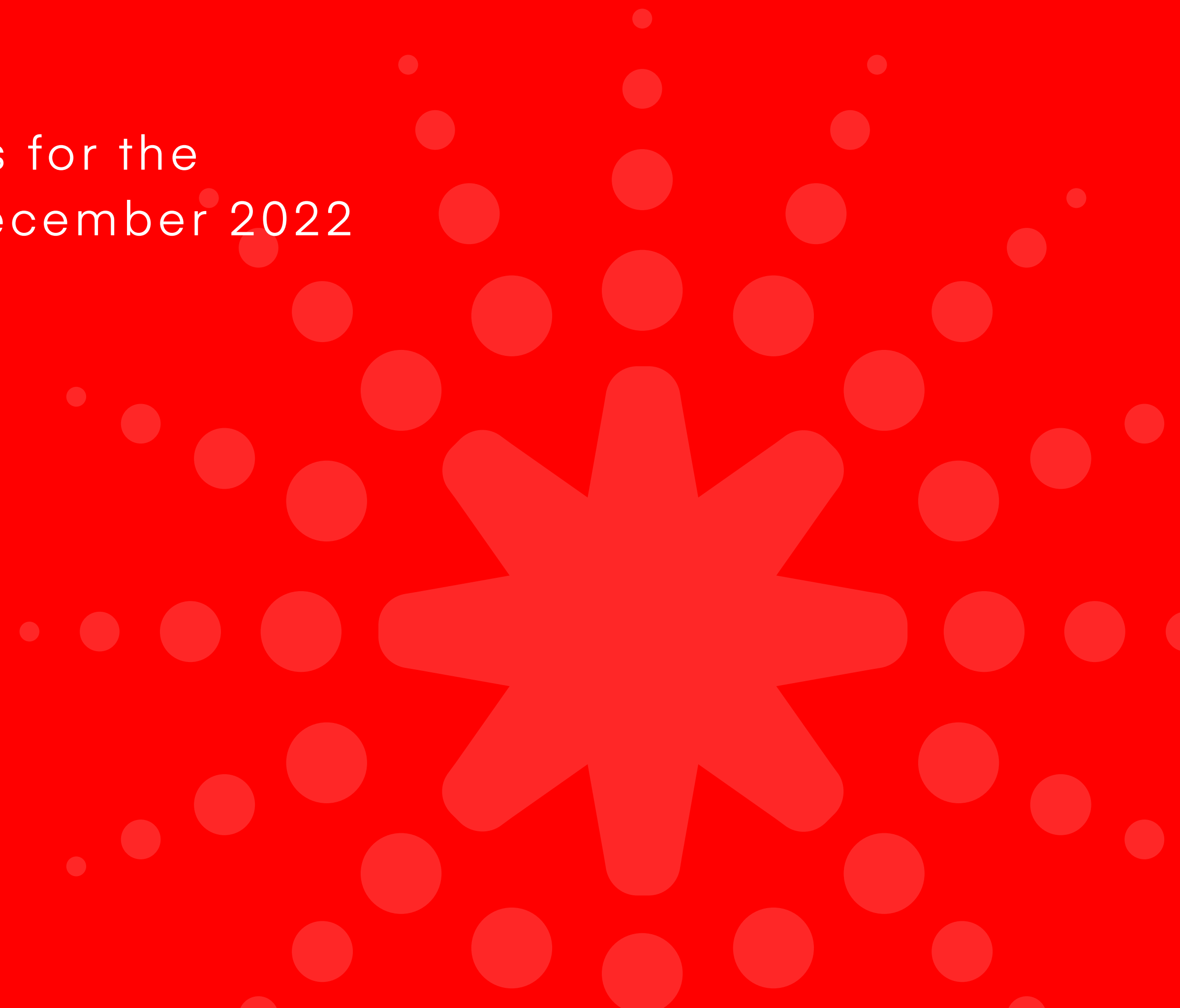




Financial Results Explanatory Materials for the  
1st Quarter of the Fiscal Year Ended December 2022

**Sun Asterisk Inc. | Securities code : 4053**

May 11, 2022



## Table of contents

- 
1. Business Summary
  2. FY2022 1Q Financial Highlights
  3. Growth Strategy Topics
  4. Appendix

A decorative background featuring a large, light gray star in the center. Surrounding the star are numerous small, light gray dots of varying sizes, arranged in a radial pattern that extends towards the edges of the page.

**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 <b>2013</b>	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 Outside director Tomoko Mikami	Sales (2) <b>8.03</b> Billion Operating Income (2) <b>1.41</b> Billion Sales CAGR (3) <b>45.1</b> %	Stock Type Client (4) <b>98</b> Clients ARPU (5) <b>5.24</b> million Churn Rate (6) <b>3.44</b> %
Employees (1) <b>1,800+</b> 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) 03/2022

(5) FY12/2022 1Q

(6) Calculated based on Jan. 2015 to March, 2022, 87 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.

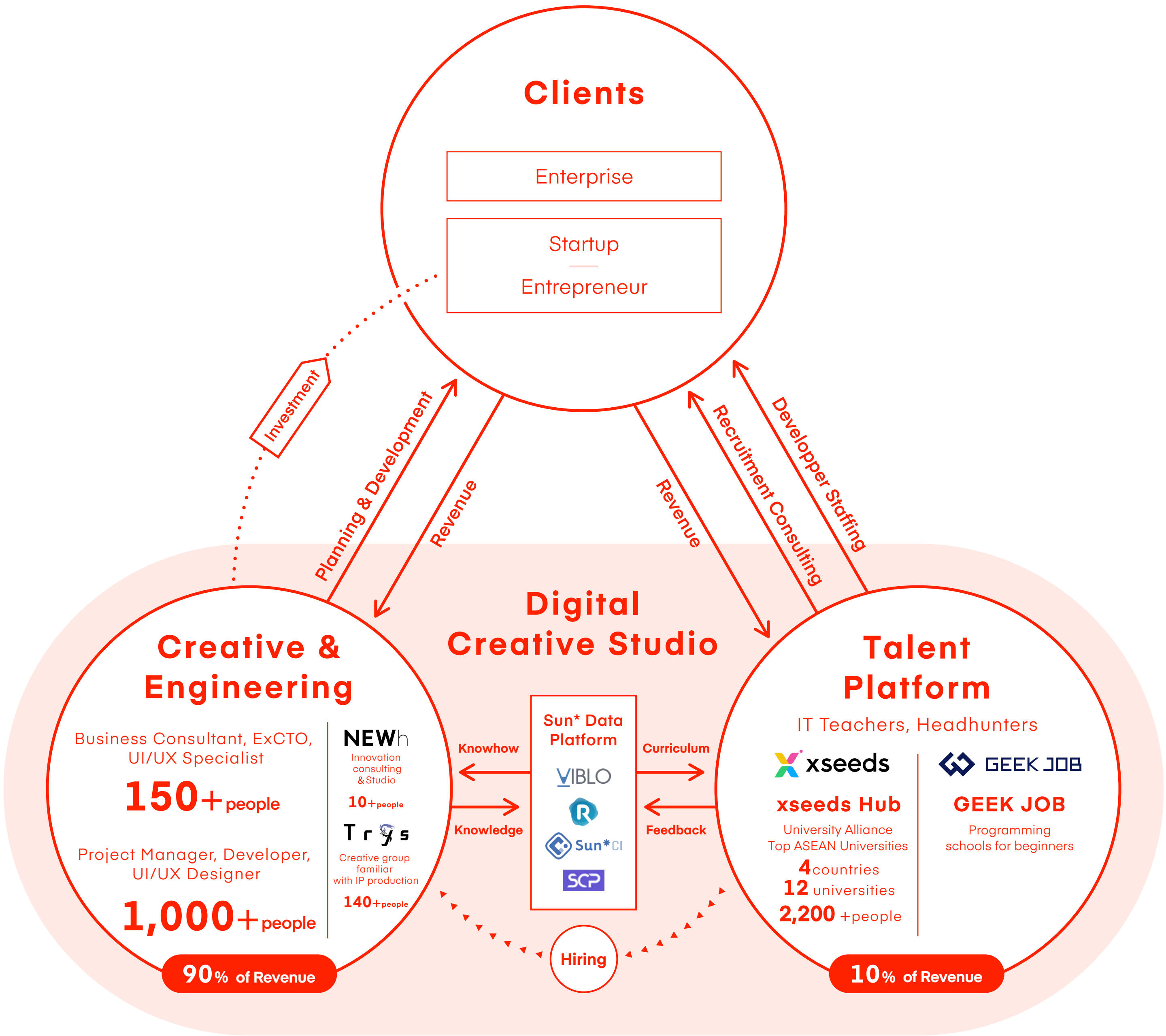
Supporting from  
business creation to  
service growth.

**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



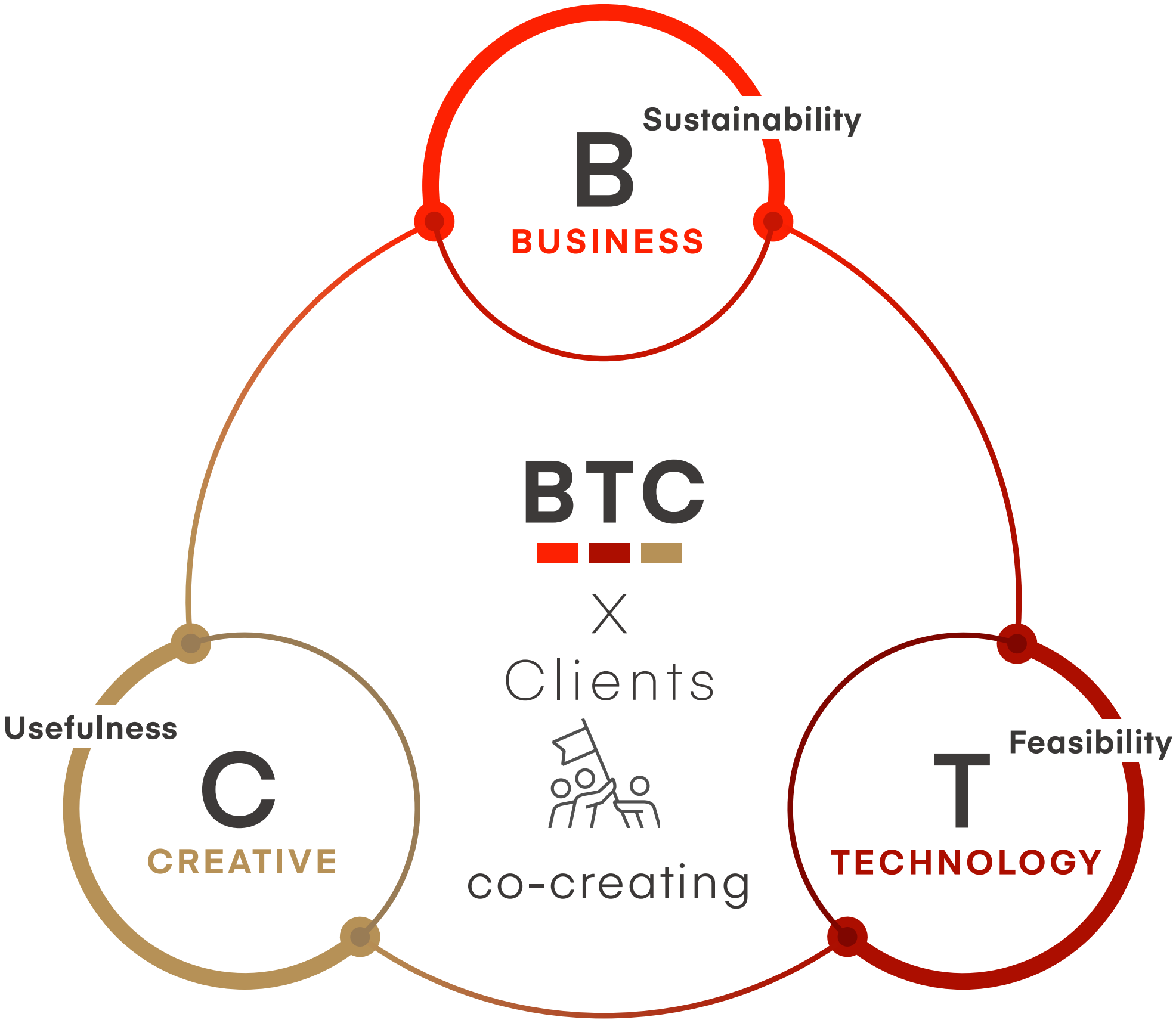
Professional

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





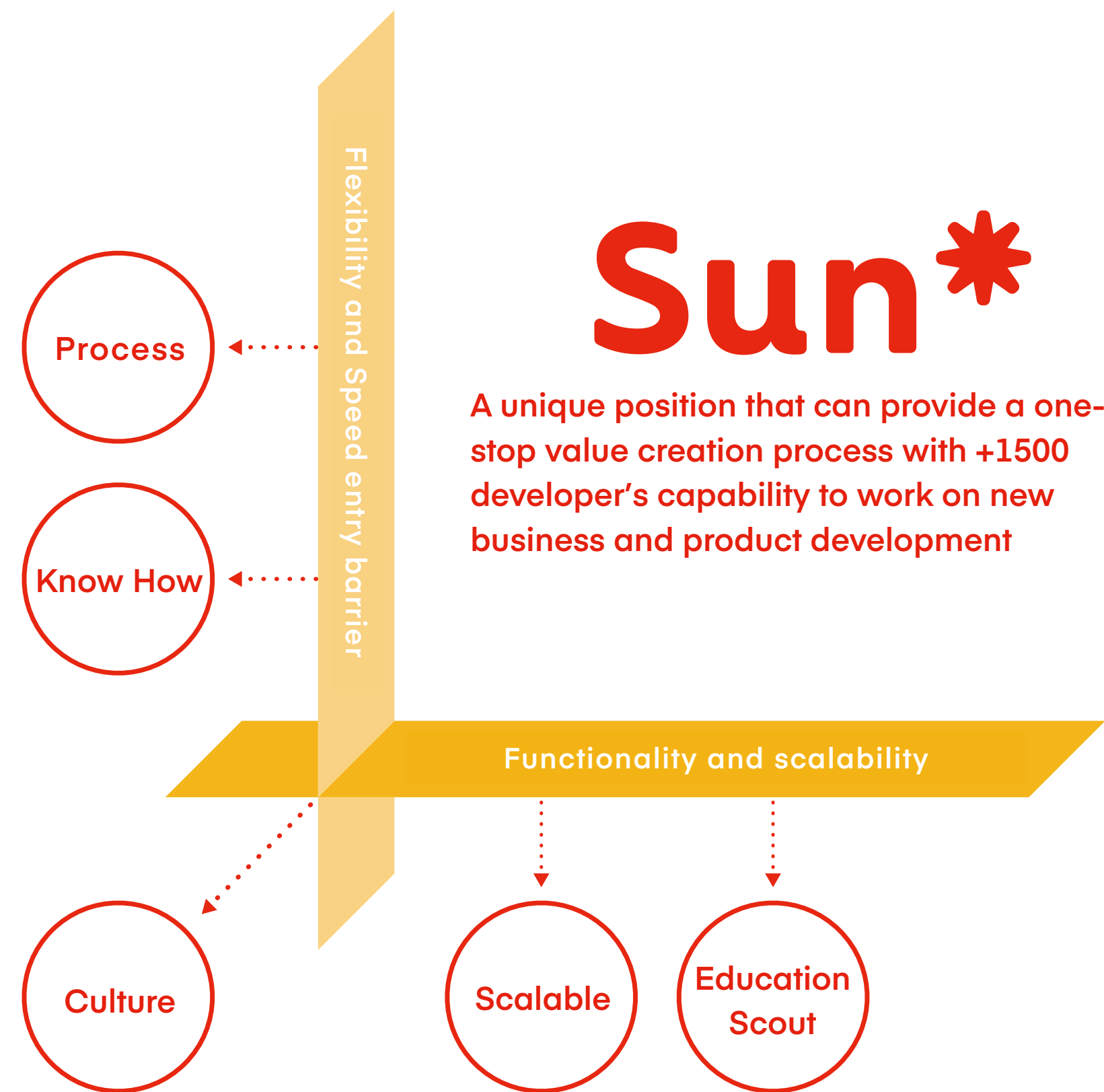
The Two Types of DX Proposed by Sun\*

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 : DISCO Inc.

DISCO

Direct recruiting service for international students

## For students who want to work globally GlobalCareer.com, an employment support service

With the declining birthrate, aging population, and shrinking population, many companies are working to hire more DX and global human resources. DISCO has been holding overseas joint corporate information sessions for more than 30 years. DISCO launched GlobalCareer.com, a direct recruiting service, in order to further expand the opportunities for global talent to meet with companies.

Since 2016, Sun\* has supported the development of CFN, an online recruiting system for international students, and other services that are fundamental to the company's business.

Create specifications and requirements definitions

Sprint / Agile Development

infrastructure building

### ISSUE Client Issues

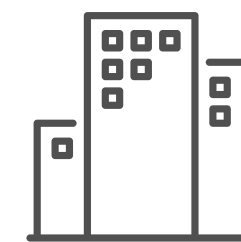
- ① Want to be accompanied by a partner with development knowledge.
- ② Want to assistance from specification and design with only an overview of the service.
- ③ Due to the long processing time of large data, there is a need for improved performance.
- ④ Want to see continued support for functionality enhancements and global expansion after release.

