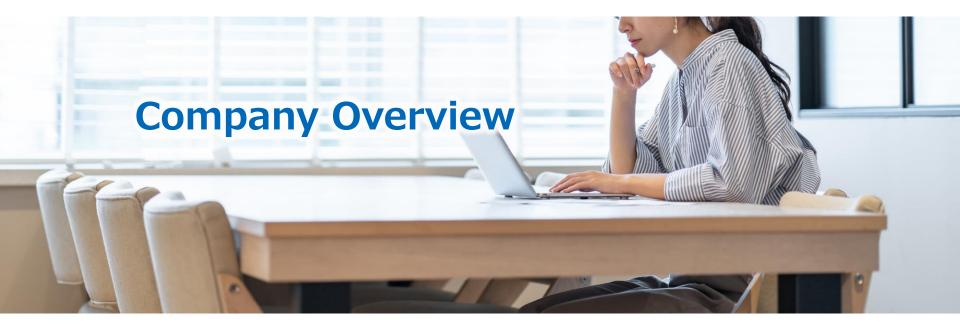


August 10, 2022 Vision Inc.

Stock Code: 9416





### VISION INC.



Code 9416 Operation Bases and Affiliates

(Tokyo Stock Exchange Prime Market)

Domestic Affiliated Companies: 8

Incorporated December 4, 2001 Domestic Operation Bases: 13

(Founded June 1, 1995)

Domestic Airport Counter: 19

Management To Contribute to the Global Information
Philosophy and Communications Revolution

Global Affiliated Companies: 12

Korea, USA (Hawaii), Hong Kong, Head Office 5F Shinjuku i-Land Tower, 6-5-1 Nishi- Singapore, Taiwan, UK, Vietnam,

Shinjuku, Shinjuku-ku, Tokyo 163-1305 China (Shanghai), France, Italy, USA (California), New Caledonia

GLOBAL WIFI.UK LTD

Global WiFi France SAS

Vision Mobile Italia S.r.I.

Number of 786 (154)

Consolidated Domestic: 717 (152)

Employees Global: 69 (2)

(Average temporary employees) (As of June 30, 2022)

Affiliated Domestic: 8 Companies Global: 12

(As of June 30, 2022)

Business GLOBAL WiFi

Information and

Communications Service

Vision Inc.

Best Link Inc. Members Net Inc. Alphatechno Inc.

Alphatechno Inc. BOS Inc. Vision Ad Inc.

Koshikano Onsen Inc.

Vision Digital Marketing Inc.

上海高效通信科技有限公司 Vision Mobile Korea Inc.

LIMITED LIABILITY COMPANY

GLOBAL WIFI.COM PTE. LTD.

VISION MOBILE NEW CALEDONIA

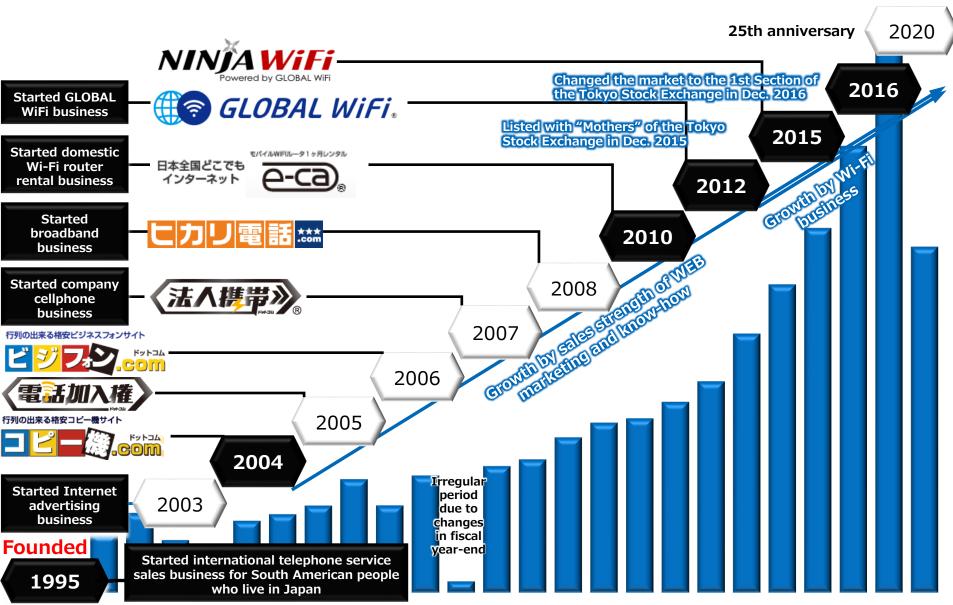
Affiliates, Purchasing / Operation Bases
Purchasing / Operation Bases

System Development Center (Offshore)

VISION MOBILE USA CORP

### History and Sales Change





### Our Core Strategies



### Offer just the right value to realize sustainable growth

### Niche & Focus strategy



Discover the challenges create in the niches of the evolution in information and communications and develop new markets. Focus management resources on carefully selected targets and refine our services.

- ✓ Overseas travelers
- ✓ Startup companies
- ✓ Teleworking

### Price & Quality leadership strategy



Production efficiency is thoroughly pursued. Realize by improving organizational structure and business speed.

While maintaining high quality of service, demonstrate price competitiveness surpassing competitors.

- ✓ Productivity, price advantage
- ✓ Service quality evaluation

### Up/Cross selling strategy



Pick up new needs for information and communications services and continuously offer services at reasonable prices at the right time.

Build a **long-term relationship** with customers.

- ✓ Original CRM
- ✓ Subscription-based business





### Two Business Segments



### "GLOBAL WiFi" Business

Provide anytime, anywhere, safe, secure and comfortable mobile internet environment all over the world.

