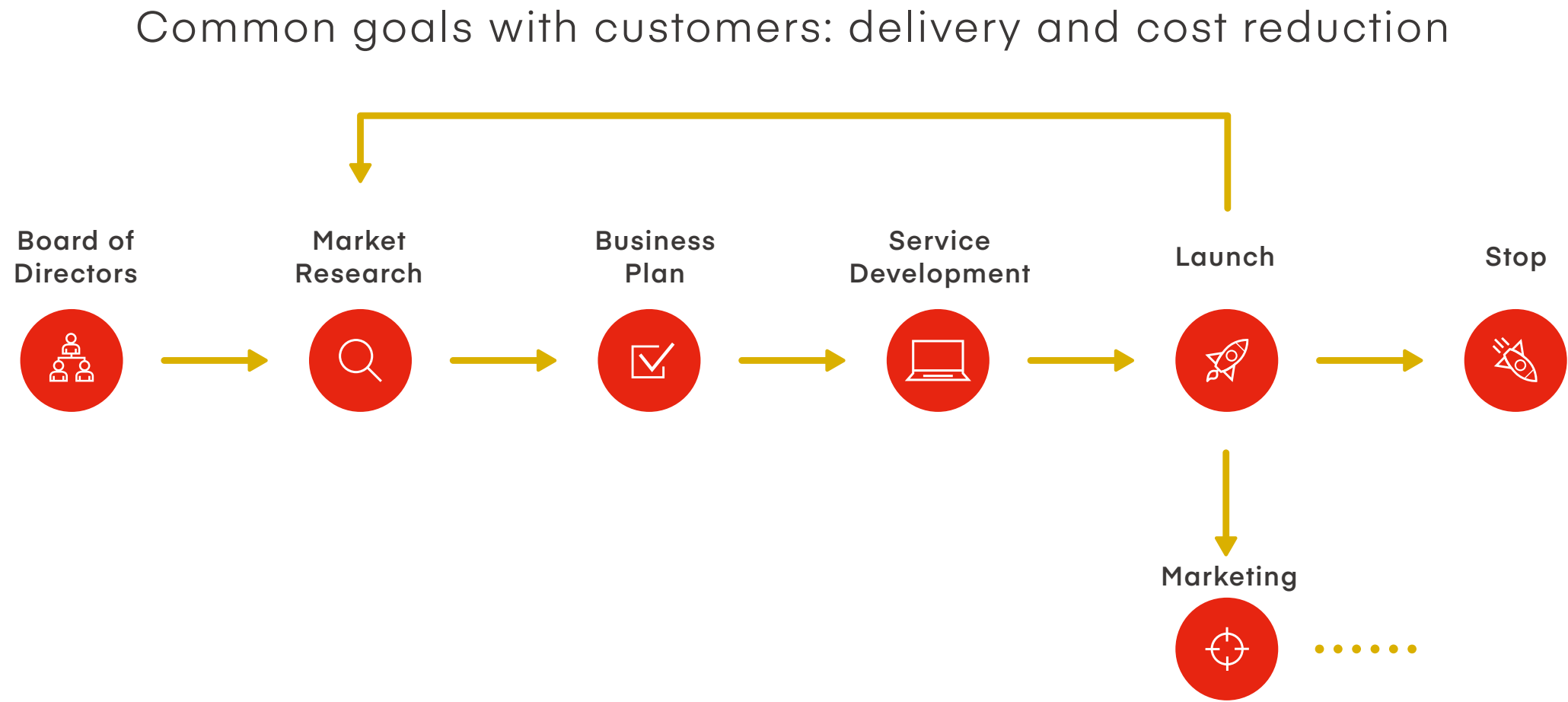


Features of the Business Model

Expand Creative & Engineering

Many of the projects are user-centered design projects, which means that as the product or service grows, the development team structure is enhanced and the revenue increases.