### SOLUTION Sun\* response to issues

- ① Sun\* created a dedicated development team for approximately 6 years to support the development of multiple services on an ongoing basis
- ② Sprint agile development with up to 31 developers.
- ③ 50% performance improvement by leveraging Sun\*'s expertise
- ④ Flexible post-release structure and ongoing support for service expansion



company



direct offer



New Graduate

- Japanese students studying at universities abroad
- Foreign individual students studying in Japan
- Overseas university students who wish to find a job in Japan
- Bilingual Students
- Returnees who have lived abroad
- Students with exchange experience
- Master's and doctoral students at overseas universities

学位	<input type="checkbox"/> 経営学修士 (126) <input type="checkbox"/> 修士・大学院 (17) <input type="checkbox"/> 学士・大学 (221) <input type="checkbox"/> 法務博士 (15) <input type="checkbox"/> 博士 (26) <input type="checkbox"/> 準学士・短大 (332) <input type="checkbox"/> 交換留学 (226) <input type="checkbox"/> その他 (12)	
在籍ステータス	選択してください	※在籍ステータス選択肢 (正規生、交換生、語学留学生、その他)
卒業年月	年 月 日	年 月 日
卒業大学	国: 選択してください エリア: 選択してください 学校名:	
専攻カテゴリー	選択してください	選択してください
GPA	選択してください	以上

Search by education, skills, qualifications, etc.



## Case Study of DX Promotion and New Business Development : Voicy, Inc.

Enjoy all kinds of audio, including blogs, news, owned media, and celebrity voices

### Japan's largest voice platform with 13 million annual users Voice platform “Voicy”

Voicy, a startup that launched a Japanese voice platform that delivers voices recorded directly from smartphones. It has expanded into a comprehensive platform for voice content with the addition of media news broadcasts and corporate owned media. The number of annual users in 2021 will double from the previous year to more than 13 million, with the aim of further expanding the voice market. Sun\* has created a dedicated team in Vietnam since 2018 to support ongoing development.

Implementation  
(application development)

gRPC Server

scalability

operation and

#### ISSUE Client Issues

- Lack of engineering resources with expertise in app development and gRPC
- Want to scale services quickly after fundraising
- Want Sun\* to help with operations and maintenance as our in-house development team focuses on new development and prototypes.

#### WHY? Reasons for choosing Sun\*.

- Recommendation from a company with a proven track record of success in cross-border development

#### SOLUTION Sun\* response to issues

- Assign members with expertise in gRPC using iOS, Android, and Go language
- Rapid development of core service functionality by a team of 30 people
- Both teams are still accompanying the project with a tight division of roles.

voicy





Our Works

# Case Study of DX Promotion and New Business Development



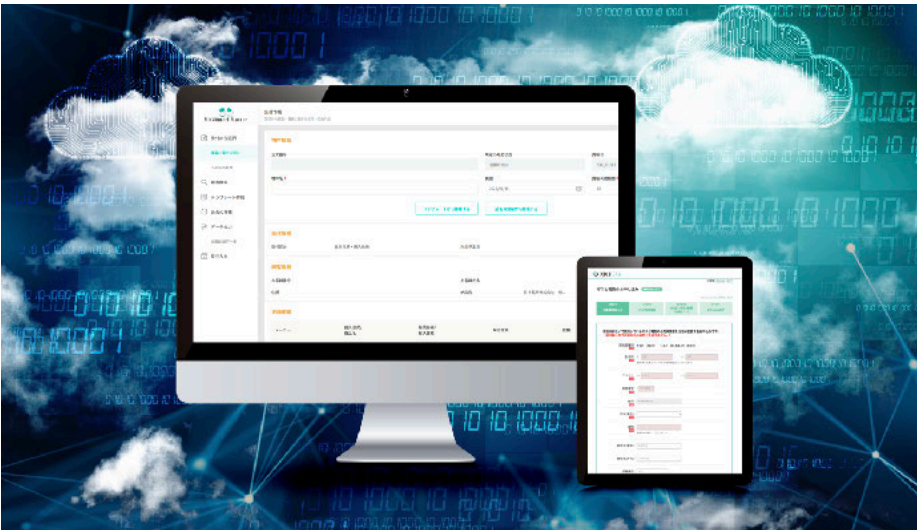
MeeTruck  
SoftBank Corp./MeeTruck K. K.



Smart League  
SSK CORPORATION



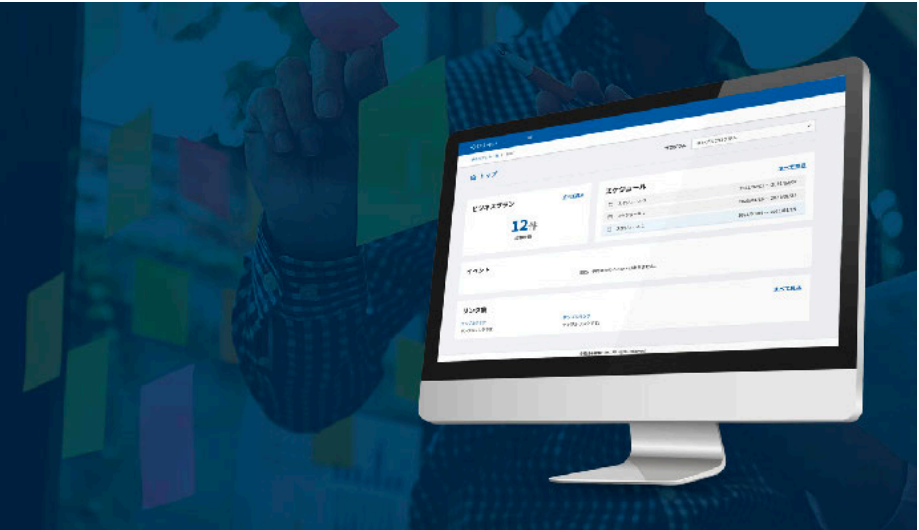
SAAI Wonder Working Community  
Mitsubishi Estate Company CO., LTD.



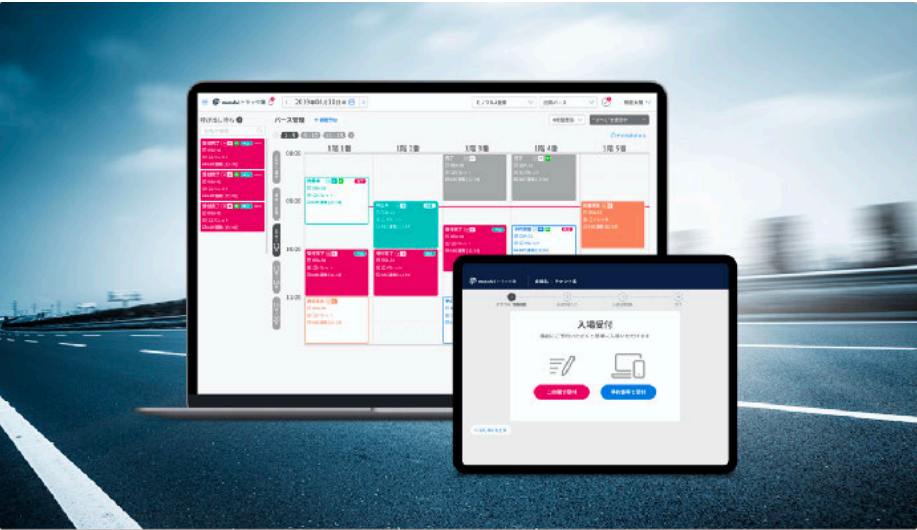
Core systems related to the  
“KUMONO UCYUSEN” NIPPON GAS CO.,LTD.



BI tools, RPA implementation support  
LAWSON, INC.



0→1Apps  
01Booster Inc.



Truckbook / dplus  
Monoful Inc.



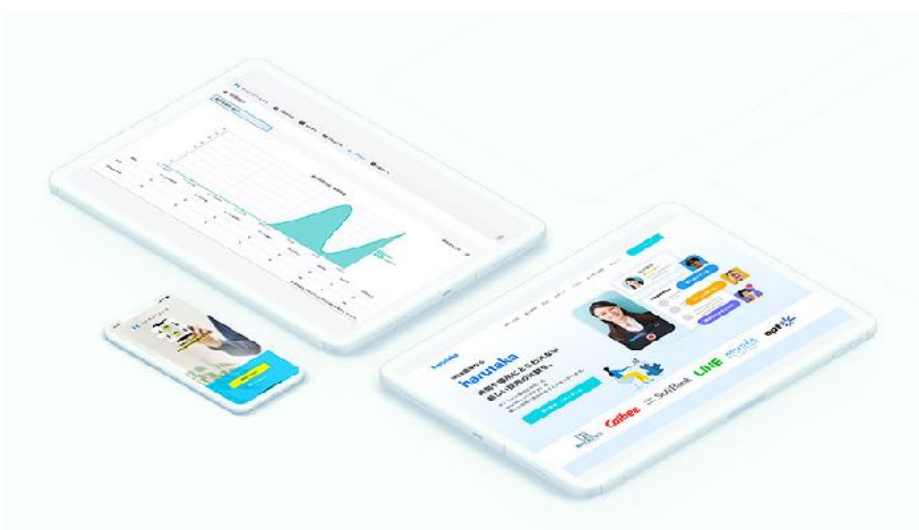
TOKYO-UENO WONDERER PASS  
UENO Cultural Park/  
LINE Pay Corporation



Todokun  
NPO Bridge for Smile



Hokuoh, Kurashino Douguten store  
Kurashicom Inc.



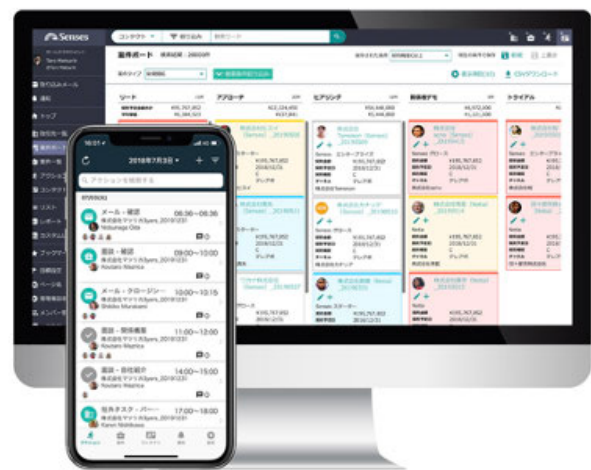
HARUTAKA  
ZENKIGEN Inc.



TENANTA  
tenant inc.



Kauriru  
TENT Inc.



Senses  
mazrica inc.



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





**2**

**FY2022 1Q Financial Highlights**



Financial Results Summary

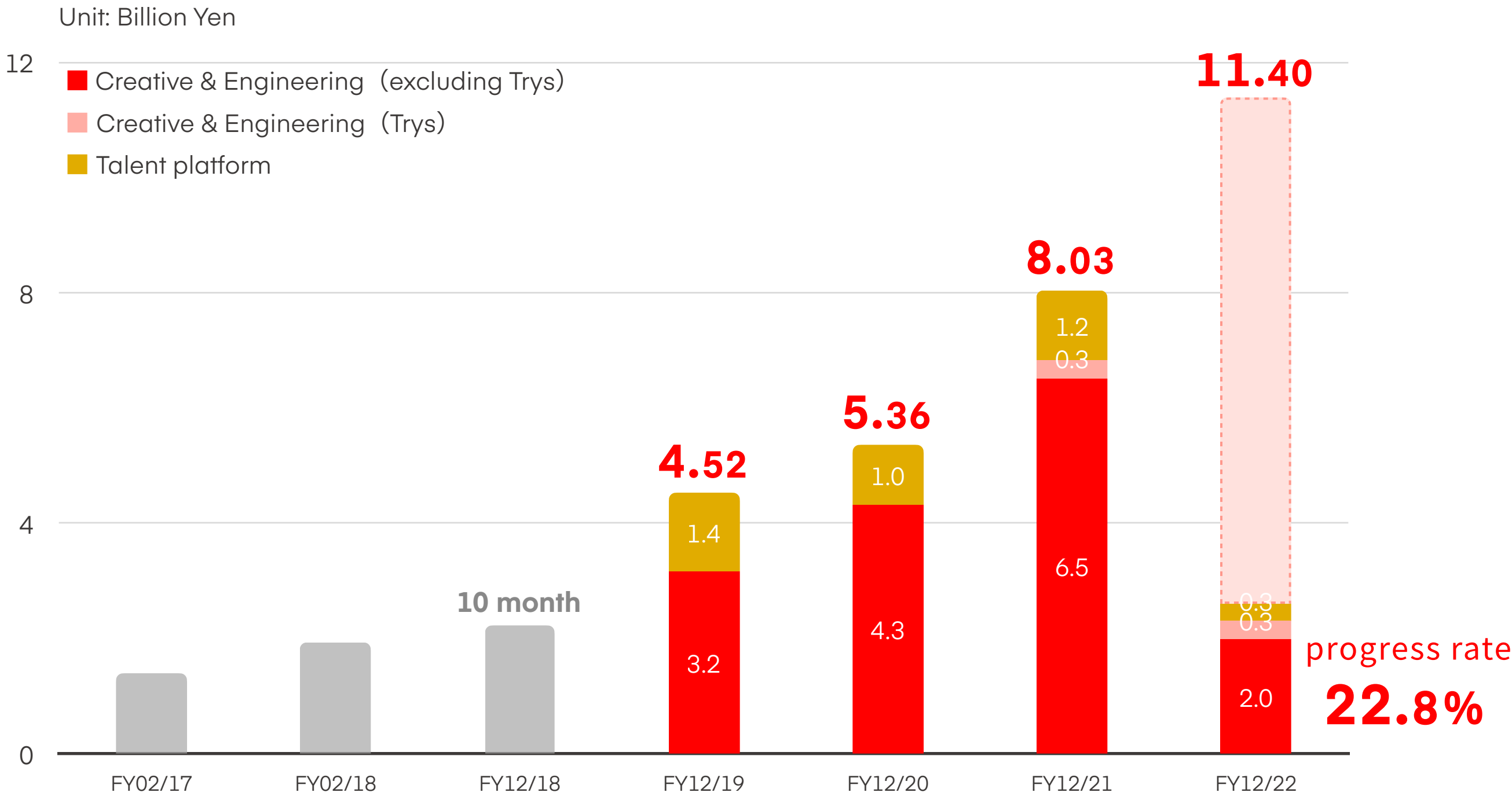
Net sales maintained high growth of 42.9% YoY.  
Profits at each stage declined YoY due to upfront investments in the first half of the year and foreign exchange losses posted by overseas subsidiaries, but full-year forecasts remain unchanged.

	FY2021 1Q	FY2022 1Q	Rate of Change	Financial Forecast	Progress Rate
Unit : Million Yen					
Sales	1,822	2,604	42.9%	11,400	22.8%
Operating Income	417	305	-26.7%	1,710	17.8%
Operating Rate of Return	22.9%	11.5%	—	15.0%	—
Ordinary Income	391	177	-54.7%	1,830	9.7%
Net Income	332	134	-59.5%	1,500	8.9%

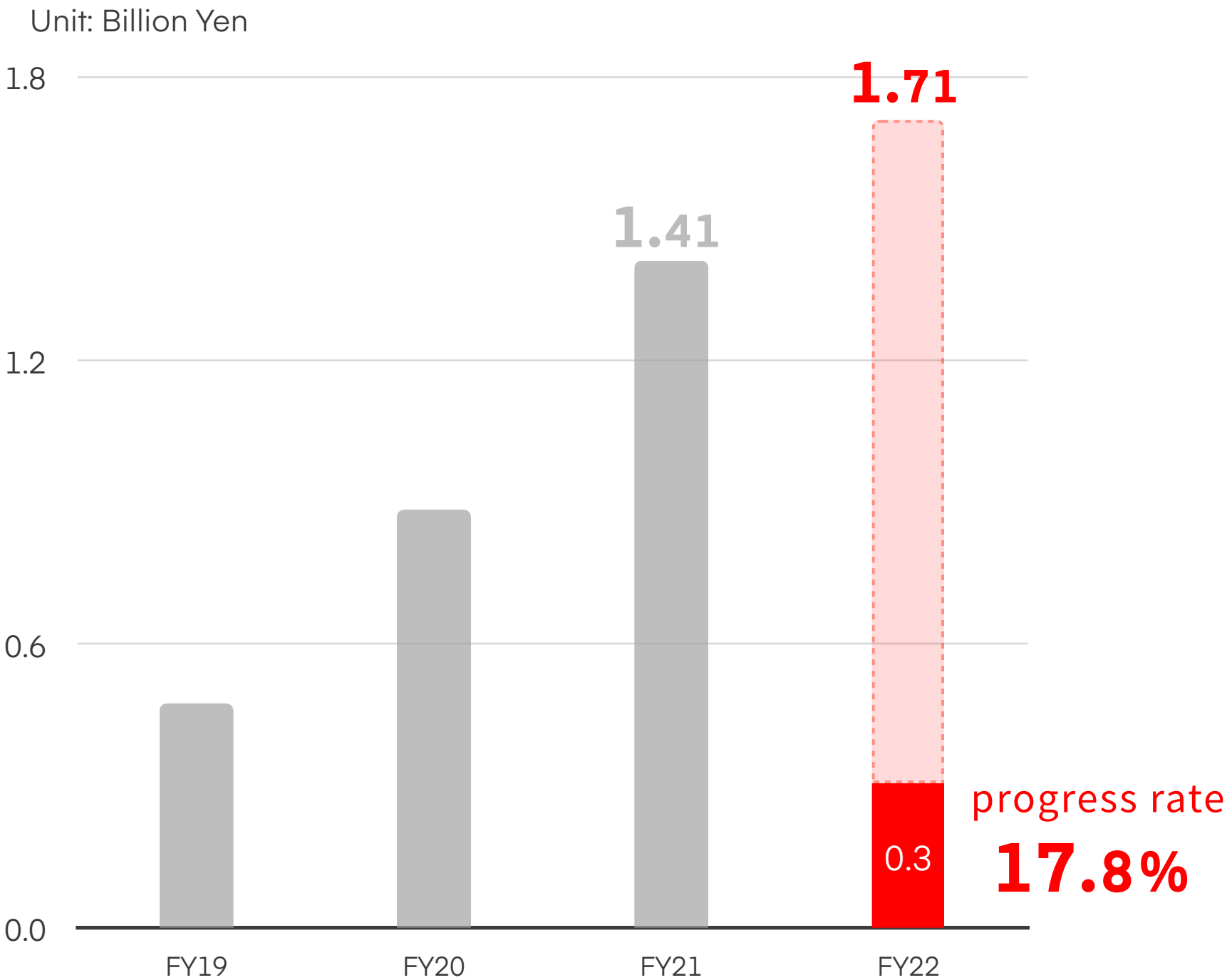
# Changes in Sales and Net Income

Both sales and operating income were almost in line with the plan as Q1 progress.