Wi-Fi router rental service.

Connectable with multiple users and multiple devices (companion, smartphone, laptop, etc.).

### Information and Communications **Service Business**

Provide the most suitable information and communications-related products and services tailored to the stage and needs of the company since starting business.

Our own sales structure, CRM.

Web marketing  $\times$  Sales rep  $\times$  CLT (Customer Loyalty Team)

















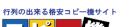








































Order and payment

Receive router

Use overseas

Return router

Arrangements

Line

Telephone Cellphone

Support Automation

Website Support

Security

Electric Power

Cloud App Service (SaaS)

### "GLOBAL WiFi" Business Business Model/Competitive Advantage











| Less Expensive<br>Fixed-rate | Maximum cost benefits -89.9%<br>From JPY300/day Japanese cellphone companies' fixed-rate discount comparison |  |
|------------------------------|--|--|
| Areas                        | Available in over 200 countries and regions worldwide, leading the industry in the number                    |  |
| Comfortable                  | High-speed communications in partnership with telecom carriers around the world                              |  |
| Safe / Secure                | Secure; 47 support bases available 24 hours a day, 365 days a year, around the world                         |  |
| Counter                      | Number of airport counter is the industry's largest class  |  |
| Corporate Sales              | Uptake ability of corporate needs  |  |
| Customers                    | Number of users is the largest in the industry   |  |



Associate Member

Join from Sep. 2019. One of the world's largest mobile telecom business ssociations that links more than 750 mobile elecom carriers and 400 elated industrial pperators worldwide.

telecommunications companies Worldwide

Data communication service

**Payment** 

Vision Group

Apps Affiliates EC mall Corporate sales Partners Airport counters

Direct website

Shipping Return

Rental fees

**End Users** 

**Payment** 

Settlement service providers

## Comparison of Overseas Internet Connection Means ①



### "Global WiFi" "NINJA WiFi" are competitive in safety, security, comfortability, and price.

Users are unwilling to share their own data traffic with others, but they are less reluctant to share a rented Wi-Fi router with others (They tend to share it with two or three people in case of independent travel).

\*\*Based on our research and standard\*\*

| спес реоріс п                                | * Based on our research and standard   |             |             |            |          |  |  |
|--|--|-------------|-------------|------------|----------|--|--|
| Means  | Price  | Area        | Speed       | Management | Security |  |  |
| GLOBAL WiFi.                                 |  |             |             |            |          |  |  |
| NNJA WIFI Powered by GLOBAL WIFI             | Partnering with overseas high quality ISP - to offer the fastest connection speed in the area, reasonable price, security and usability.                 |             |             |            |          |  |  |
| Roaming<br>(Telecom carriers'<br>fixed-rate) | ×  | $\triangle$ | $\triangle$ |            |          |  |  |
|  | There are problems with price and quality. (It costs from about JPY980 to JPY2,980/day, and it may cost more expensive.)                                 |             |             |            |          |  |  |
| Prepaid SIM<br>(Purchased                    | $\triangle$  | $\triangle$ |             | ×          |          |  |  |
| overseas)                                    | Need knowledge to manage. (Local purchase, issues with data capacity, and periodical charge is required, etc.)   |             |             |            |          |  |  |
| Free Wi-Fi Spot<br>(Hotel, Café, etc.)       |  | ×           | $\triangle$ |            | ×        |  |  |
|  | Problem with coverage (with limited communication area), speed (depending on the user's communication environment and traffic conditions), and security. |             |             |            |          |  |  |

## Comparison of Overseas Internet Connection Means 2



| Wi-Fi router rental  | Com-<br>parison        | Roaming<br>(Telecom carriers'<br>fixed-rate)   | Free Wi-Fi Spot /<br>Hotel Wi-Fi   |
|--|------------------------|--|--|
| JPY <b>300-2,170</b> /day<br>* Round-the-world plan JPY2,980/day<br>Apply for rental on the website.   | Fee                    | JPY980-2,980/day Need to check in advance the contract details, compatible models, and settings, etc. according to the plan.  * Depending on your mobile carrier | Free Wi-Fi spot <b>Free Accommodation fee</b> (Hotel Wi-Fi included) or <b>JPY500-3,000</b> Hotel Wi-Fi +accommodation fee                                     |
| Fixed fee and stable speed  Full security and compensation You can use it comfortably thanks to the fixed fee.  Choose the communication capacity according to your situation.   | Advan-<br>tage         | Easy to connect  * Tethering is also available.  | Easy to use Area is limited, but it is provided free of charge in many places, and it is easy to connect.  |
| <b>More luggage</b><br>Need to carry a Wi-Fi router in addition to<br>your smartphone.   | Dis-<br>advan-<br>tage | Expensive Fee is more expensive than those for Wi-Fi rental.  If the setting is wrong for data roaming, the fee can be more expensive.                           | Be careful about unauthorized access It is easy to use, but it has some risks of virus infection and personal information being stolen by unauthorized access. |
| If you connect the Internet at a stable speed without worrying about additional charges (You can use it with several people at a lower fee by splitting the bill)  Available anywhere. No worry about busy access and difficulty to connect. | Reco-<br>mmend         | If you want to connect the internet easily with your own device  | Communication area is limited, but you want to save money. It is for users who only need to connect the overseas Internet in a limited amount of time.         |