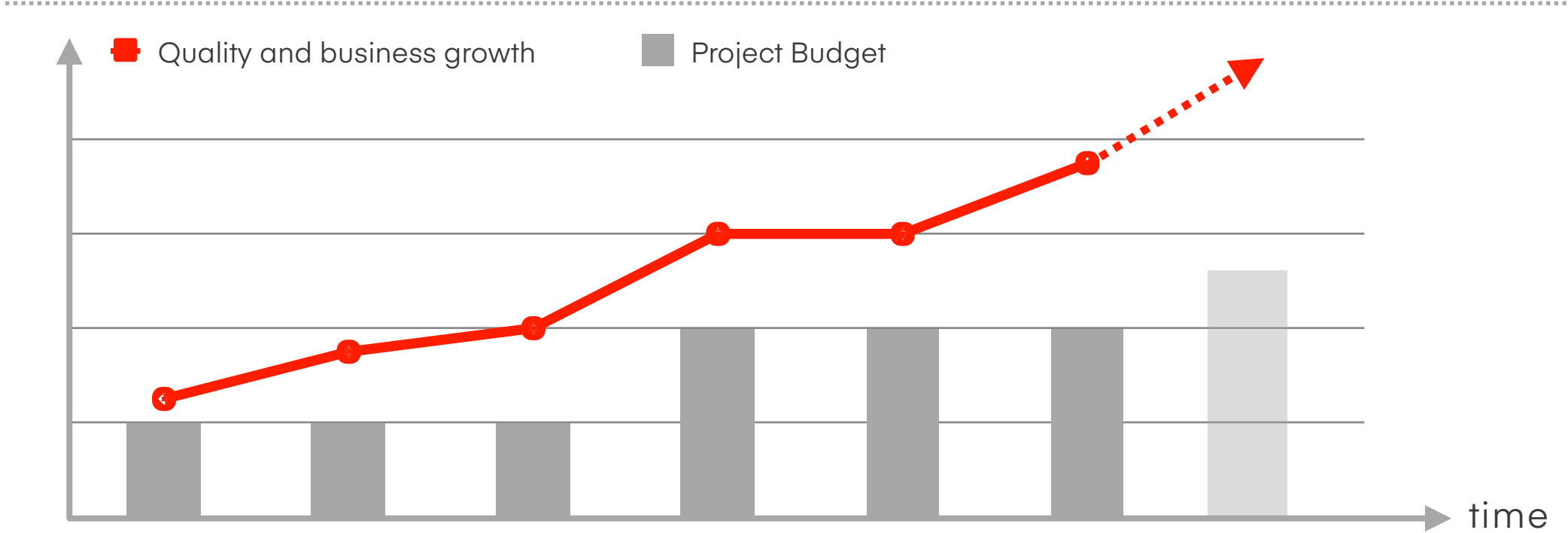
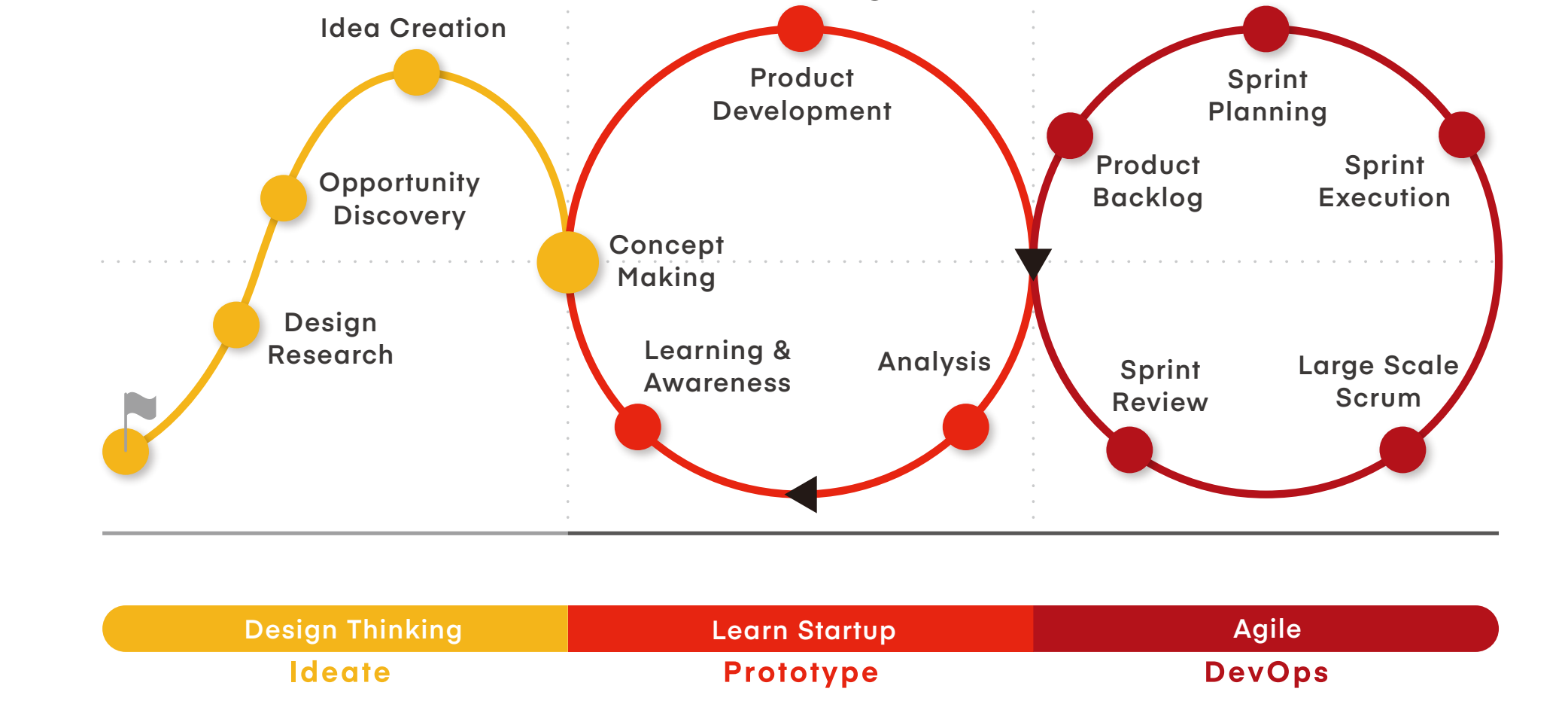
Supplier driven