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.

Sales (quarterly change)

Sales in FY22Q1  
**2.60 billion Yen (YoY+42.9%)**  
Record highs on a quarterly basis.  
YoY growth excluding Trys: +24.4%.

**Creative and Engineering** (excluding Trys)  
+29.8% YoY

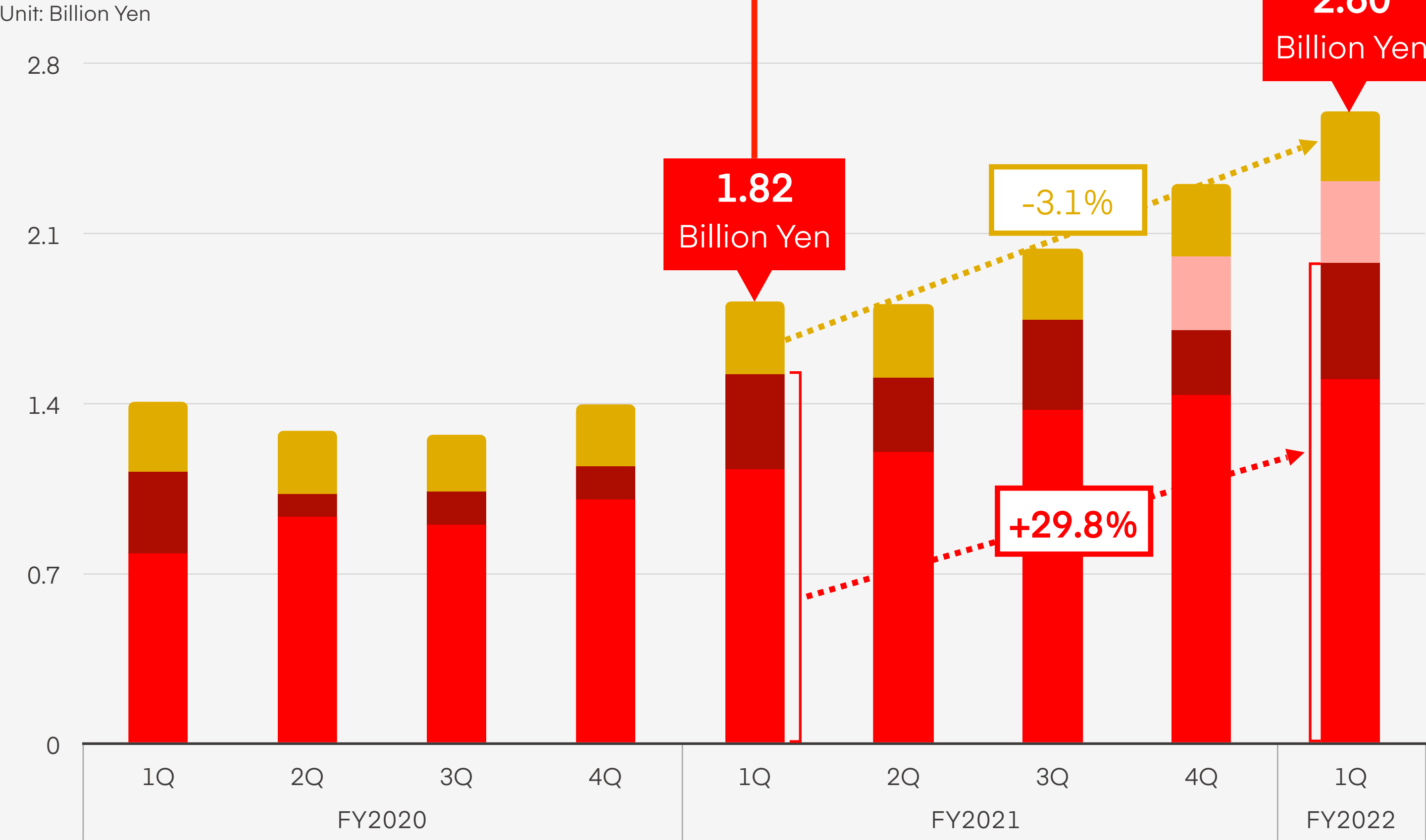
**Talent Platform**  
-3.1% YoY

**Trys**  
Sales are consolidated from previous 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)





**Creative  
&  
Engineering**

Improvement of ARPU and development of new business partners in parallel to achieve.  
Steady growth in stock-type sales (+32.3% YoY).

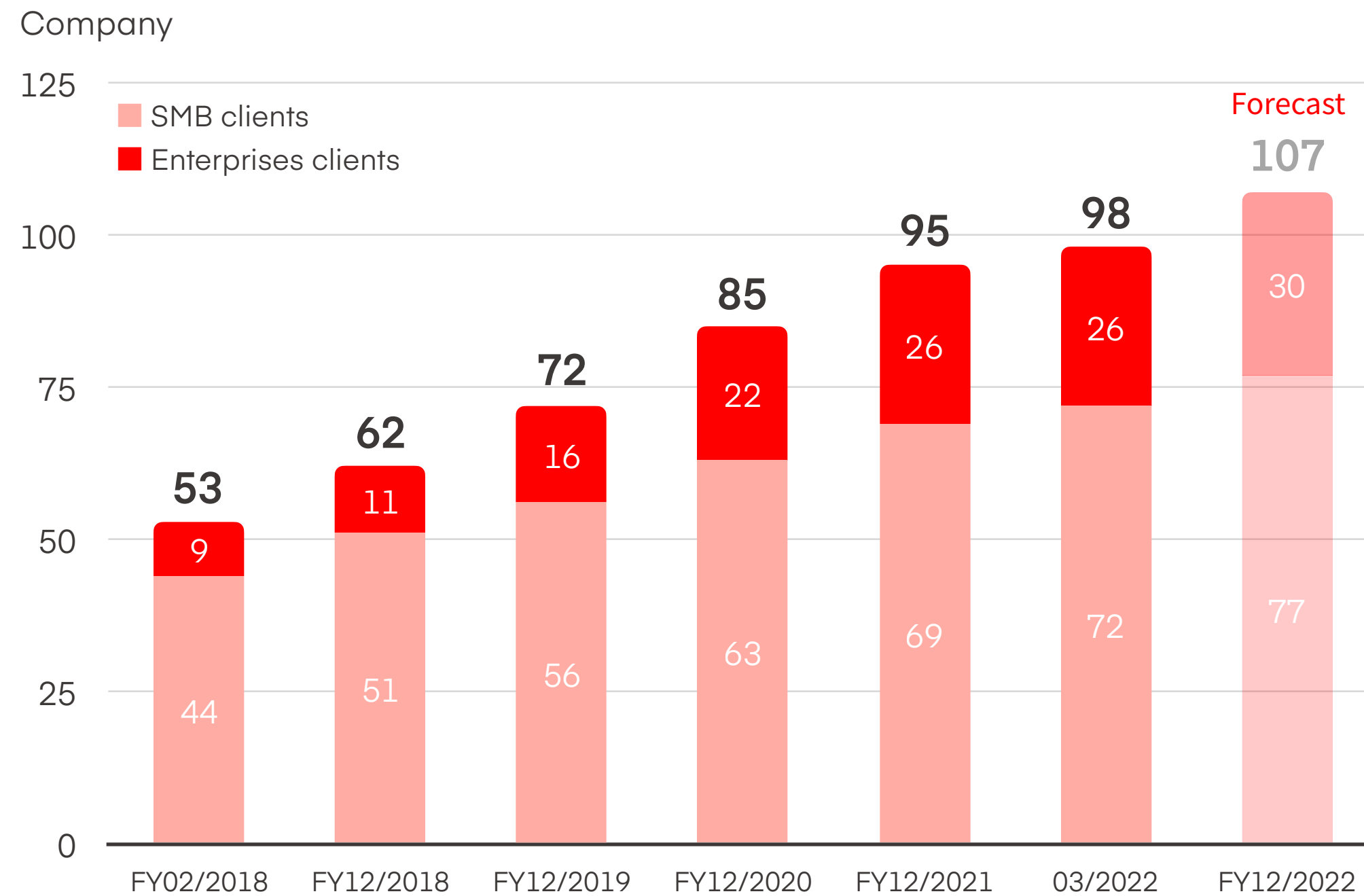
**Talent  
Platform**

Negative YoY growth was mainly due to a periodic lag in xseeds Hub sales (due to a delay in the month of entry due to immigration restrictions) and an increase in offsetting amounts on a consolidated basis (an increase in the percentage of personnel supplied to C&E).  
Expect the business to remain basically steady, while leveraging synergies within the group.

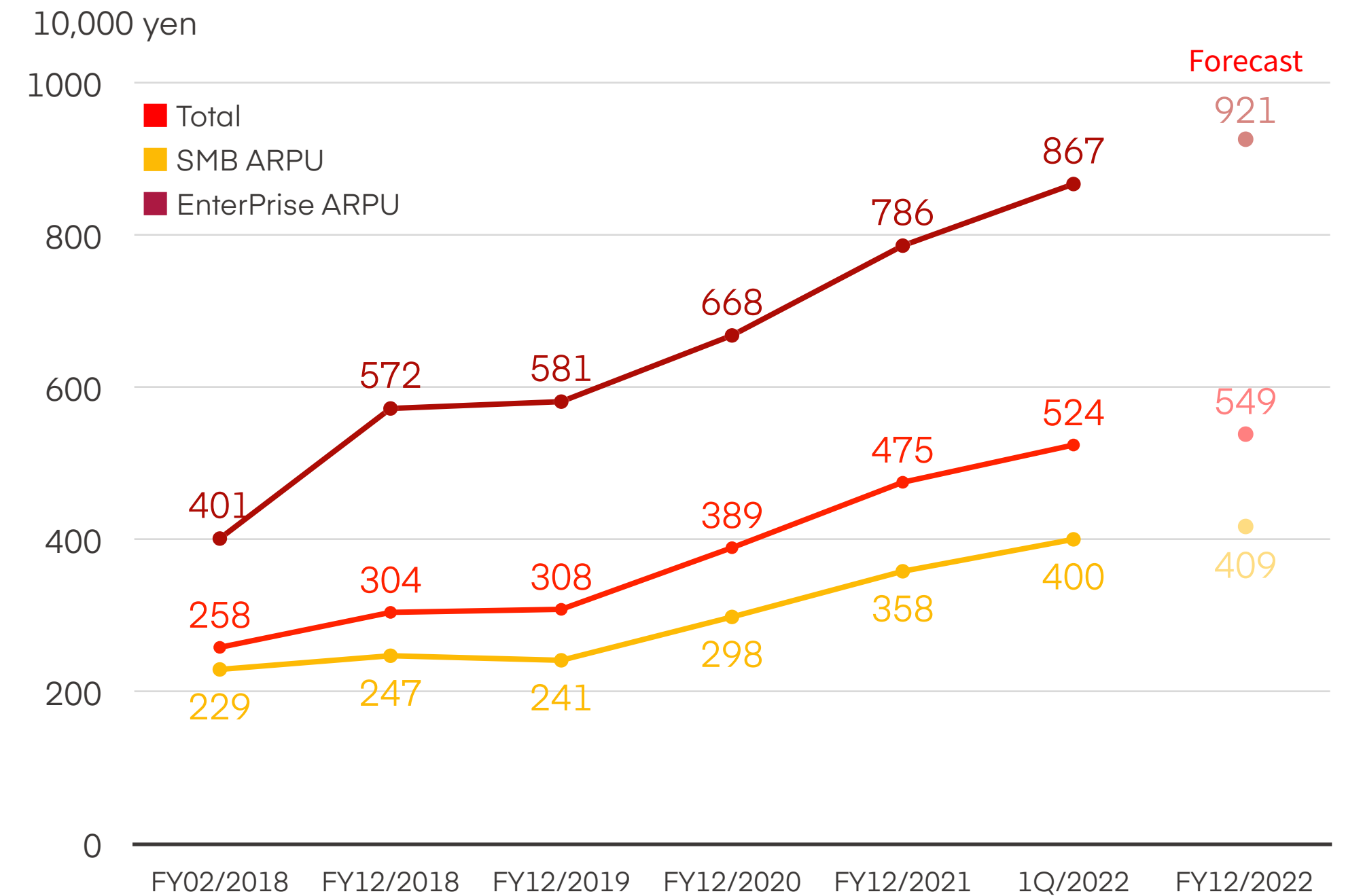
## Changes in Important KPIs (fiscal year)

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

### # of stock type clients



### ARPU

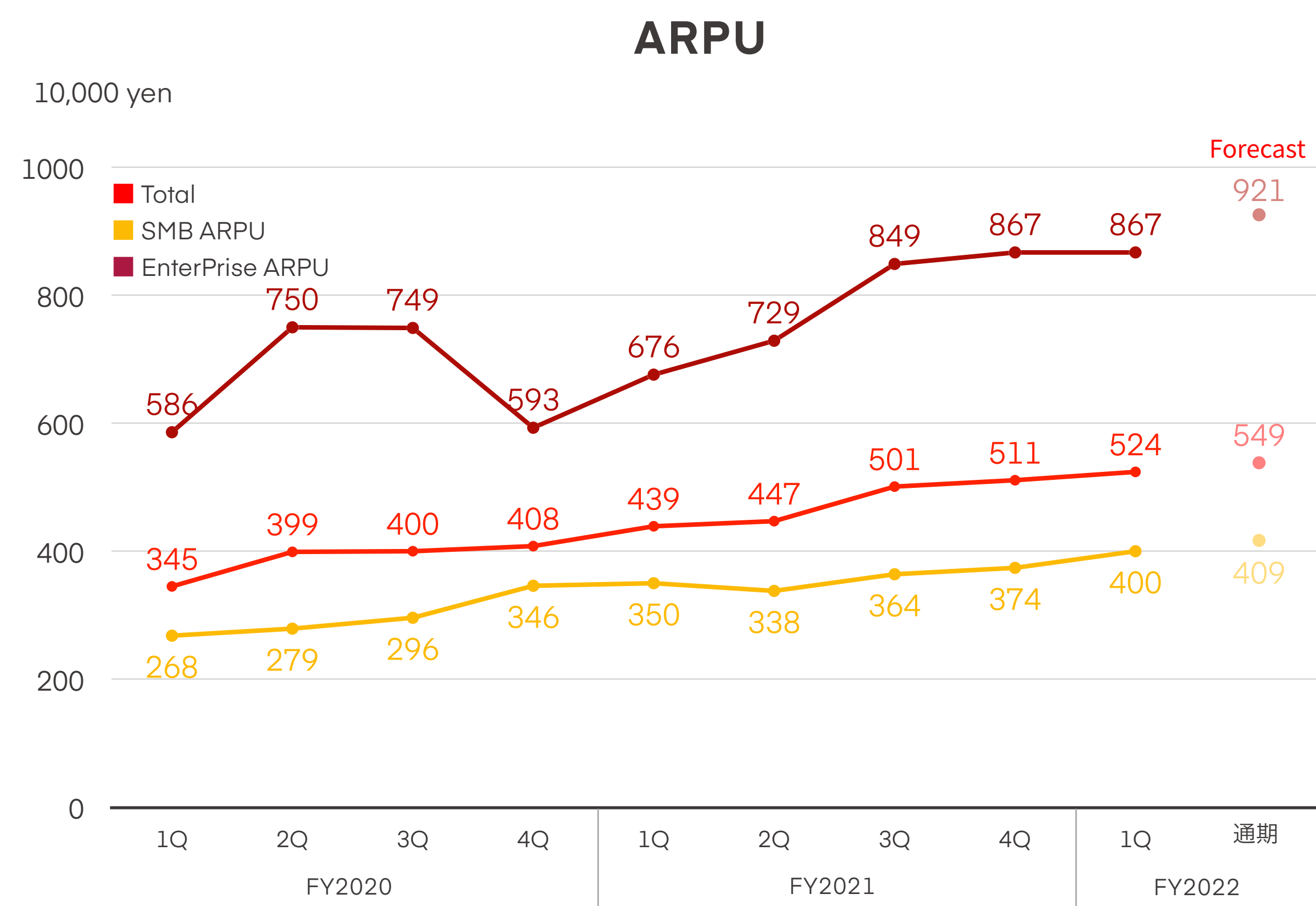
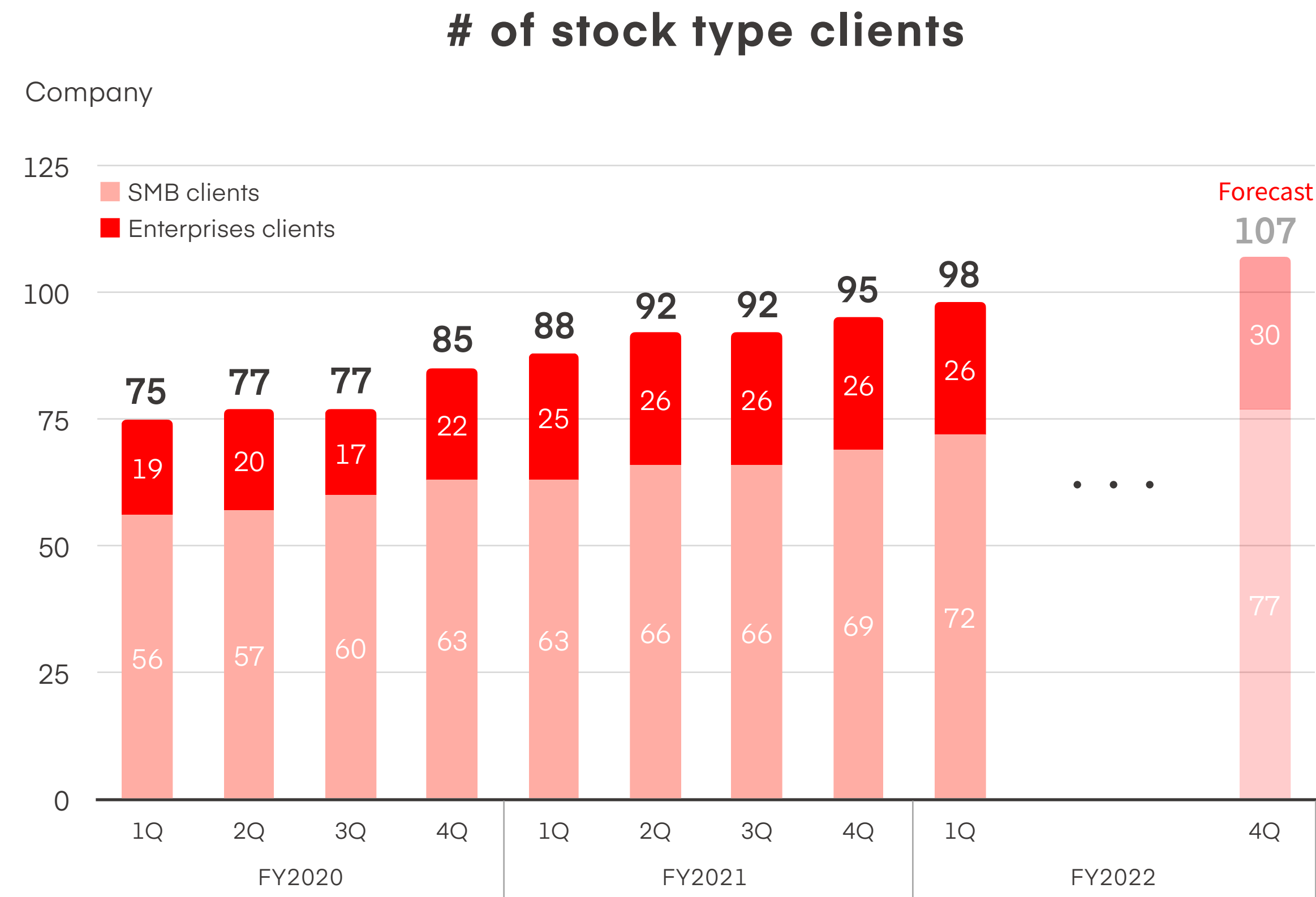