### "GLOBAL WiFi" Business Profit Structure



| Items         | Summary   |
|---------------|---|
|               | Overseas  |
|               | Regular rental:   |
|               | Rental fee per day × number of days used  |
|               | Average: JPY1,000/day, Average number of days used: 7 days                                  |
|               | Options available such as insurance, mobile battery, etc.                                   |
| Sales         | GLOBAL WiFi for Biz :   |
|               | Monthly basic charge (JPY2,167) + data communication fee (plan) $	imes$ number of days used |
|               | Use service in Japan (Domestic option for teleworking)                                      |
|               | Domestic (in Japan)   |
|               | Rental fee per month (available for rental from 1 day)                                      |
|               | Average: Approx. JPY5,000/month, Average days used: 1.5 months (45 days)                    |
|               | Data communication (telecom carriers in the world)  |
| Cost of colos | Terminal price (mobile Wi-Fi routers)   |
| Cost of sales | Recorded as rental asset (recorded by depreciation over 2 years)                            |
|               | Outsourcing (commission paid to sales agents), etc.   |
|               | Personnel, advertising, shipping delivery, business consignment, credit                     |
| SG&A expenses | card payment, etc.  |
|               | Operation and rent of shipping centers, airport counters, customer                          |
|               | centers, etc.   |
|               | Other SG&A expenses, etc.   |

### Utilize "CLOUD Wi-Fi Router"

#### - Maximize Convenience and Cost Efficiency -



### A Wi-Fi router with next-generation communication technology that manages SIM on the cloud.

No need to insert/change SIM physically.

Communication lines of the world are available with only one device.

The device settings can be adjusted remotely in the case of communication failure.

The plan (data capacity) can be changed during the rental term.

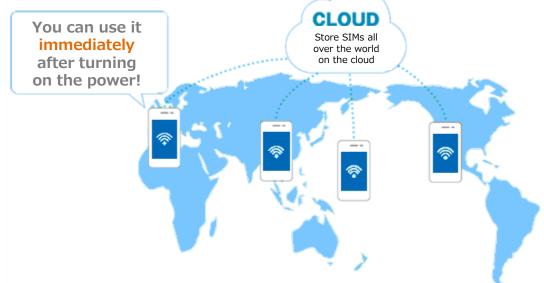
#### Make the most of the characteristics of the CLOUD Wi-Fi router.

Convert the Cloud Wi-Fi router used for overseas communication service to the domestic Wi-Fi router. Since a physical SIM card is not inserted in the router, it can be assigned to other routers depending on the communication status.

\* It can be operated even in the case that the number of rentals is more than the number of SIMs

(efficient operation of communication costs).







### **Expand Service Areas for Unlimited Plan**

- Gaining Competitive Advantage When Travel Recovers -



# Recently we tend to consume large amounts of data communication capacity, such as diversified smartphone apps, transmission and reception of large-volume images and videos, and SNS posting.

Popular to share with multiple people such as friends and family members, and to use multiple devices (smartphones, tablets, laptops, etc.) for business.

Expand the service areas and plans, responding to requests for the plan that can be used without worrying about data capacity and long-term use (extended overseas business trip period due to COVID-19). Increase choice ratio of unlimited plan  $\Rightarrow$  Improve ARPU.



### Airport Counter and Smart Pickup



Receive and return at 17 domestic airports, 34 counters, 36 Smart Pickup units, and return BOX.

Installed automatic pick-up lockers at 11 airports.

The service level is optimized according to customer.

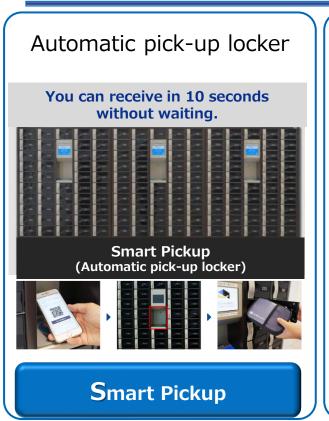


Eliminate waiting time for customers who do not need explanation such as repeaters (Utilize Smart Pickups). Airport staffs respond to customers who need explanation (Utilize airport counters).

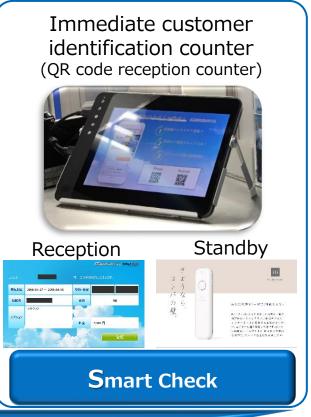


### **Smart Strategy**









**Shorten waiting time** 

No congestion

Improve convenience

**Improve CS** 

**Increase sales** 

**Evolve to more convenient, comfortable, relieved counters that meet each customer's needs,** responding to the increase in the number of rental (delivery) and optional services (compensation service, accessory etc.), for Japanese traveling overseas and foreign visitors to Japan.

### Online Order System just before Departure (Smart Strategy × CLOUD WiFi × Database)





Collaborate with each effort to further improve convenience

### Acquire departing passengers on the day.

- ⇒ Increase number of users.
- \* Respond to WEB application in front of the airport counter instantly in collaboration with the database.

### Expand Tabi-naka Services (Services during Travel)



### Expand Tabi-naka services (including options), responding to customer requests.

Support safe, secure, and comfortable travel.



### Travel Related Service Platform



Use existing customer base and provide useful information/services to solve problems during overseas travel.

🌐 GLOBAL WiFi. NINJA WiFi

**Overseas** travelers

In Japan, total approx. 4.06mn people/31.22mn nights

Outbound (approx. 3.47mn people/24.29mn nights) + Inbound (approx. 0.99mn people/6.93mn nights) \* FY2019 results, our research







Advertising revenue improvement

**Useful information** 

(Media)

**Useful services** 

**ARPU** improvement

**Promotional materials** (included flyers)







Optional services that are convenient when traveling









Insurance, coupons, shop & duty-free shop, hotel & minpaku, tours, rental cars & limousine, tourist attractions, etc.