High development costs are required in the early stages, and estimates are made for each modification. After the release of a product, it tends to be maintained and repair only, and the quality deteriorates over time.

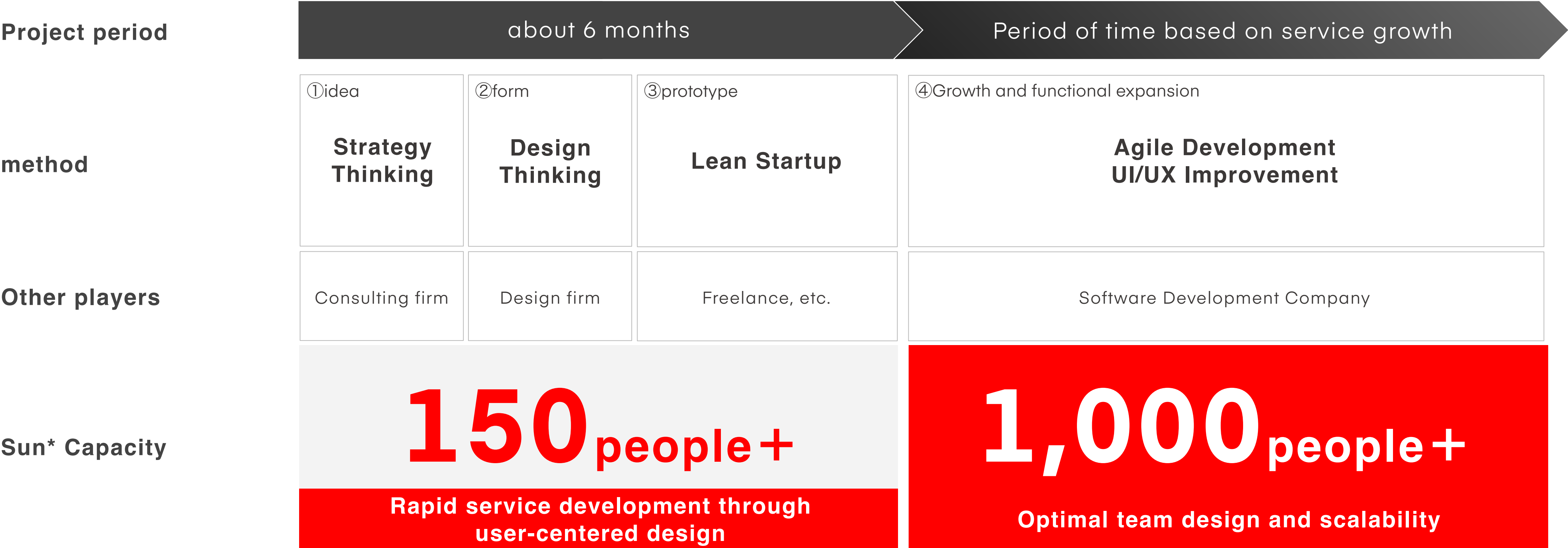
User-Centered Design

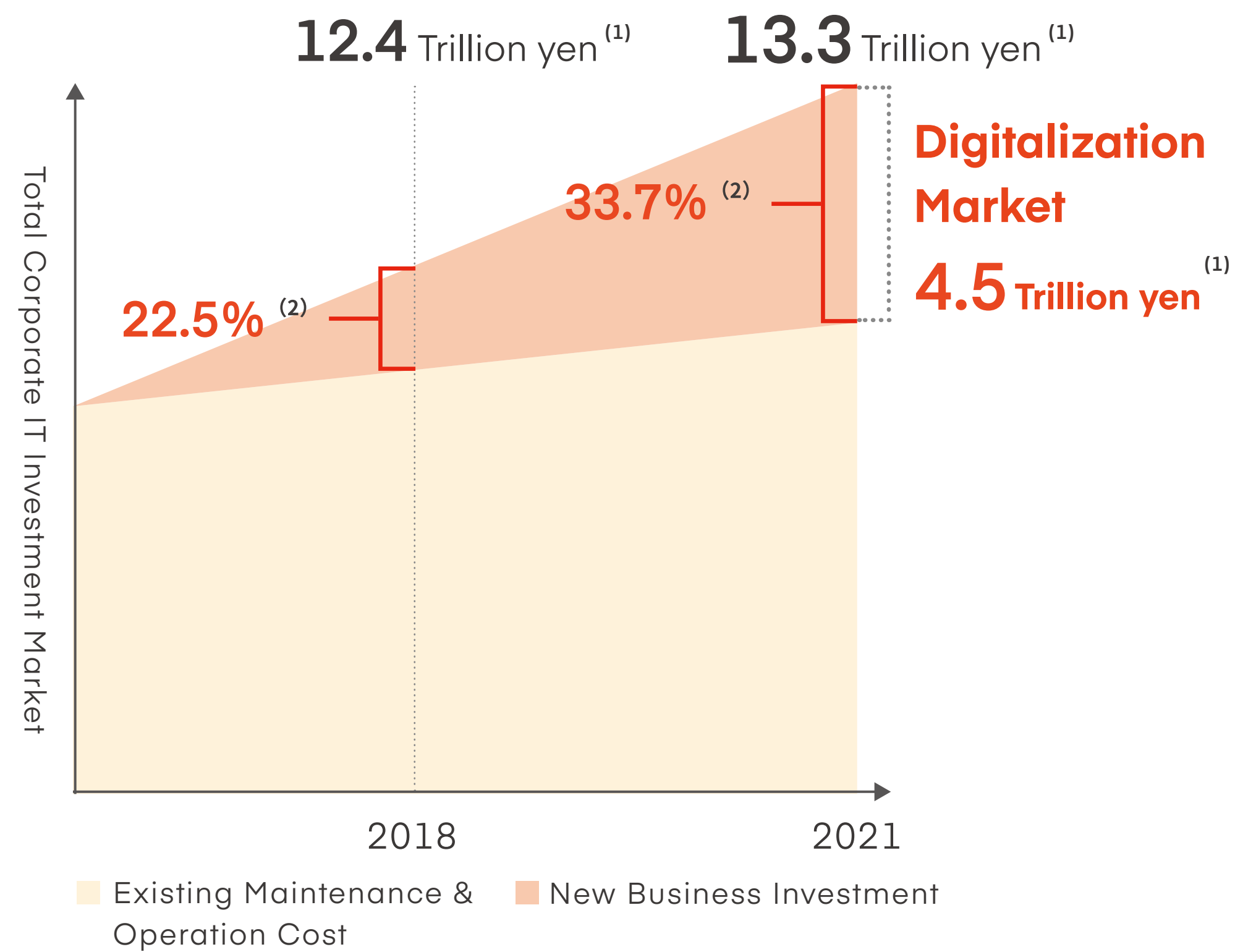
Common objectives with customers: Continuous quality improvement and business growth



A system that can be started with a small budget and is easy to scale up. A system that can continuously expand its functionality as the service grows, improving quality and adapting to the market.

Achieve service growth and expansion through rapid service releases with a fast-paced, value-creating process and a scalable team





The size of the private domestic IT market will continue to increase.