**Enterprise:** Listed companies that are included in the Nikkei 225, Nikkei 400, or Nikkei 500, or companies in the same group or companies with market capitalization, sales, or number of employees equivalent to the above companies.

**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 FY22\_Q1 increased by 10 YoY to 98.  
ARPU (average of all customers) also improved, achieving steady growth.



**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

### Stock Type Client Number

- Number of stock-type customers at the end of FY22\_1Q: 98 (+10 YoY)
- ARPU increased along with the increase in the number of stock customers.

### Average Monthly Revenue Per User (ARPU)

- Achieved ARPU (average of all customers) growth of 850,000 yen YoY by up-selling to existing customers in parallel with the development of new stock-type customers.

Financial Highlight

# Balance Sheet Comparison

Assets and liabilities increased due to profit recognition and borrowings from financial institutions  
Capital adequacy ratio remains high, ensuring stability of financial base

Unit: Million Yen

	12/2021	03/2022	増減額	Main Factors
Current Asset	7,108	8,979	1,871	Increase in cash due to fundraising
Cash & Bank	5,729	7,509	1,780	Increase due to fundraising
Fixed Assets	1,287	1,412	125	
Total Assets	8,395	10,392	1,997	Increase in cash due to fundraising
Current Liabilities	1,516	3,191	1,675	Increase in borrowings due to fundraising
Fixed Liabilities	293	268	-25	
Net Asset	6,586	6,932	346	Increase in retained earnings due to profit recognition
Total Liabilities and Equity	8,395	10,392	1,997	Increase in borrowings due to fundraising
Equity Ratio	78.4%	66.7%	—	



**3**

**Growth Strategy Topics**

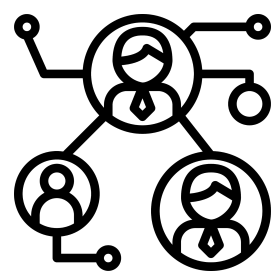


Customer Strategy

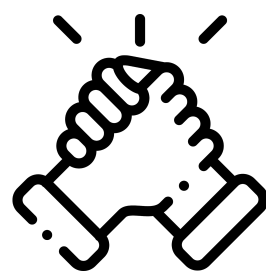
Aiming to acquire more customers and increase the unit price per customer by strengthening the respective channels for both enterprise and SMB.

Stock-type customer acquisition measures

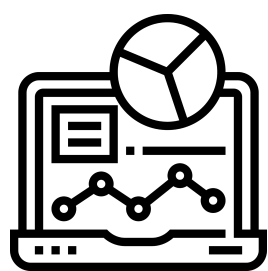
Lead Generation



Strengthen inflow from existing customers

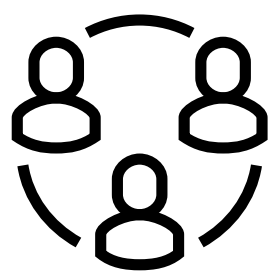


Inflow by alliances

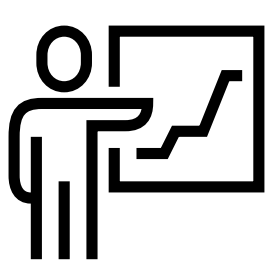


Strengthen web-based inflow

Lead Nurturing



Strengthen community building



Strengthen business incubation system

Increase per customer

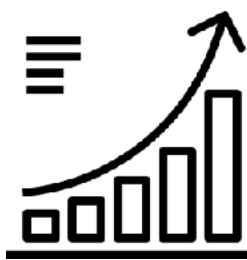


Increase in average unit price due to increase in ratio of enterprise

Main factors



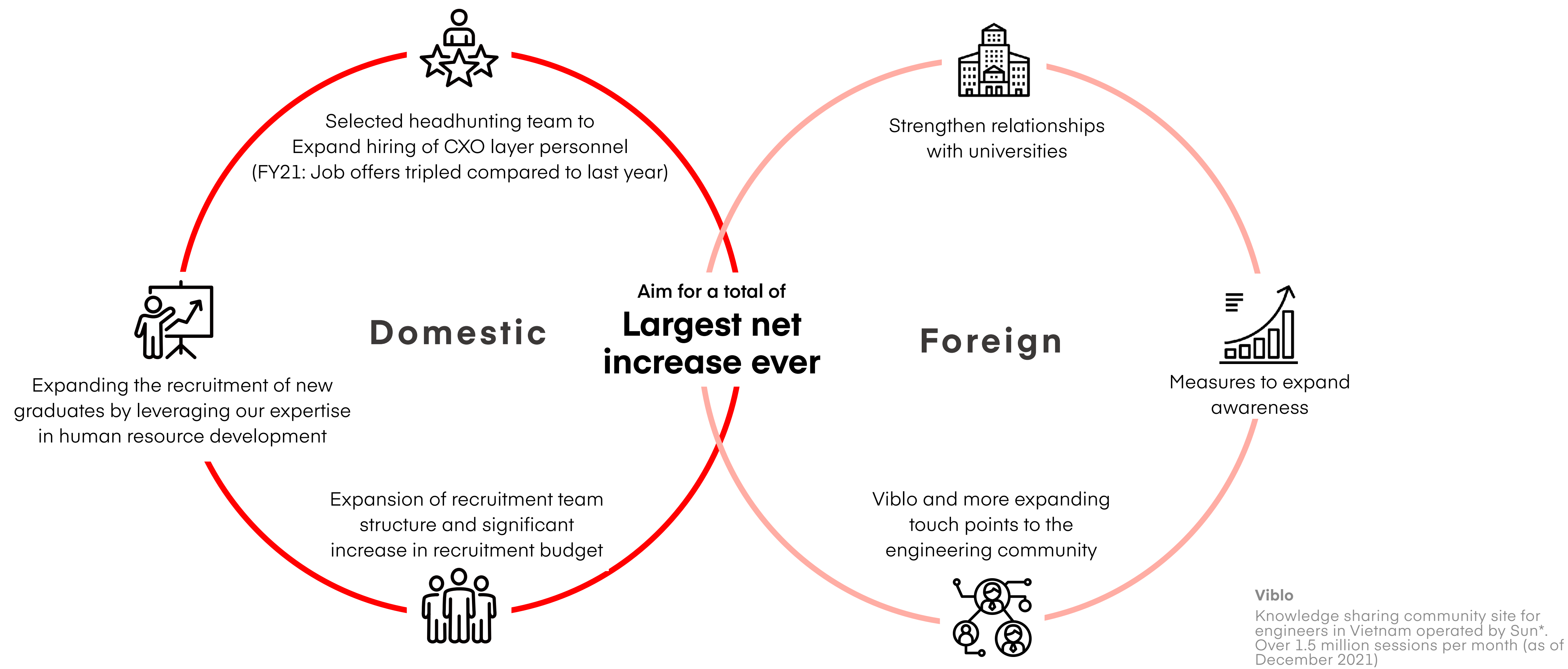
Increase in unit price due to new acquisition of high unit price projects



Unit price increase due to growth of existing projects

Strengthening recruitment in both Japan and Vietnam

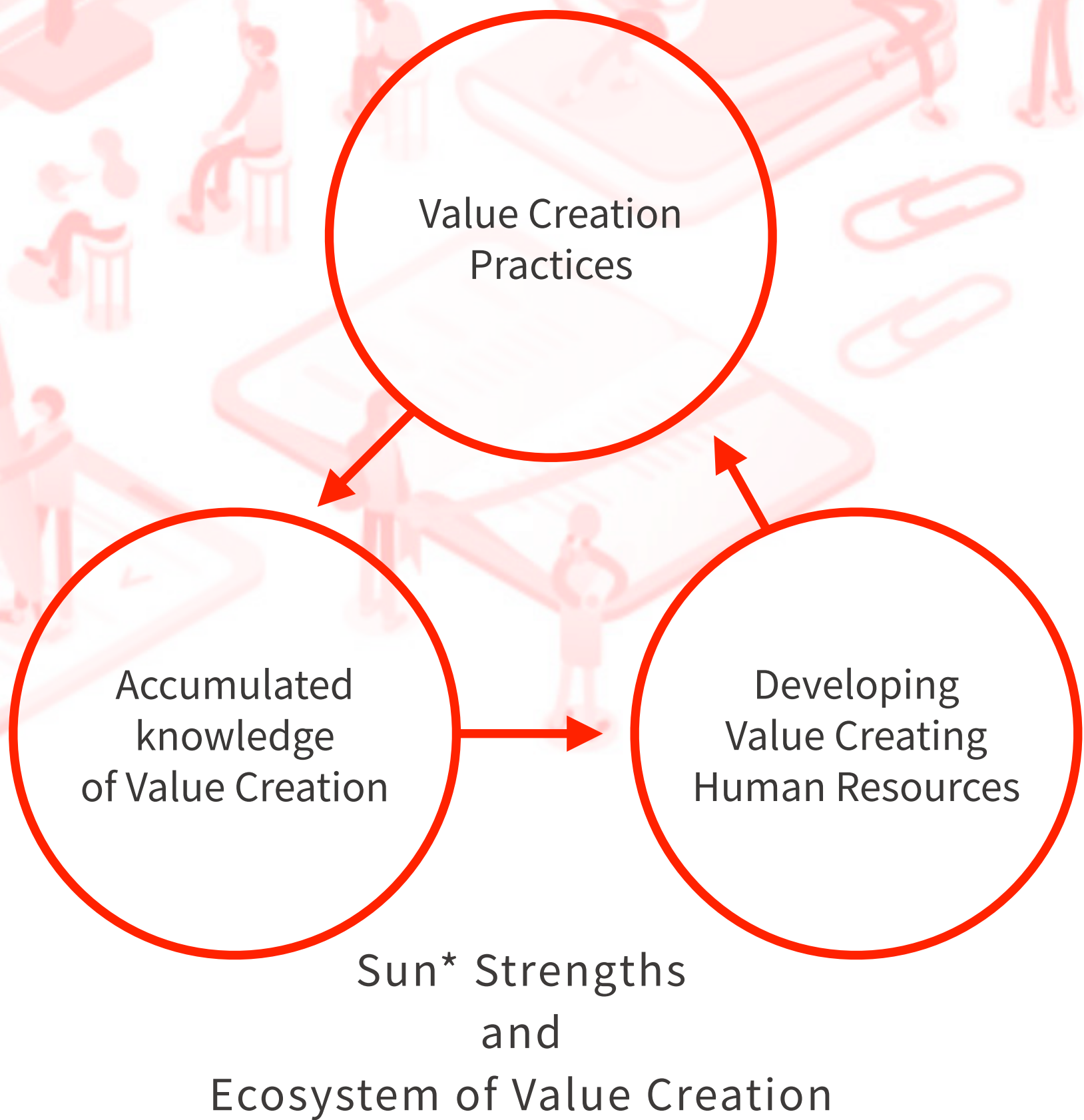
Reduce opportunity loss due to insufficient resources and aim for further sales expansion



Recruitment Strategy

**2022 New graduate**

19 new graduates joined the company in Japan (+27 new overseas graduates to join by September)  
Developing value-creating human resources through unique training programs cultivated over the years



**Examples of Designer Training**

- ☑ User Research
- ☑ How to use Figma
- ☑ User modeling
- ☑ Experience Design
- ☑ Concept Making
- ☑ Prototyping
- ☑ Understanding Workflow
- ☑ User Stories
- ☑ Requirements, wires
- ☑ Design
- ☑ Design Reviews

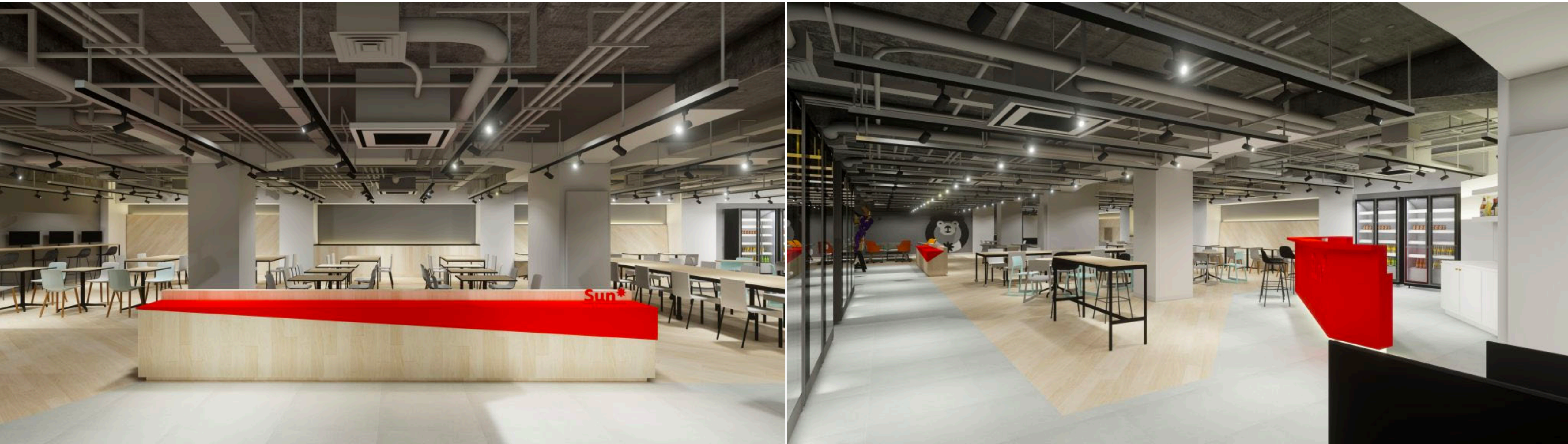
**Examples of Engineering training**

- ☑ Database
- ☑ SQL
- ☑ Container
- ☑ Code review
- ☑ How to collaborate with QA
- ☑ Automated Testing
- ☑ Security
- ☑ Front-end
- ☑ Back-end
- ☑ Infrastructure
- ☑ DevOps



## Head office relocated to Otemachi

Relocation of headquarters to Otemachi, Tokyo, on April 1, 2022, in anticipation of an increase in employees and further strengthening of recruitment.



### Role of Otemachi Studio as a community space

✔ Facilitating

✔ Building trust

✔ Shared values

✔ Increas

With the rapid increase in the number of new members, the challenges of difficulty in fostering a sense of unity and speedy communication have become apparent. By consolidating multiple locations into one, we are working to promote communication, which is becoming more important than ever, in order to create an environment that maximizes productivity and performance of the entire company.





# Established an operating company in Singapore for NFT with Sony Network Communications

Aiming to contribute to the ever-expanding NFT market and the diverse economic sphere created in the Web 3.0 world.

Web3 NFT Blockchain

## INFRASTRUCTURE for a NEW ERA

Creating new value for customers with Web3 technology.  
Together with creators, we are moving toward a new infrastructure for a new era.