Settlement platform

**Guide customers to allied partners** 

(Reference)

FY2018 results:

approx. 3.6mn people/25.22mn nights

·Outbound... approx. 2.82mn people /19.76mn nights

approx. 0.78mn people Inbound…

/5.45mn nights

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### Pick up at Convenience Store

- Gaining Competitive Advantage When Travel Recovers -



Based on your convenience, another option is added: you can pick-up a Wi-Fi router at 7-Elevens throughout Japan (excluding Okinawa) near your workplace or home.

Provide an option to avoid crowded places such as airport counters.

You can pick it up even at midnight if the store is open.





You can pick it up at Seven-Eleven near you.



You can pick it up even at midnight if the store is open.

### Ready-to-go in advance



You don't need to wait at the airport counter.

### **Expand Unmanned Stores**

- Gaining Competitive Advantage When Travel Recovers -



### Increase unmanned stores with vending machines.

Where are they set up? (As of end of Jun 2022)
At Kita-Kyushu airport, Miyako Shimojishima Airport
\* Plan to add more in the future.

What type of machines are set up? Smart Pickup + Return BOX (Available for pick-up and return)

#### **Features**

Non-face-to-face receipt without waiting at the airport counter even during busy seasons (for repeaters who do not need explanation, and effective against COVID-19).

Available 24 hours a day including early in the morning and late at night, when there are needs, but it is difficult to secure personnel.

Also set up vending machines for pre-paid SIM for domestic use mainly for foreign travelers visiting Japan and those who are temporarily back to Japan. Possible to add touch points in a small space and at low cost (convenience improved and profits increased).





### "Tsuyaku-fukikae.com"

- New Service Making the Most of Our Customer Base -



### The service for online/offline business negotiations and conference interpretation, video translation/dubbing, and translation.

### "Overcoming the language barrier, make your business more global."

Provide interpretation, translation, and dubbing services that can be available in various business situations at reasonable prices.

Emphasize communication with overseas investors and support the enhancement of the English-language disclosure. Also support dubbing and subtitles of financial summary video, translation and other services of financial statements, financial results presentation materials, and convocation notices of general shareholders' meeting.



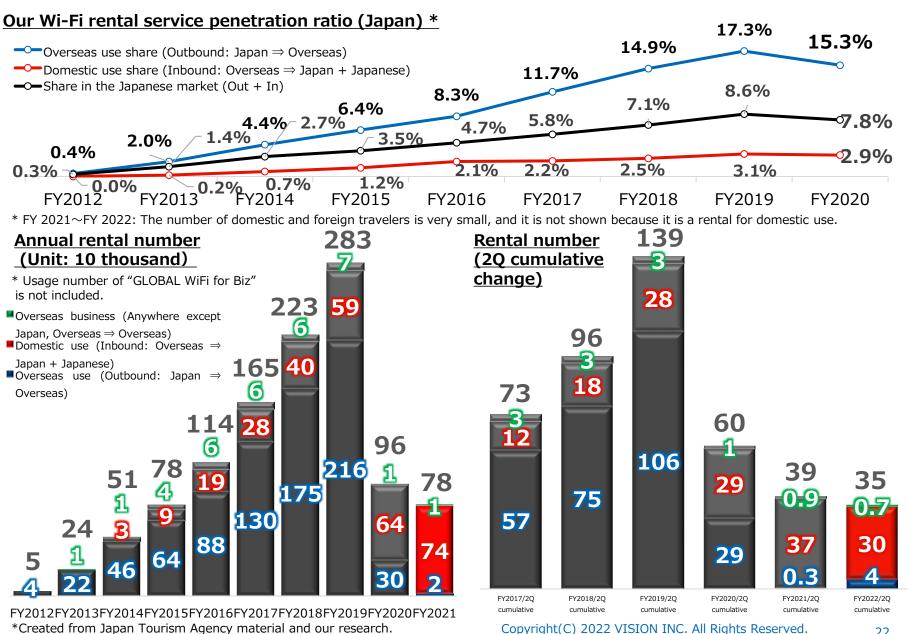
**Video translation/dubbing** (Japanese → English) Financial summary video (Vision Inc.)





### "GLOBAL WiFi" Business Rental Number Change





### "GLOBAL WiFi" Business Market Size



Inbound (Foreign visitors to Japan)

Approx. 31.88mn people for a year.

\* Results in FY2019

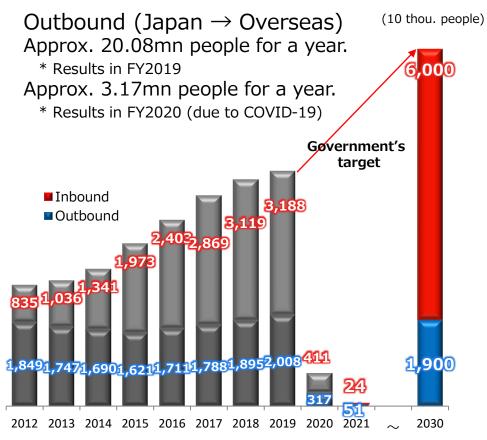
Approx. 4.11mn people for a year.

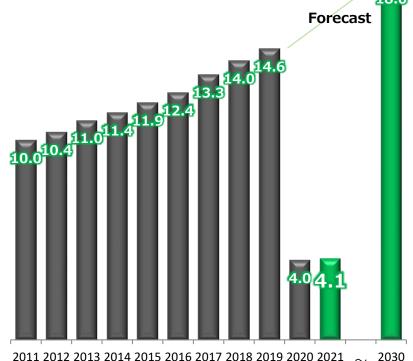
\* Results in FY2020 (due to COVID-19) Government's target 60mn people in 2030 Overseas travelers in the world (Number of international tourist arrivals) A huge market of 1.46bn people.