In particular, it is estimated that the new business investment budget, which has remained at 22.5% of the total, will increase to 33.7% in three years, and the digitalization market size will reach 4.5 trillion yen.

(1) Domestic company's IT investment research (2019). Yano Research Institute Ltd.
(2) Company's IT trend research 2019. Japan Users Association of Information System
(3) The market estimation is calculated by Sun Asterisk Inc. Therefore actual number may differ.

GAME BUSINESS

Providing game applications that attract users with high quality design by in-house creators.

Game development and management

(example)



MASS FOR THE DEAD

An RPG based on the dark fantasy "OVER LORD", a popular novel and TV anime.



CELESTIAL CRAFT FLEET

A fleet action game that celebrated its 6th Anniv. We were involved from development to operation, and turned it into our own title in November 2018.



SKY LOCK

Jointly developed title with gloops. A popular RPG with long-term operation, for which we were responsible for character design and worldview construction.

CONTENT PRODUCTION BUSINESS

Illustration and design production business based on creative capabilities cultivated over many years

Digital content creation

In-house creators with a variety of skills

Background Design



2D Design



3D Design



Integrated support from specification design to production, using different techniques. Capable of providing services up to the operational period when large volume and continuous production is required.

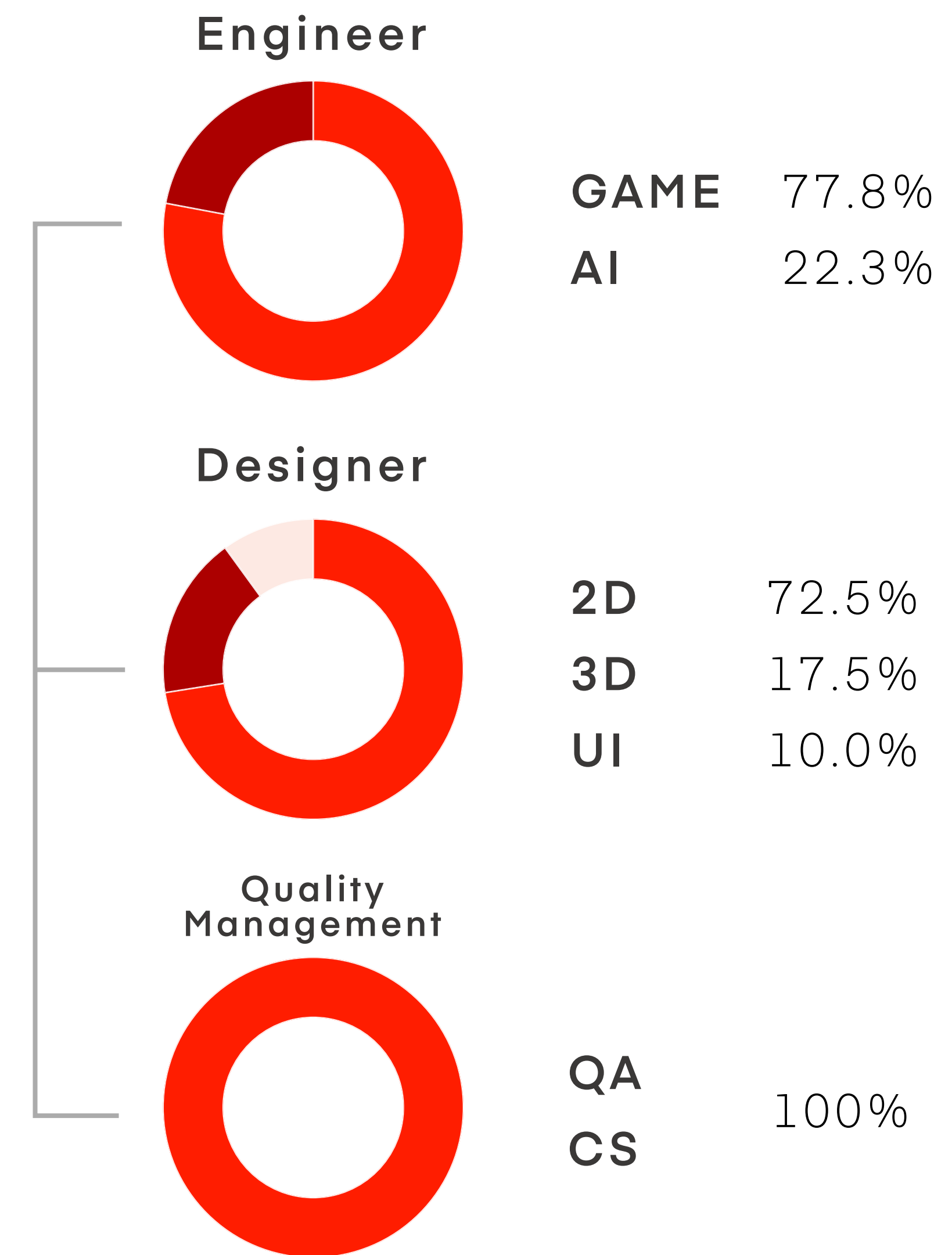
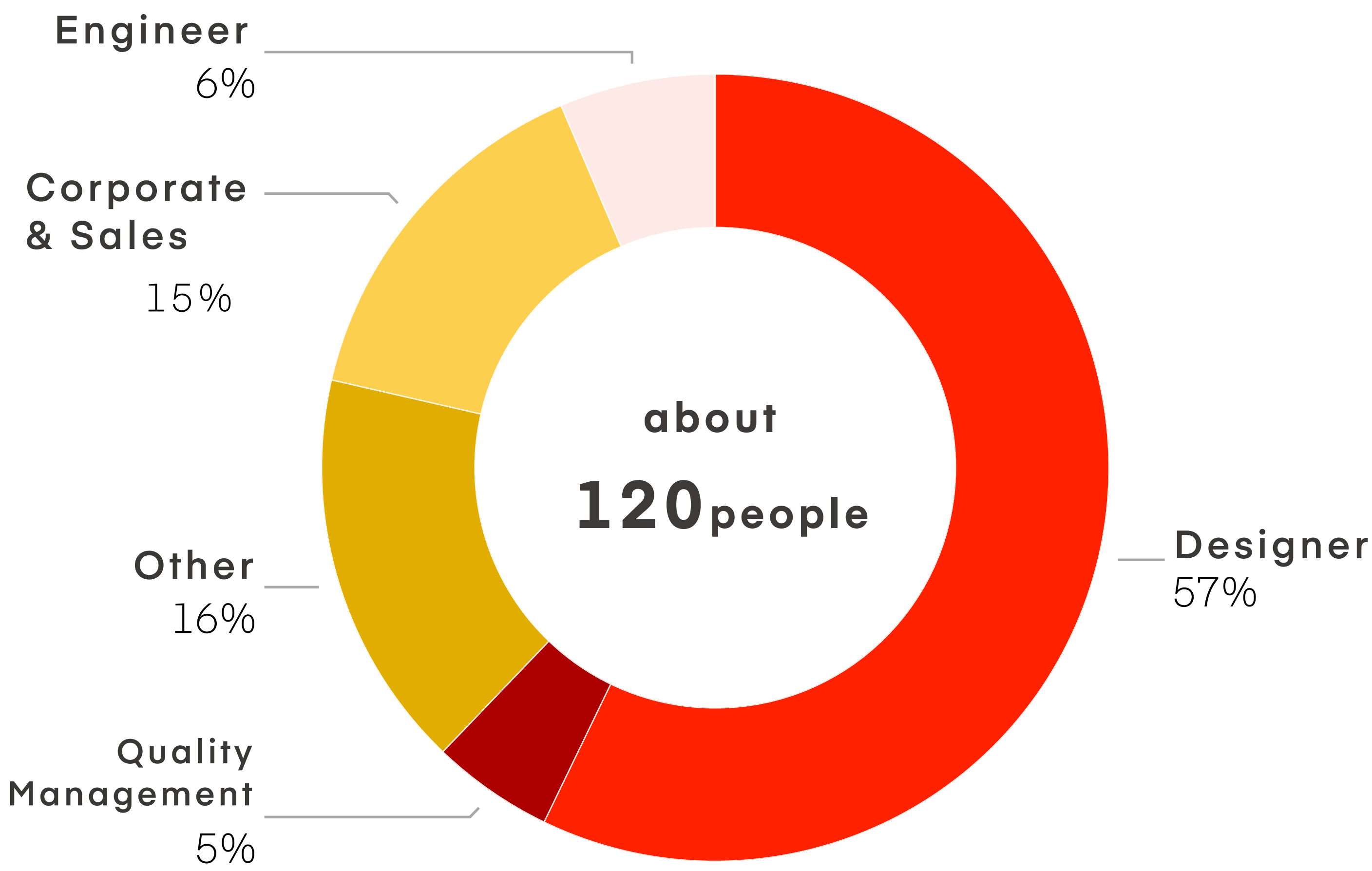
Mass production with high quality