Company	Sony Network Communications Singapore Pte. Ltd.
Business	Contracted development business related to NFT business Consulting business and related businesses
Investment Ratio	Sony Network Communications : 70% Sun* : 30%

### Solutions of Sony Network Communications Singapore



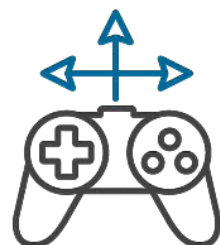
NFT Business  
Strategic Planning  
Support



NFT Publication  
Support



Proprietary Tokens  
Publication Support



NFT Games  
Development Support



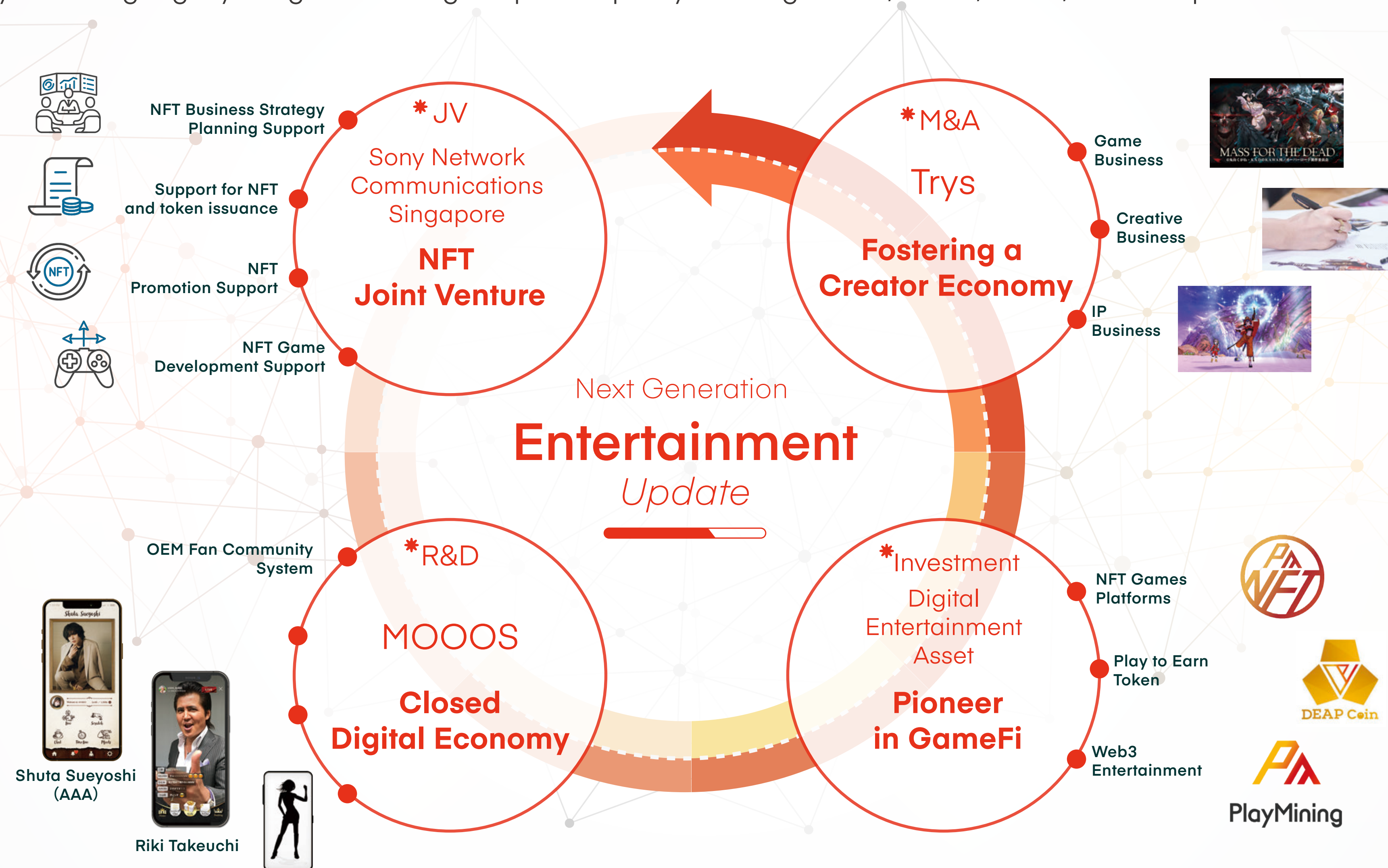
NFT Promotional  
Support

The company will promote contract development and consulting business in the ever-expanding NFT market by leveraging Sony Network Communications' knowledge and experience in the telecommunications and service solutions businesses and Sun\*'s development and operation resources, know-how, and technical capabilities.



# Creating the next generation of entertainment in the Web3 era, including the Metaverse and NFT

Create value by leveraging synergies as a group company through JVs, M&A, R&D, and capital and business alliances



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

24 companies










## FY21 Investment performance

- 2022/03/31 Invests in EVERING Corporation, which develops prepaid smart rings**
- 2021/11/15 Invests in PECOFREE Corporation, a school lunch pre-order service via smartphone.
- 2021/09/03 Invests in GOOD VIBES ONLY, an apparel DX/RETAILTECH x D2C business.
- 2021/06/09 Invests in Liver Bank, which has a business alliance with MOOOS.
- 2021/06/04 Investment in Digital Entertainment Asset (based in Singapore), a blockchain business.
- 2021/04/16 Investing in Opsdata, a company that is developing a data science business focusing on the EC domain.
- 2021/02/28 Investing in AmoebaX, a financial solutions provider in Kenya.

## Investment Highlights

- 2022/01/26 DEAPcoin, a global leader in the GameFi space, is listed on the crypto asset exchange BITPOINT
- 2022/01/19 DEA, a GameFi business, raises a total of approximately 1.4 billion yen in a pre-series A round of funding
- 2021/10/20 Japan Cloud Capital Inc. completes registration of change to Type 1 Financial Instruments Business.
- 2021/10/08 GOOD VIBES ONLY raises approximately 550 million yen through capital increase and borrowing.
- 2021/08/22 Opsdata Selected for "Microsoft for Startups.
- 2021/06/16 "FUNDINNO" Forms Capital and Business Alliance with Nomura HD, Raises 2.17 Billion Yen
- 2021/04/22 Rental platform operator TENT Inc. raises 110 Million Yen in Pre-series A.

### 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

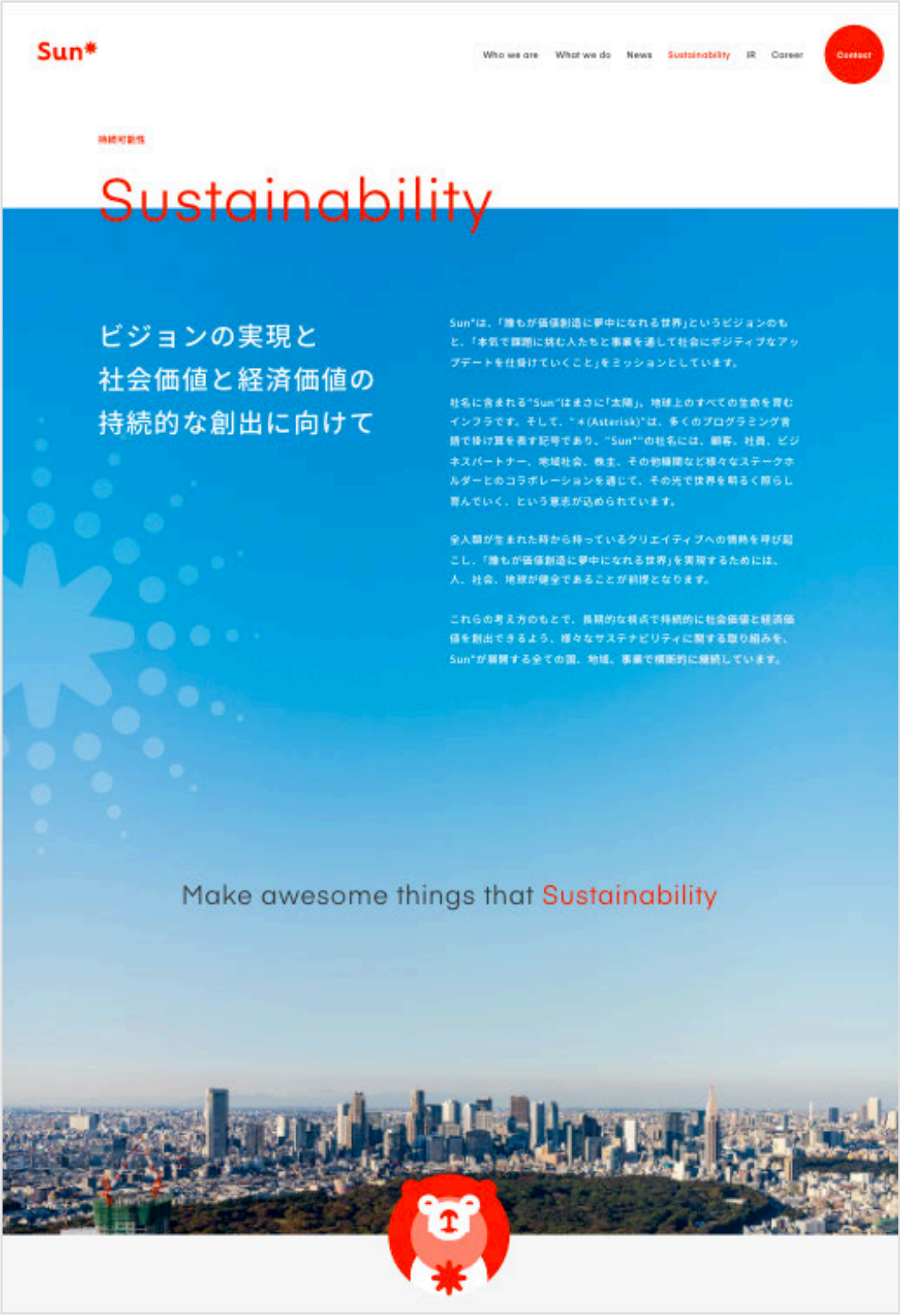
Topics

# 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	
Corporate Governance	Enhancement of corporate governance and risk management	Governance
	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/>



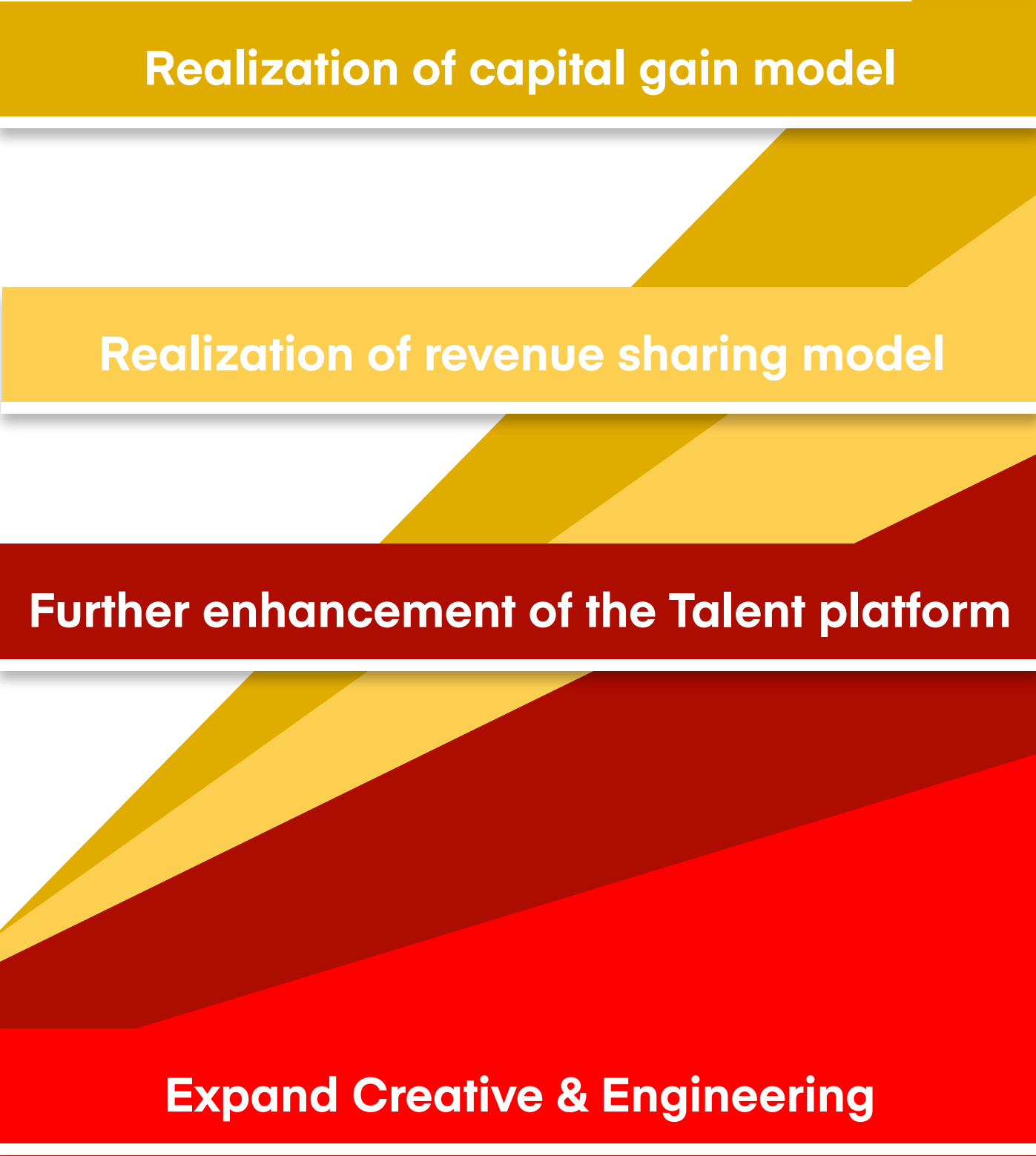
Future Growth Strategy

# 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



A decorative background featuring a large, light gray star with eight points in the center. Surrounding the star are numerous light gray dots of varying sizes, arranged in a radial pattern that extends towards the edges of the page.

# 4

## 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 &amp; 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

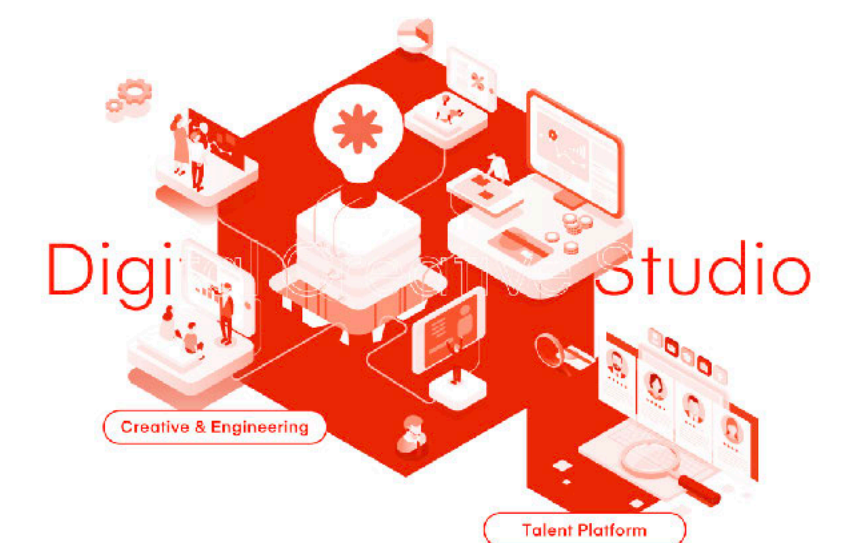
## Develop

### Sun\*

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

## Strengthen collaboration with Sun\*

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



## 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








# Ecosystem for Digitalization

Further enhancement of the Talent platform

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
Posting and sharing	Skill Management	Automated Code Review	Class Management	Corporate Information
AI Recommendation	Portfolio Management	Automated Security Check	Schedule Management	Student Information
Clipping Articles	Talent Evaluation Management	Automated Testing	Attendance / Grade Management	Student Follow Function
Discussion	Talent Operation Management	Automated Building Code	Class Content Management	Job Hunting Event Information
Q&A	AI Recommendation(In dev)	Simply Releasing Operation	Report Creation / Output	Matching / Scout Function
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”

Sun\*

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

**求める条件の人材が  
何人登録されているか  
ご確認ください**

☒ Github
 ☒ 日本能力
 ☒ TOEIC
 ☒ スカラシップ

※お申し込み検索は無料でご利用いただけます。



**提携している大学**  
ASEANを中心とした専系トップ大学に限定

- ベトナム
  - ・ハノイ工科大学
  - ・ダナン工科大学
  - ・ベトナム国家大学 ハノイ校 技術工科大学
  - ・ベトナム国家大学ホーチミン校 情報通信大学