\* Results in FY2019

In 2020, the number of overseas travelers decreased by 1.0bn from the previous year. Announced by UNWTO Japan Office on March 10, 2022

(bn people)



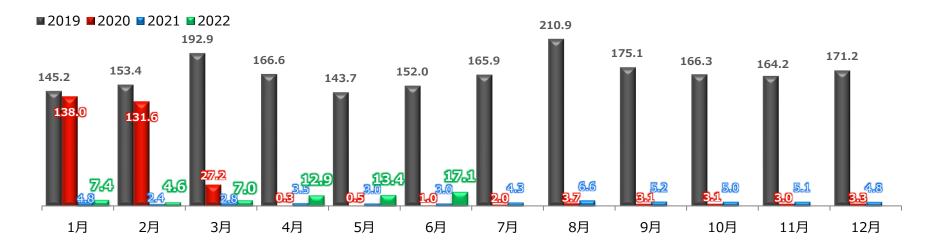


## "GLOBAL WiFi" Business Number of overseas travelers (Monthly change)



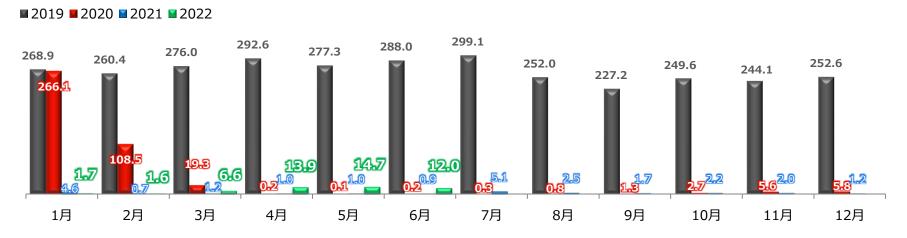
### Outbound (Japan → Overseas)

(10 thou. people)



### Inbound (Foreign visitors to Japan)

(10 thou. people)



### Information and Communications Service Business **Growth Strategy** (Competitive Advantage)

















#### **Startup Companies**

Have new dealings with **one company in ten companies**\* that are newly established within the year in Japan

Number of incorporations being registered in Japan: 132,343 (2021)

Source: Ministry of Justice

**WEB Strategy** 

Ability to attract customers due to **our own WEB marketing** (Internet media strategy)

**Customer Loyalty** 

**CRM (customer relations/continuous dealings) strategy**, our own know-how Maximization of continued revenue = Stock business Additional sales with high productivity (up/cross selling)

**Products and** services

Products and services that lead to customers' "sales improvement", "cost reduction", "efficiency improvement", "communication activation", and "DX promotion" (Products that are less affected by the economy)

We have multiple business segments (each product), and the business structure can be changed according to the situation (economic conditions, trends, etc.) (a flexible business structure).













**Telephone Line Arrangements** 

Cellphone Support

Office **Automation** 

**Website Support** 

Security

**Electric Power** 

**Cloud App** Service (SaaS)

<sup>\*</sup> Total number of companies established within 6 months (including sole proprietors), starting business with us (our research) The number of acquisitions will depend on the fluctuations in handling services and products.

## Information and Communications Service Business Profit Structure



| Items            | Summary   |  |  |  |  |
|------------------|---|--|--|--|--|
|                  | Fixed-line phones, cellphones, electric power, etc.   | OA equipment (multifunction printers, business phone system), website, and security                                  |  |  |  |
| Sales            | Business brokerage fee (Brokerage commission) Renewal commission (according to customers' usage situation) Paid by telecom carriers and primary sales agents  | Sales price Paid by leasing and credit companies Maintenance fee Paid by the manufacturers and factoring             |  |  |  |
| Cost of sales    | Terminal prices (cellphones) No cost of sales for fixed-line phones arrangements and electric power Paid to telecom carriers and primary distributors Outsourcing (commission paid to sales agents), etc. | Equipment (OA equipment, and security) Paid to the manufacturers Outsourcing (commission paid to sales agents), etc. |  |  |  |
| SG&A<br>expenses | Personnel expense Advertising expense (website, etc.) Rent for call centers, etc. Other SG&A expenses, etc.   |  |  |  |  |

### Information and Communications Service Business Market Size



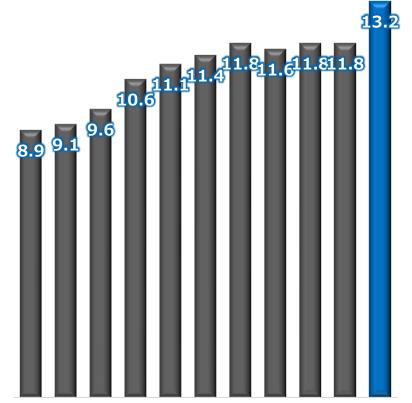
Number of incorporation registrations (total): 132,343

Approx. 130 thousand companies annually.

(Continued increase trend due to aggressive establishment and corporate support by the government)

Attract customers utilizing the know-how of web marketing with approx. 15 years experience.

Target newly established companies.



20112012201320142015201620172018201920202021

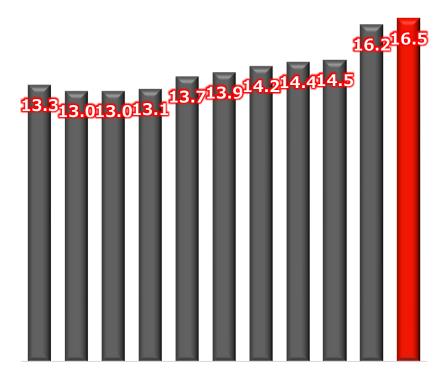
Number of registration of transfer of head office and branch (total): 165,357

Approx. 170 thousand companies annually.

(Excluding the number of offices transferred that are not obliged to apply for registration)

Cover change procedures, etc. on addition and relocation.