Advanced proposal and management capabilities

Numerous business partners, mainly listed companies

Trys' Personnel Structure

Expand Creative & Engineering

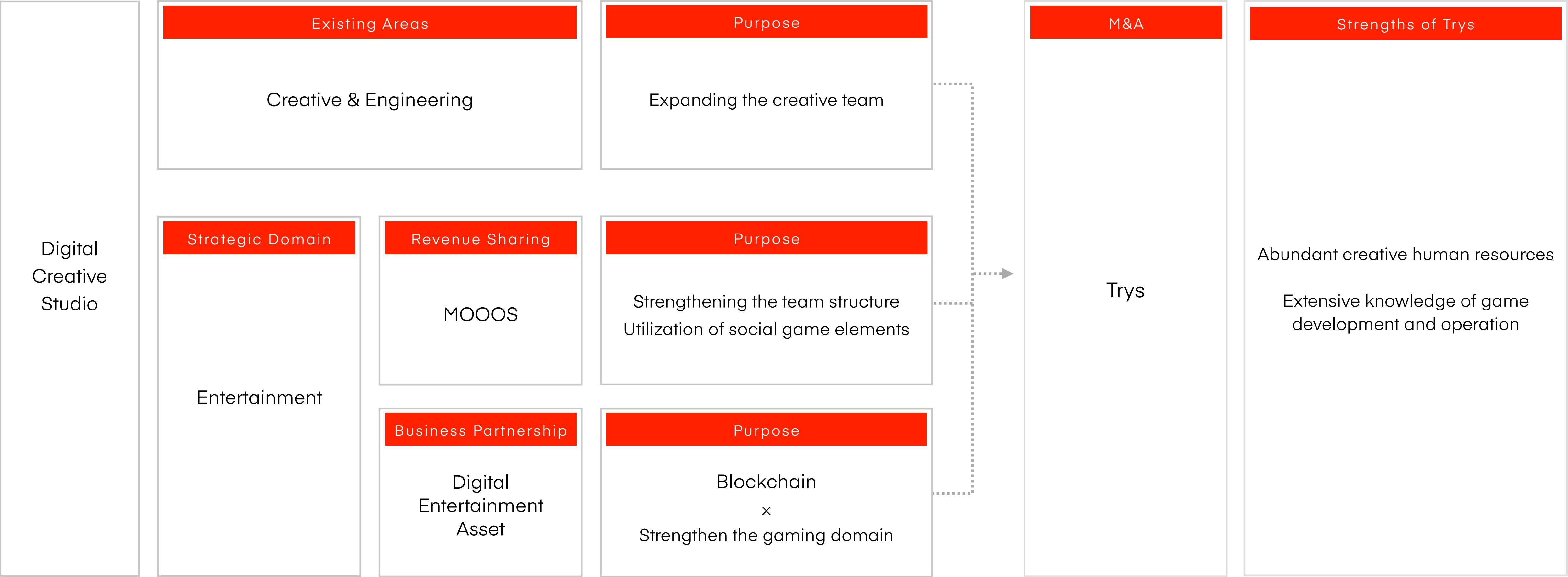


※Other is composed of producer/director/planner/writer/editor

Aims of the Trys Acquisition

Expand Creative & Engineering

Aiming to expand existing areas and strengthen strategic areas by incorporating Trys' abundant creative talent and knowledge



Create a world where everyone has the freedom to make awesome things that matter.

Sun* aims for world peace.

Looking around the world, there are a variety of issues ranging from the major social issues that are mentioned in the SDGs to the issues of everyday life.

We will use digital technology and creativity to solve these problems.

We aim to realize a future where solutions can be made, and a world where people can freely create the values they envision.

World peace for us is like everyone's childhood, excited about creating new value and looking forward to a new morning.

Sun* will build the infrastructure to realize such a "world where everyone has the freedom to make awesome things that matter".



Disclaimer

- This material has been created for the sole purpose of introducing the company's business activities, and not for soliciting investments.
- The business forecasts and the future outlook described in the material is based on information currently available.
- The forecast includes uncertainties such as sudden changes, therefore actual results may differ.



Let's make awesome things that matter.