  - インドネシア
    - ・ガジャ・マダ大学

    - マレーシア
      - ・マレーシア工科大学

Trial Search

登録している学生をお試し検索

>

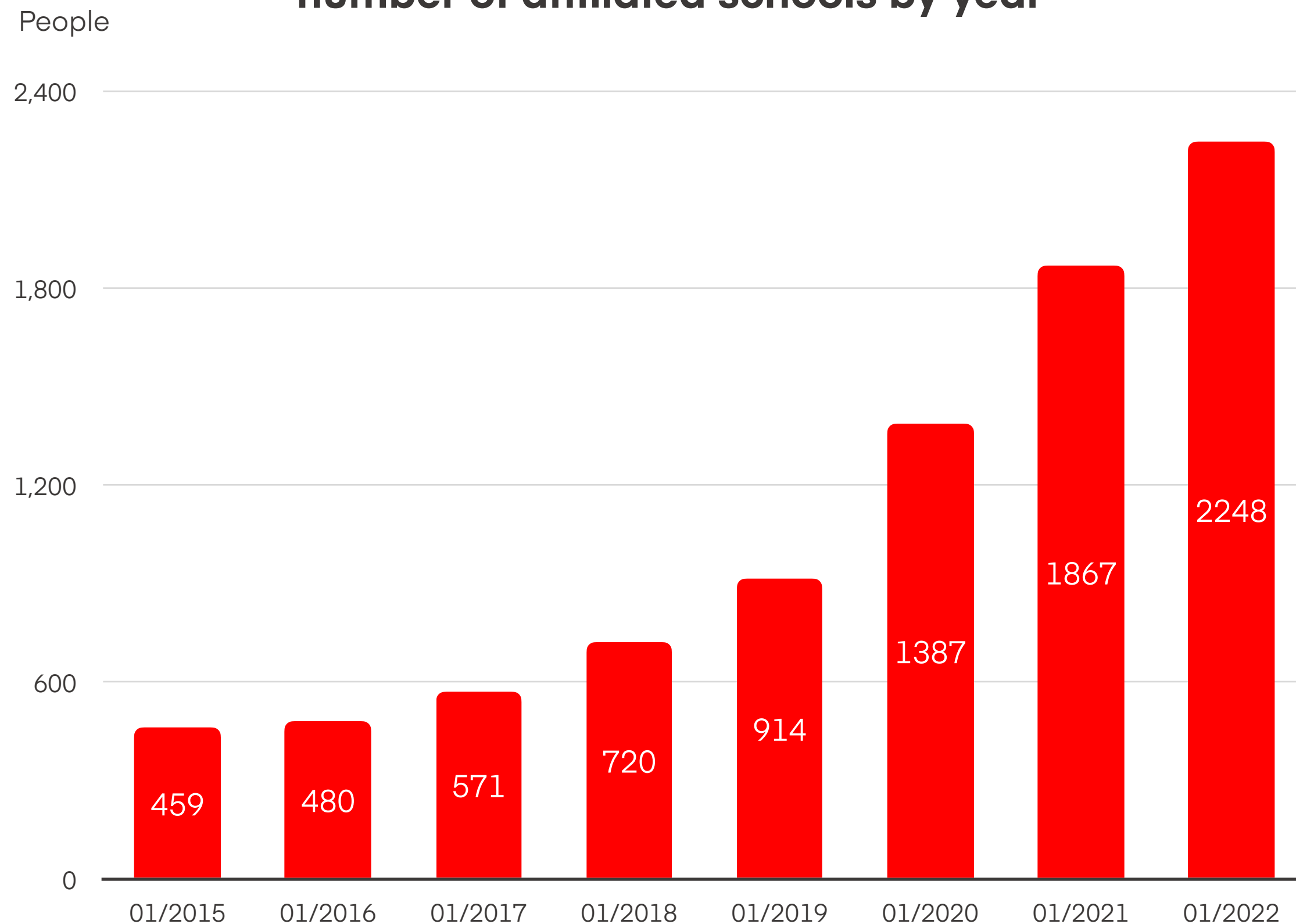


## The Output of Innovative Human Resources Through Education and Training

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

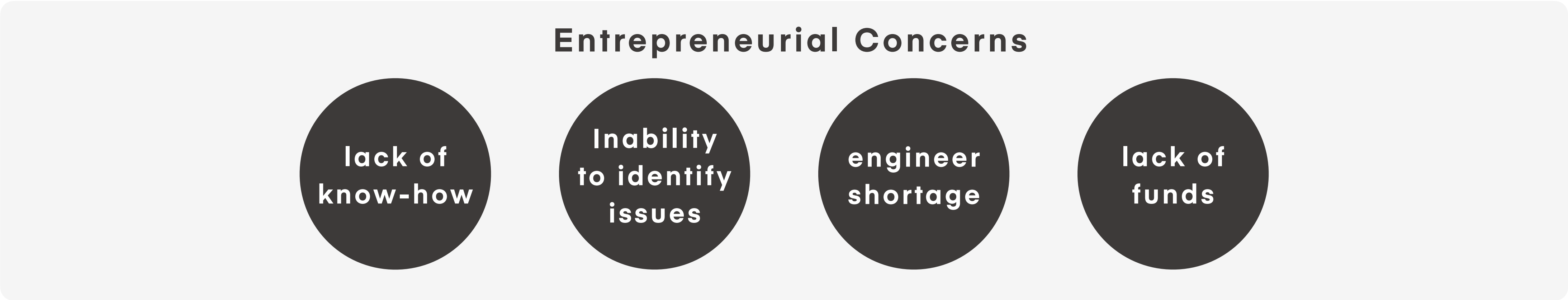
✓ **Development of advanced  
IT human resources**

✓ **Recruitment support  
for Japanese companies**

### Endowed Chairs at AOTS

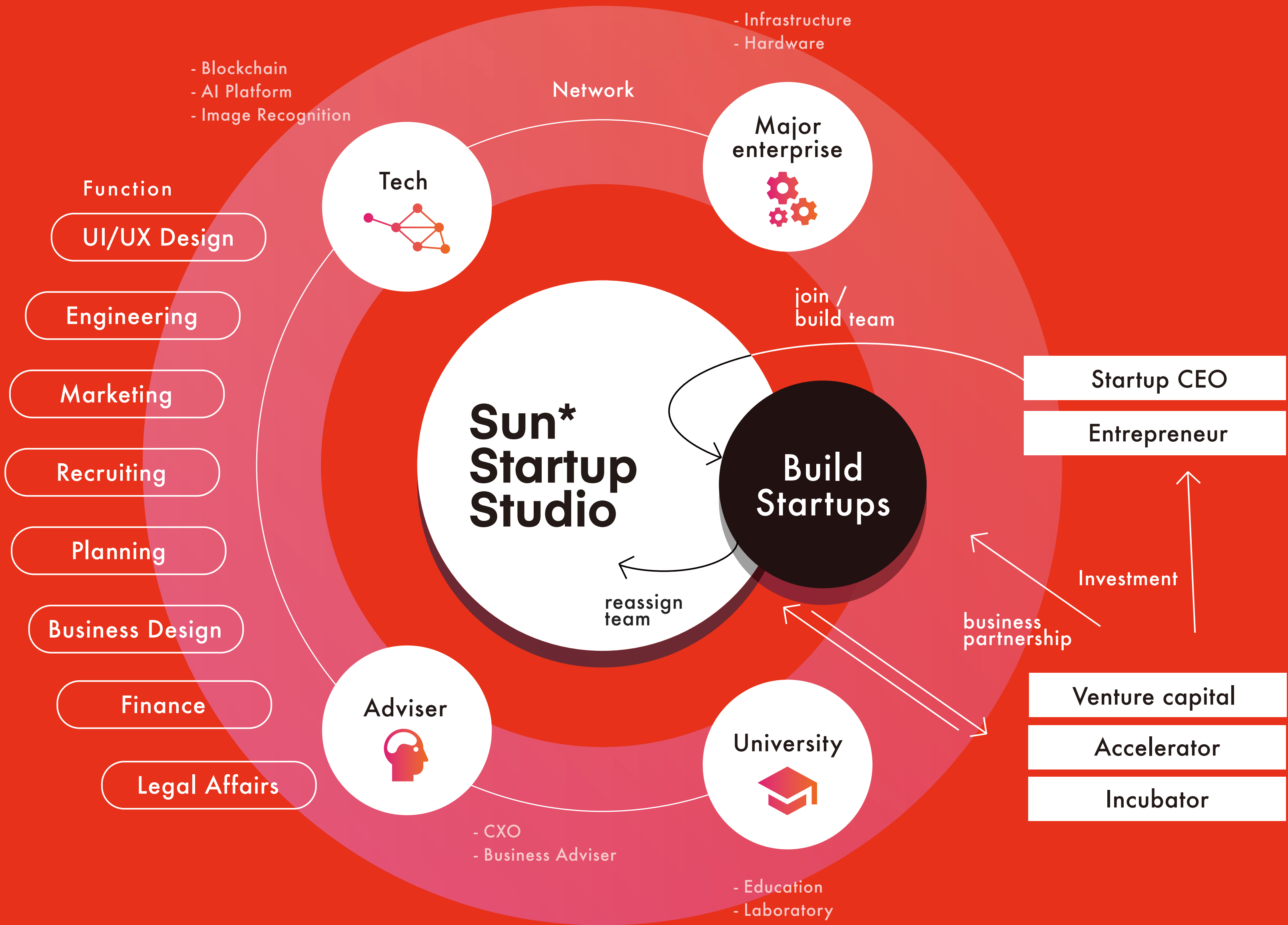
The purpose of the program is to improve the skills required by Japanese companies and to help students find employment in Japanese companies and local Japanese companies, thereby contributing to the facilitation of business activities and the deepening of cooperative relationships with the countries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



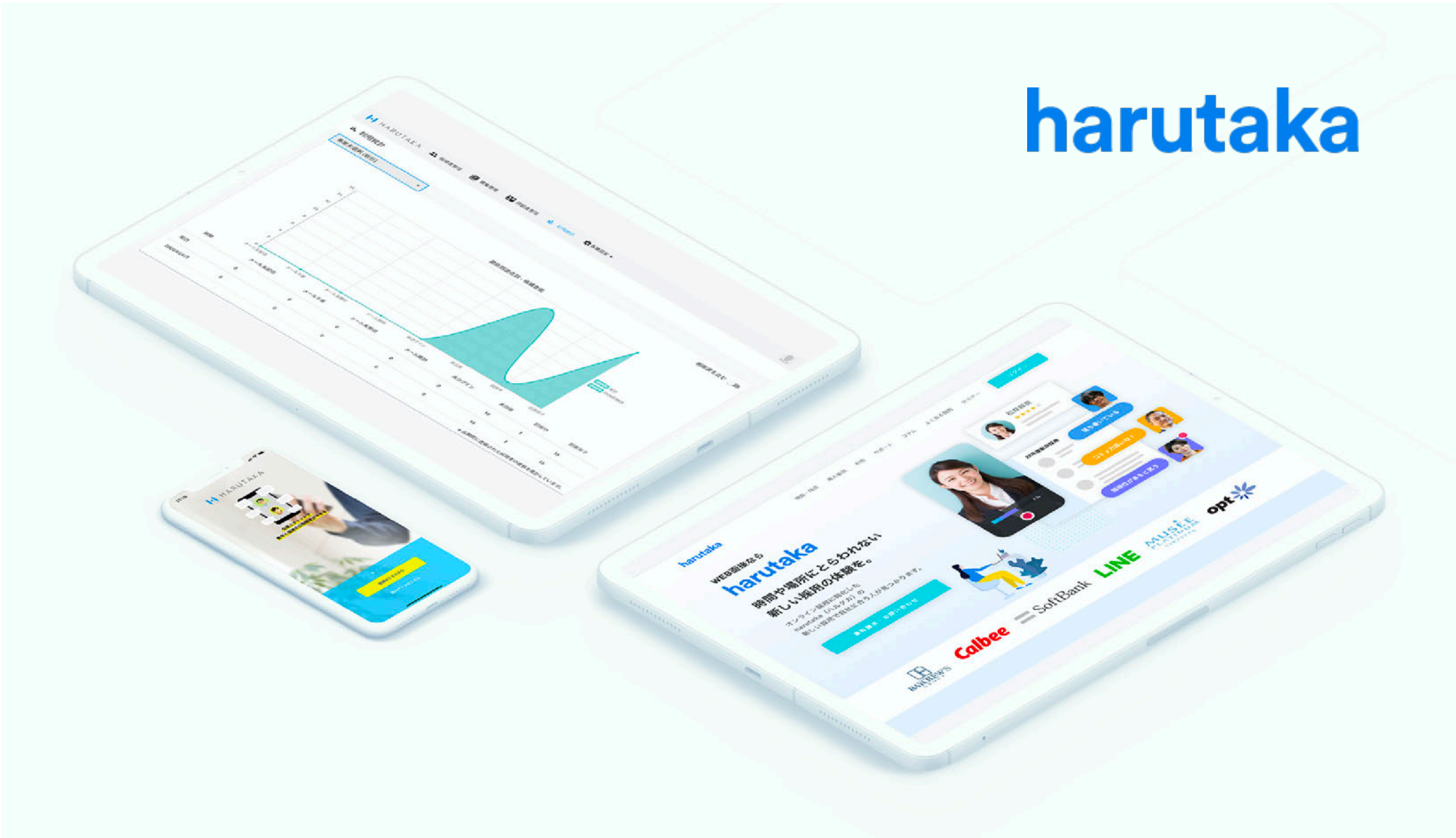
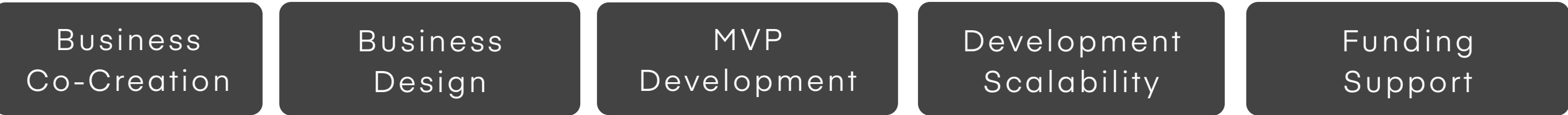
## Example of Startup Studio Support: ZENKIGEN inc.

Realization of capital gain model

Provided business consulting, investment, and development team.

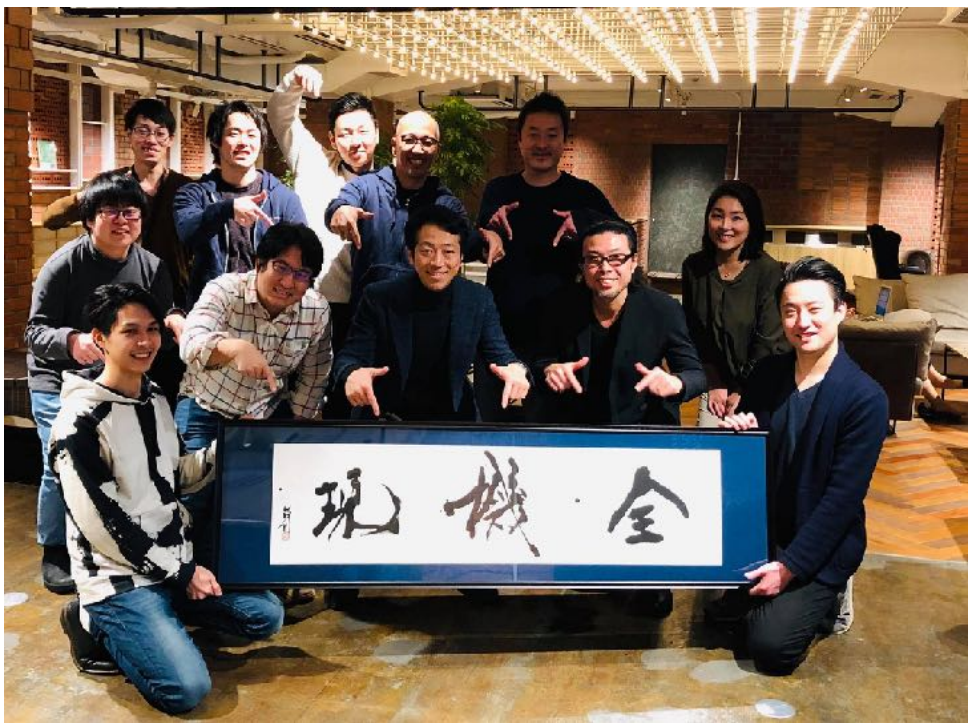
## DXing the hiring process by the Startup Studio

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.