Up/cross selling by advanced operations of Customer Loyalty Team (CLT). (10 thousand)

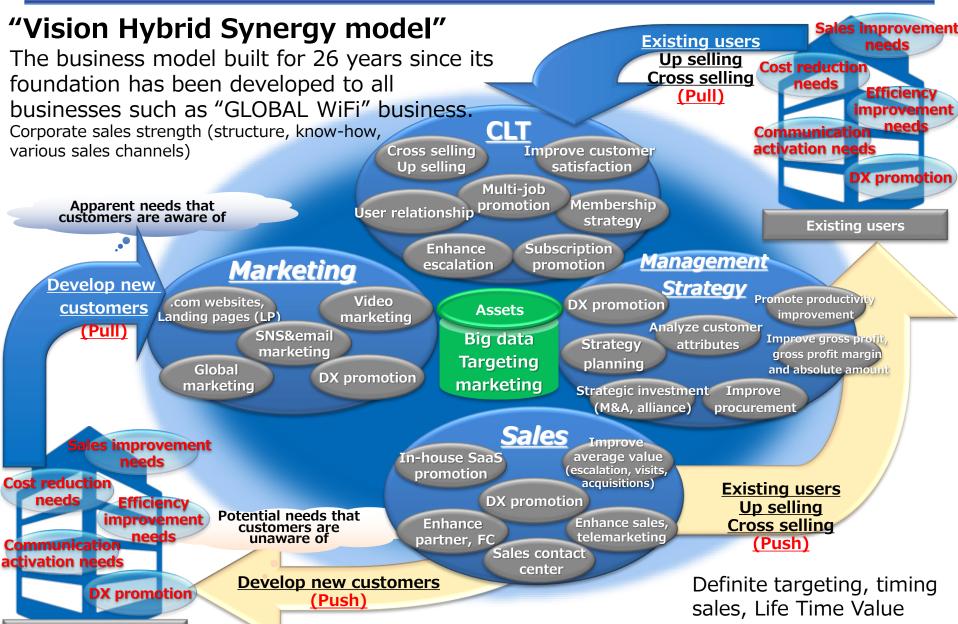


20112012201320142015201620172018201920202021

## Information and Communications Service Business ¬ Business Model

**New users** 





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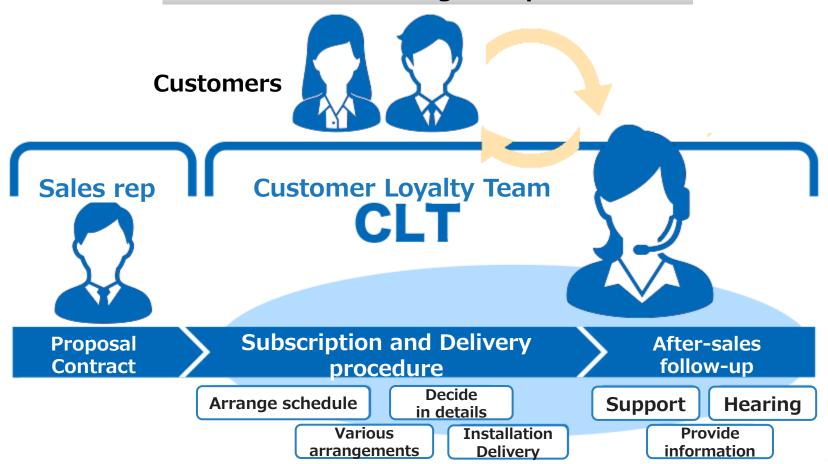
28

## Information and Communications Service Business Customer Service



Create values with advanced operations Customer Loyalty Team (CLT)

From delivery procedure to after-sales follow-up Covers a wide range of operations



## Information and Communications Service Business, "High Efficiency" Marketing



### "High efficiency" marketing with combined three factors: web marketing × sales rep × CLT



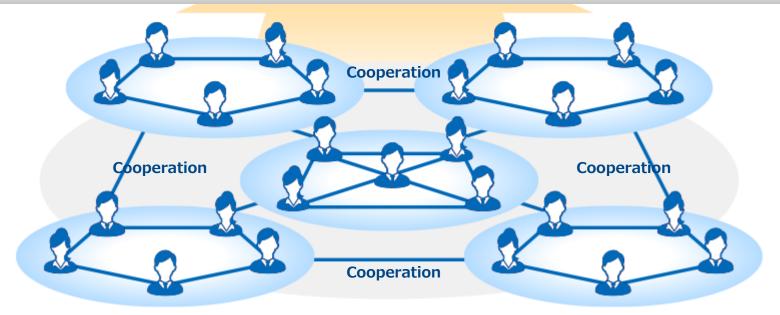
## Information and Communications Service Business Escalation (Cooperation among Divisions, Customer Referral)



Organization culture that creates continuous evolution High productivity generated by escalation system (cooperation among divisions and customer referral)



Improve productivity through flat and open culture, and the "escalation system" promoting cooperation among divisions



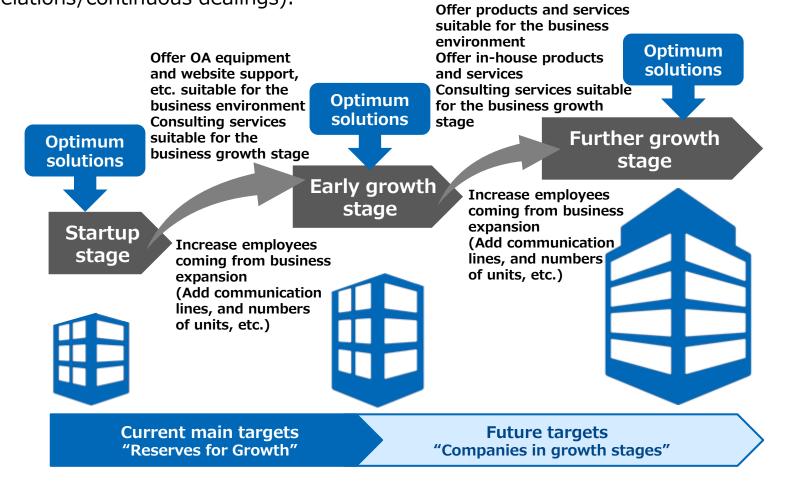
## Information and Communications Service Business Subscription-based Business Model



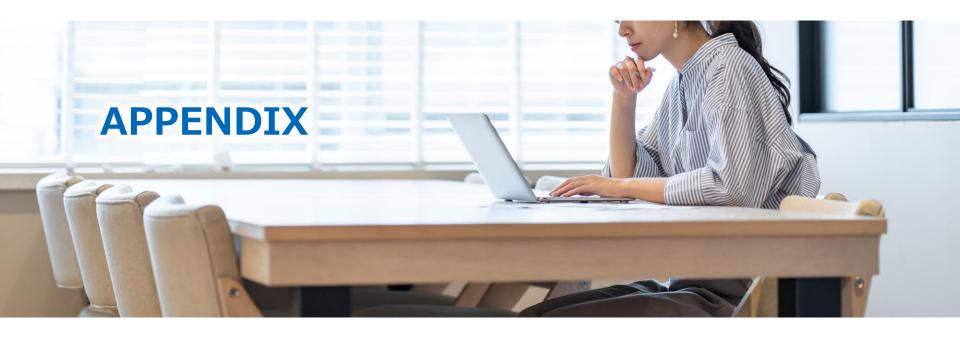
### **Subscription-based Business Model**

Provide optimum solutions according to the growth stage, continuing to stay close to the growth of customer companies.

Structure that accumulates profits by our original know-how CRM (customer relations/continuous dealings).

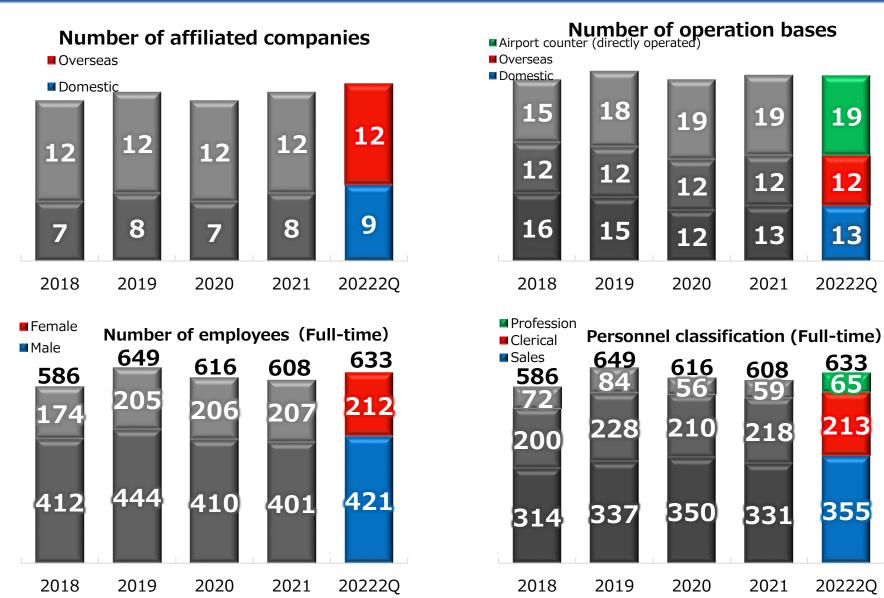






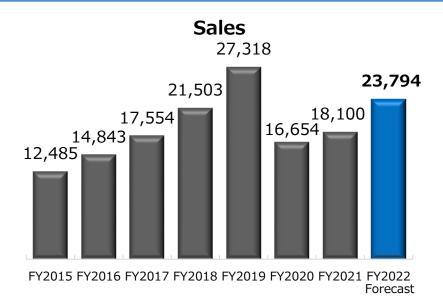
### **Group Structure**



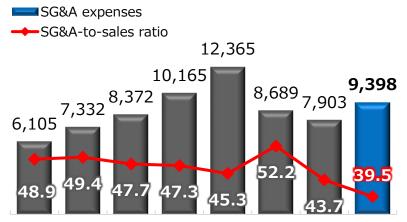


### Performance Data





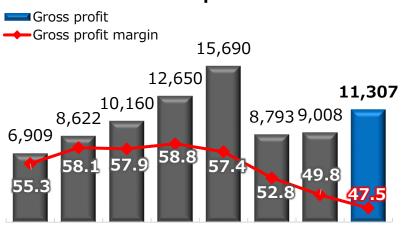
### **SG&A** expenses



FY2015 FY2016 FY2017 FY2018 FY2019 FY2020 FY2021 FY2022 Forecast

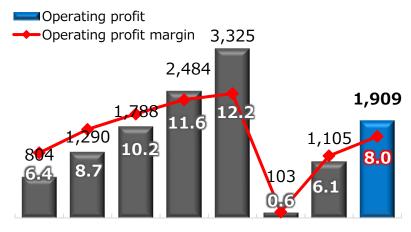
#### **Gross profit**

(JPYmn, %)