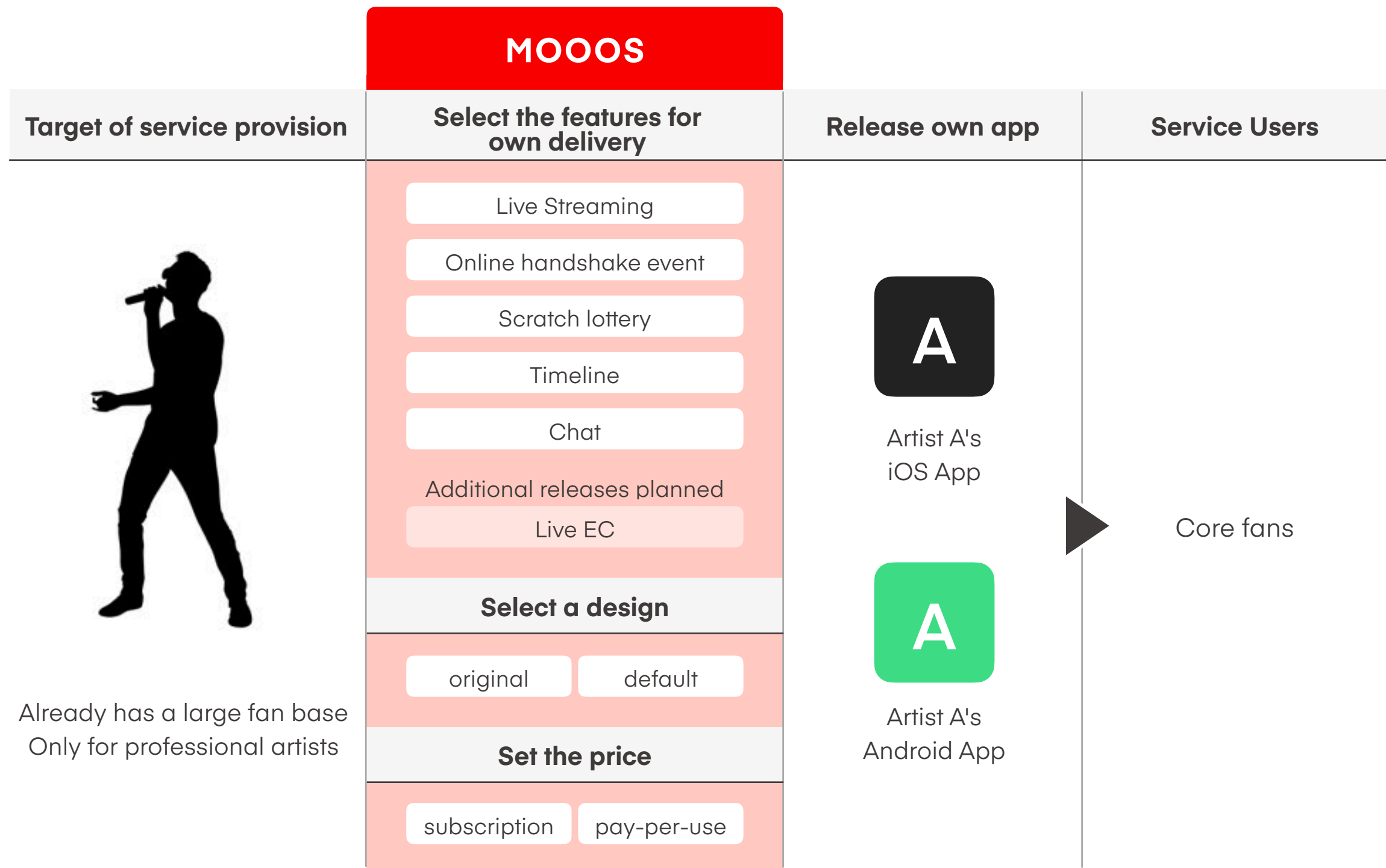
# Startup Studio Case Study : MOOOS

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

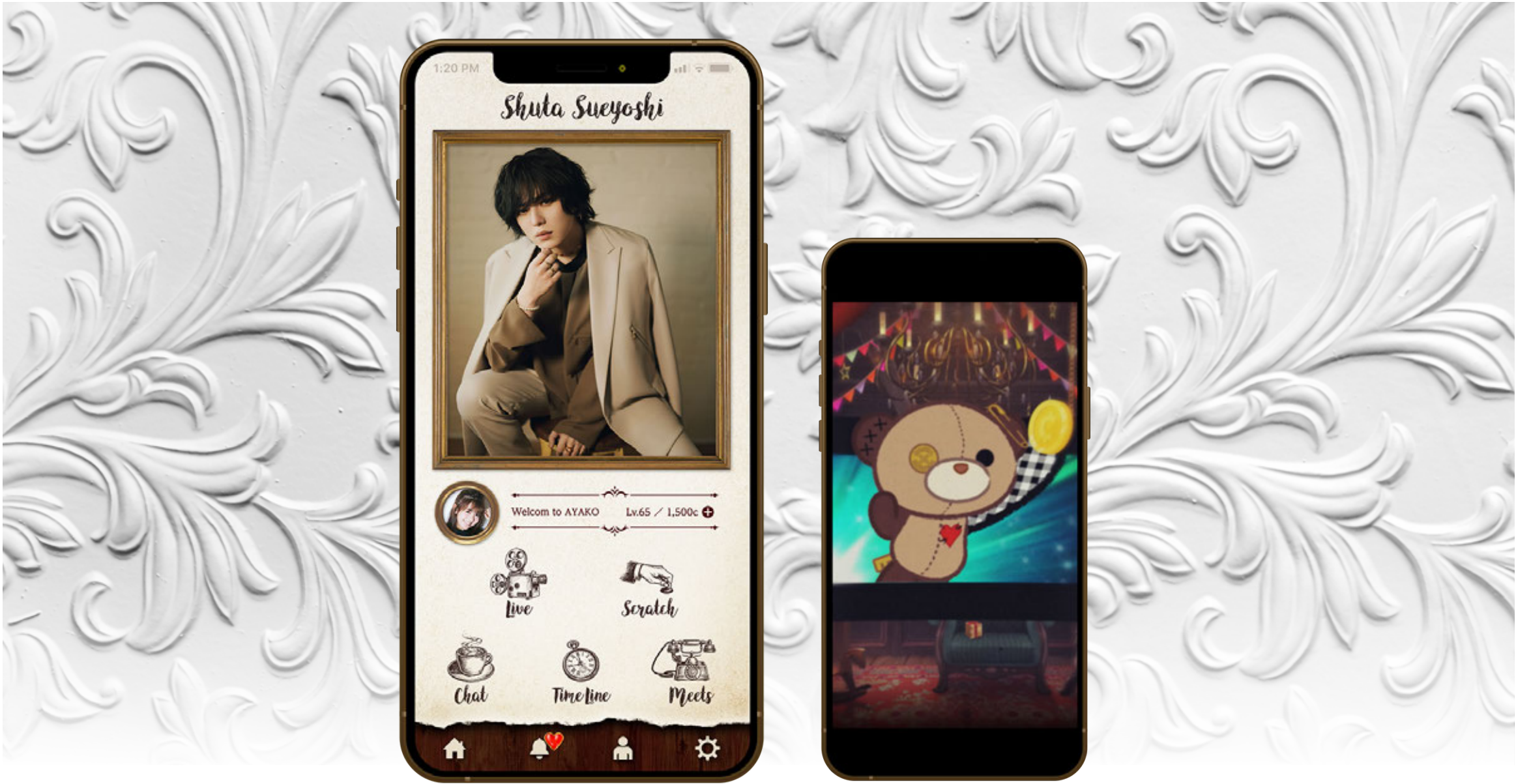
## Collaboration with avex management on revenue sharing model

### 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

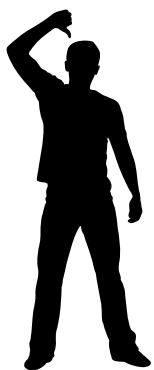
- Second strong artist confirmed (to be released this fall)
- New project underway through capital alliance with Vector's subsidiary, River Bank
- Expanding business with a view to expanding into global markets and NFT by fully utilizing Sun\*'s assets



# 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.



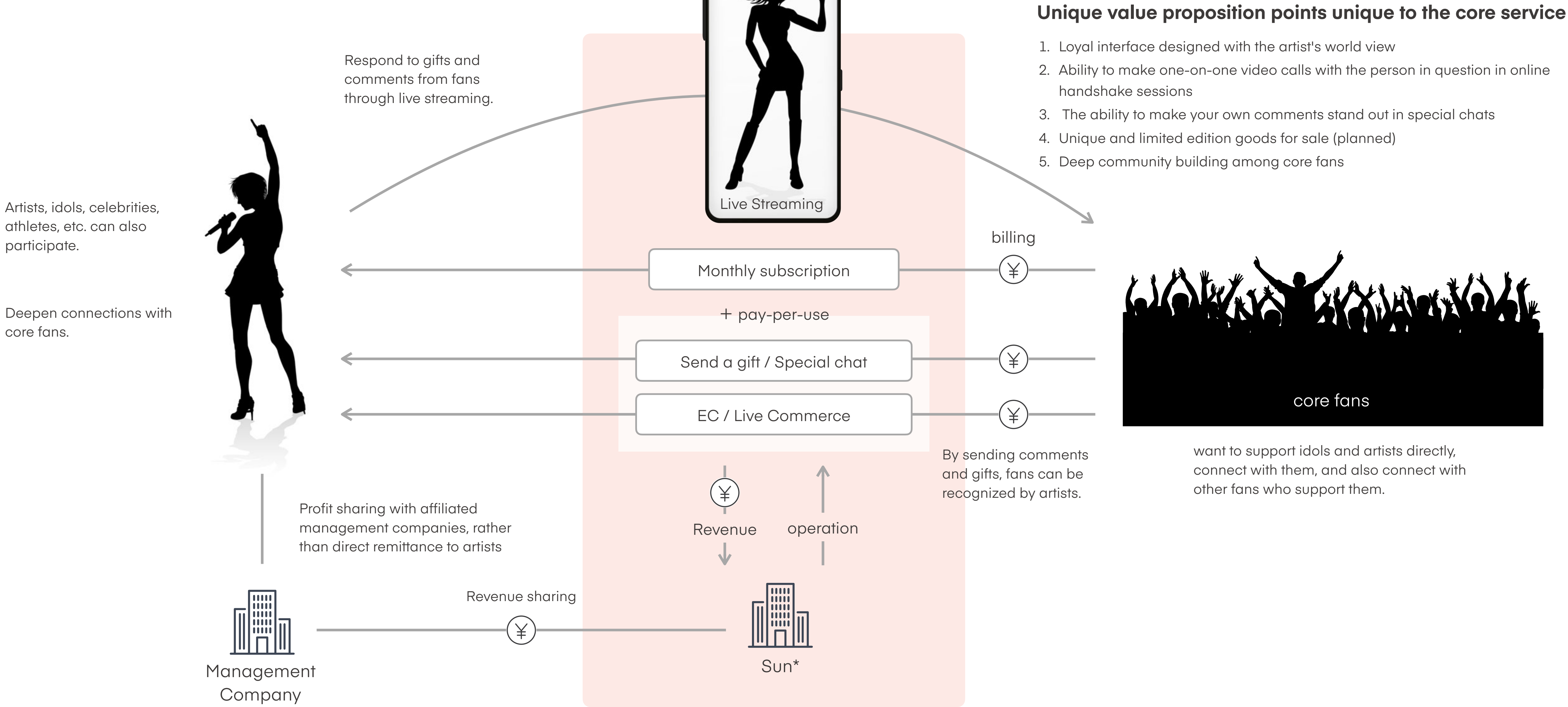
## To a dense business that satisfies the fever of core fans

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

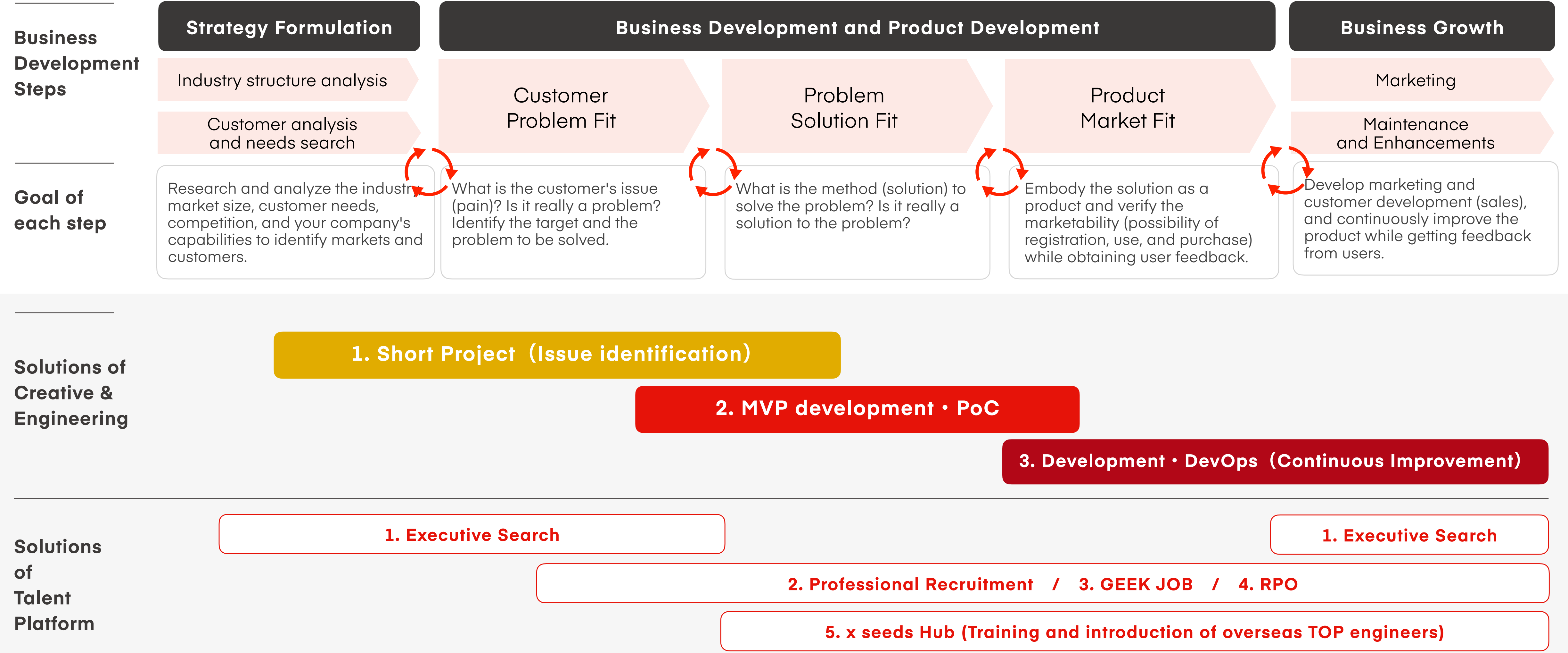
Realization of revenue sharing model



# 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.



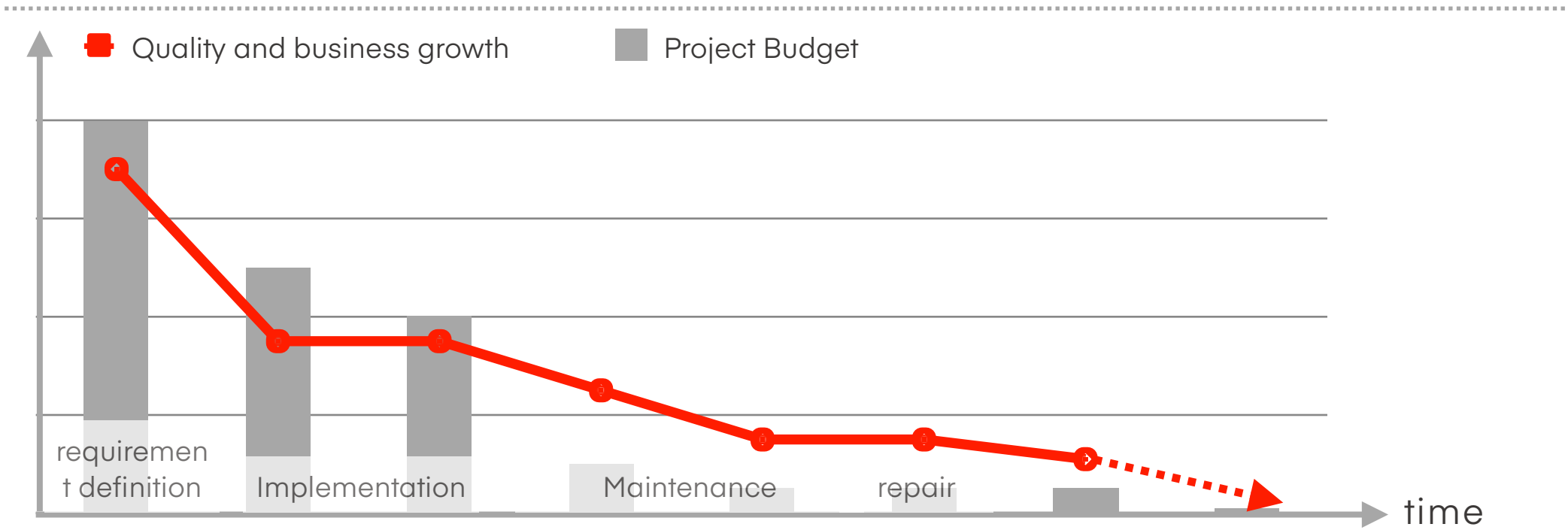
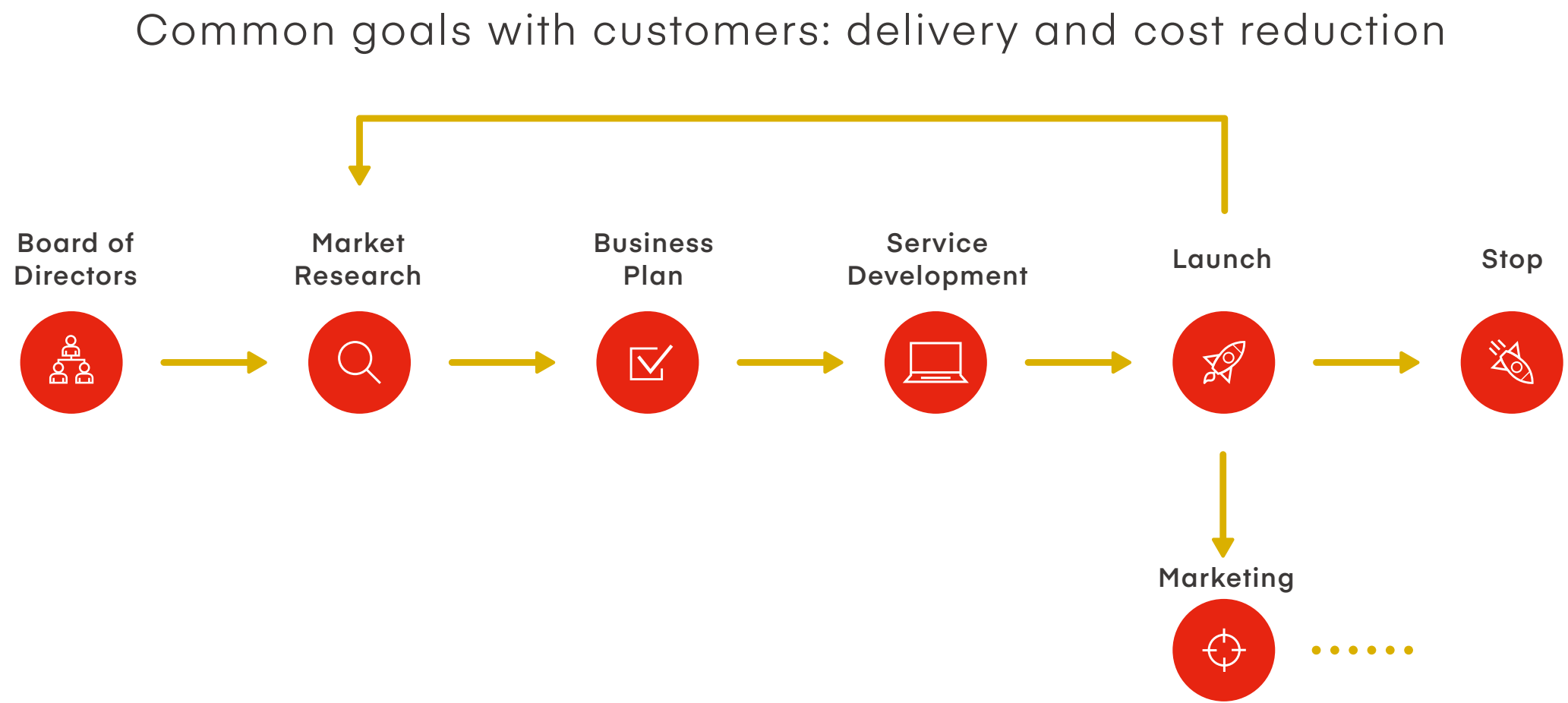


# Features of the Business Model

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.

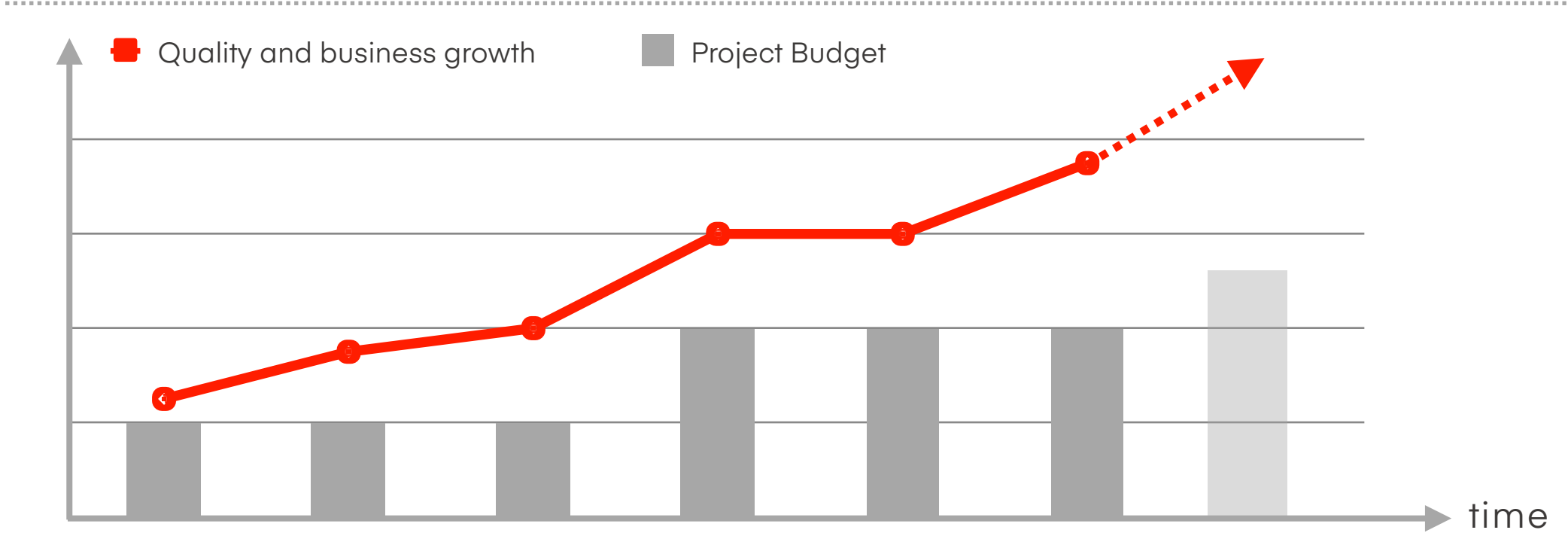
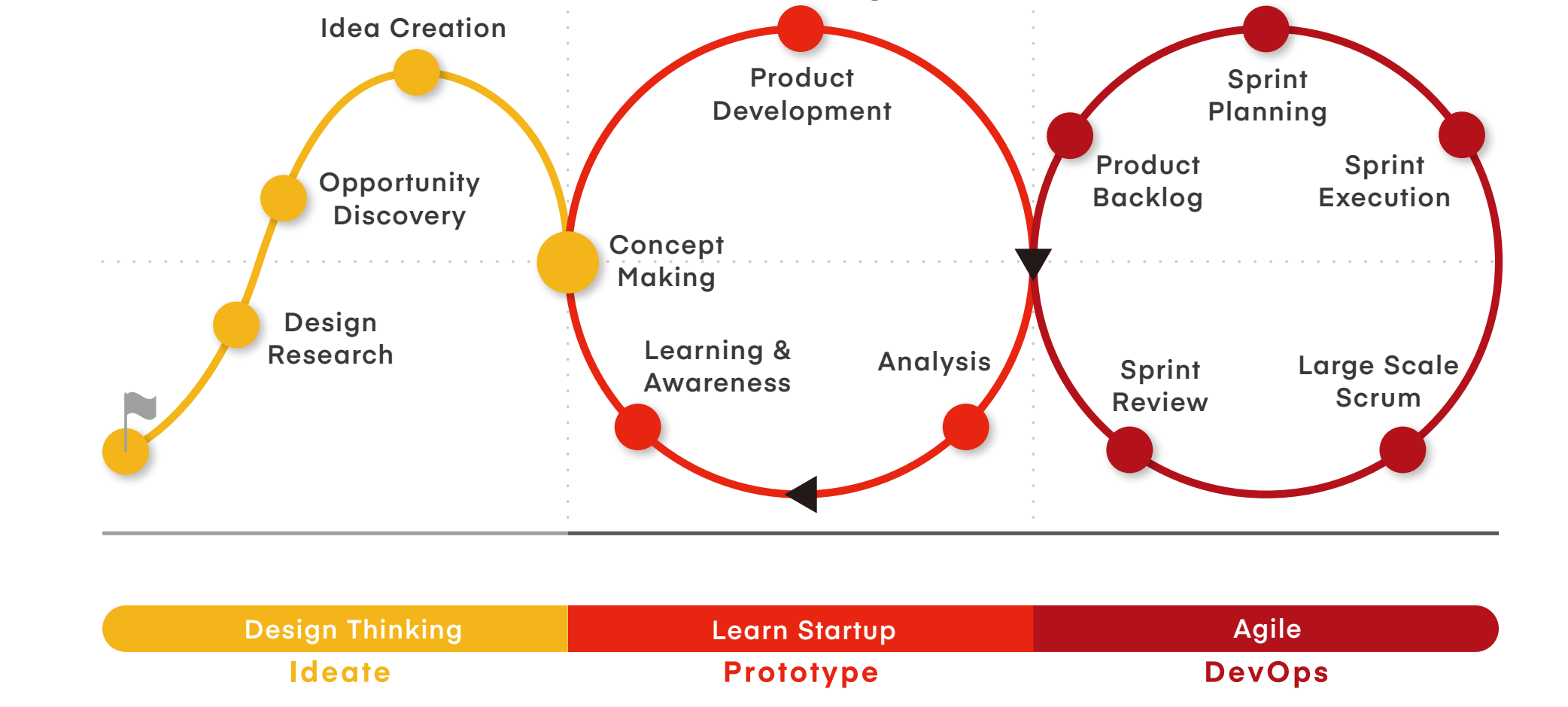
## Supplier driven



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

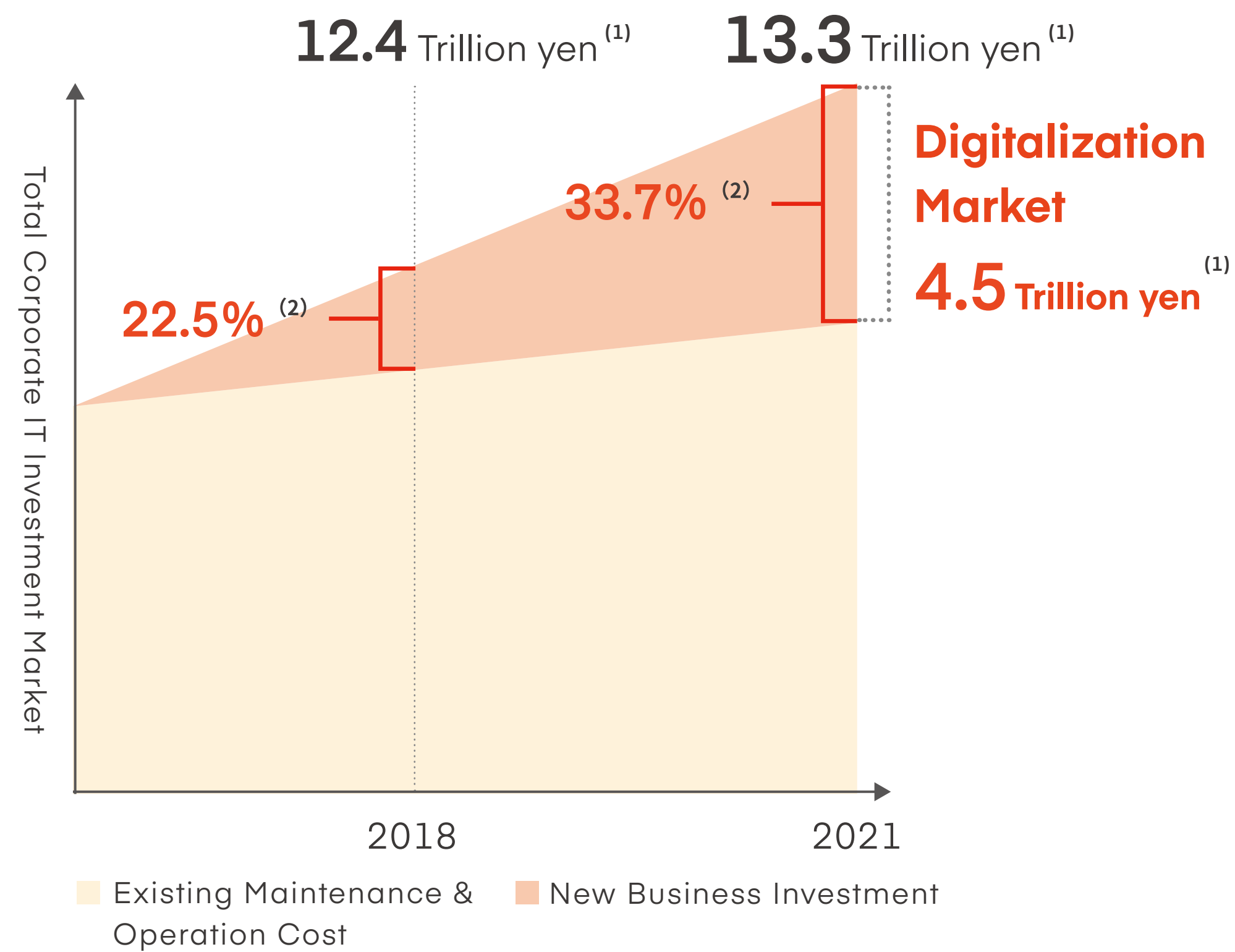


A system that can be started with a small budget and is easy to scale up. A system that can continuously expand its functionality as the service grows, improving quality and adapting to the market.

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

Project period	about 6 months			Period of time based on service growth
method	①idea  Strategy Thinking	②form  Design Thinking	③prototype  Lean Startup	④Growth and functional expansion  Agile Development UI/UX Improvement
Other players	Consulting firm	Design firm	Freelance, etc.	Software Development Company
Sun* Capacity	150people+ Rapid service development through user-centered design			1,000people+ Optimal team design and scalability





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

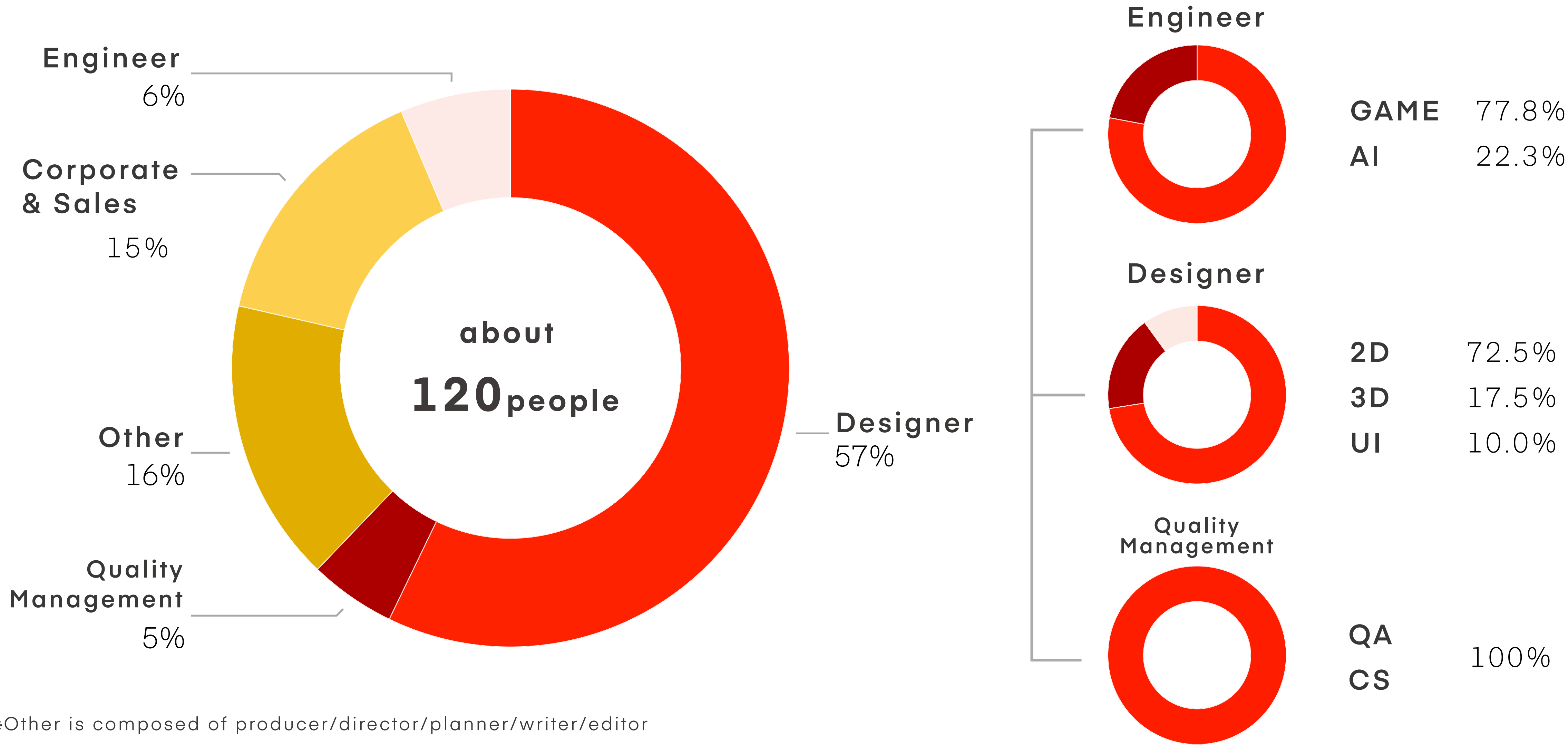
Advanced proposal and management capabilities

Numerous business partners, mainly listed companies



# Trys' Personnel Structure

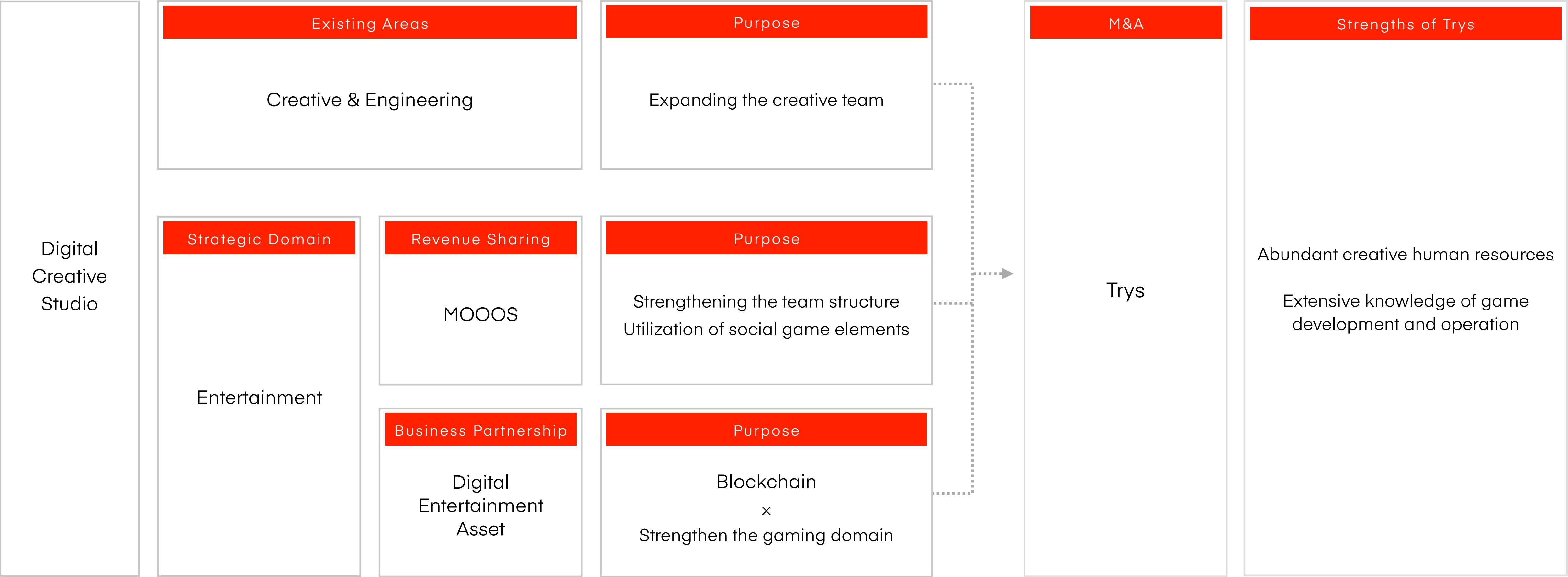
Expand Creative & Engineering



# 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.**