FY2015 FY2016 FY2017 FY2018 FY2019 FY2020 FY2021 FY2022 Forecast

#### **Operating profit**

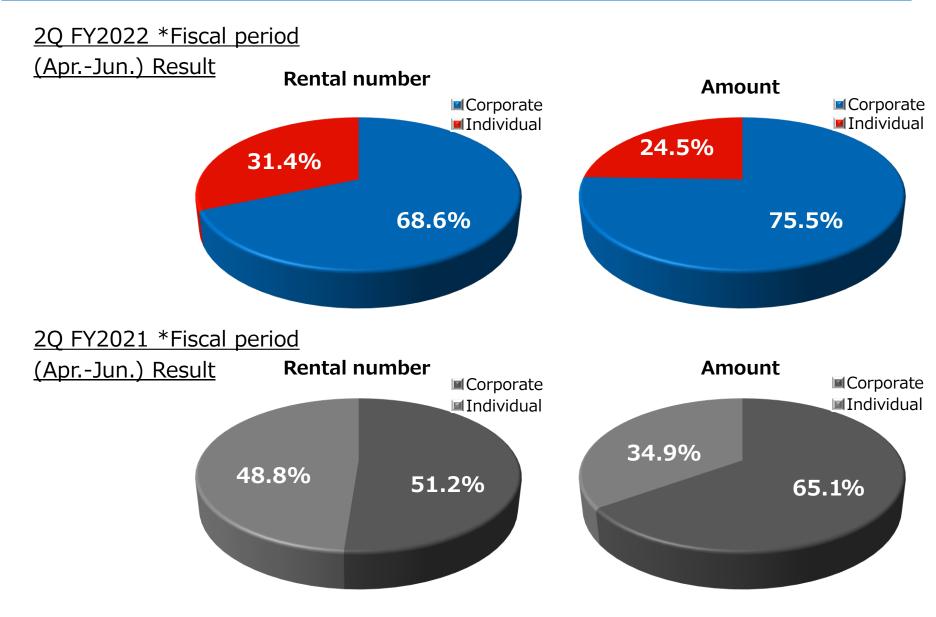


FY2015 FY2016 FY2017 FY2018 FY2019 FY2020 FY2021 FY2022 Forecast

### Customer Attributes (Corporate/Individual)

"GLOBAL WiFi" Business Overseas Use (Outbound)

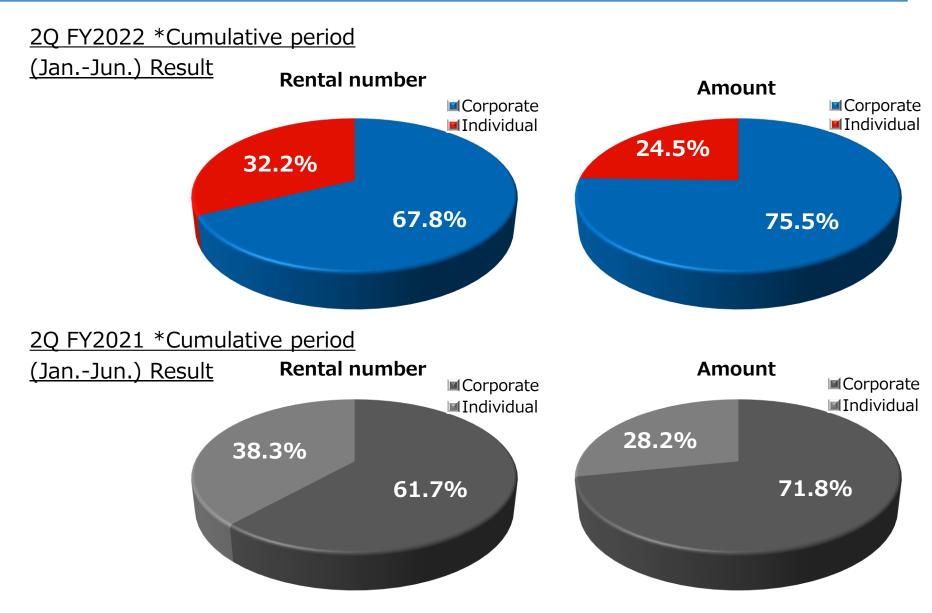




### Customer Attributes (Corporate/Individual)

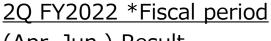
"GLOBAL WiFi" Business Overseas Use (Outbound)

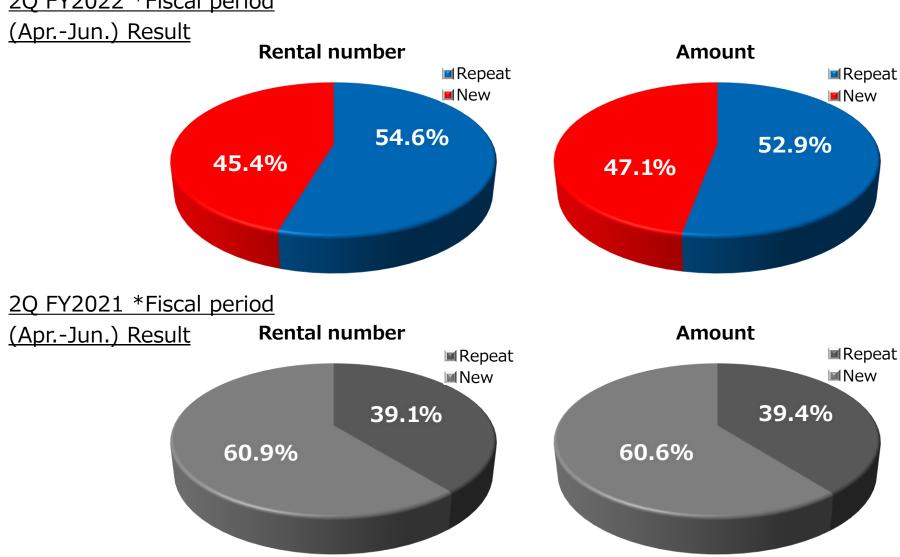




### Customer Attributes (New/Repeat) "GLOBAL WiFi" Business Overseas Use (Outbound)

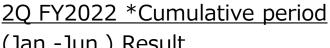


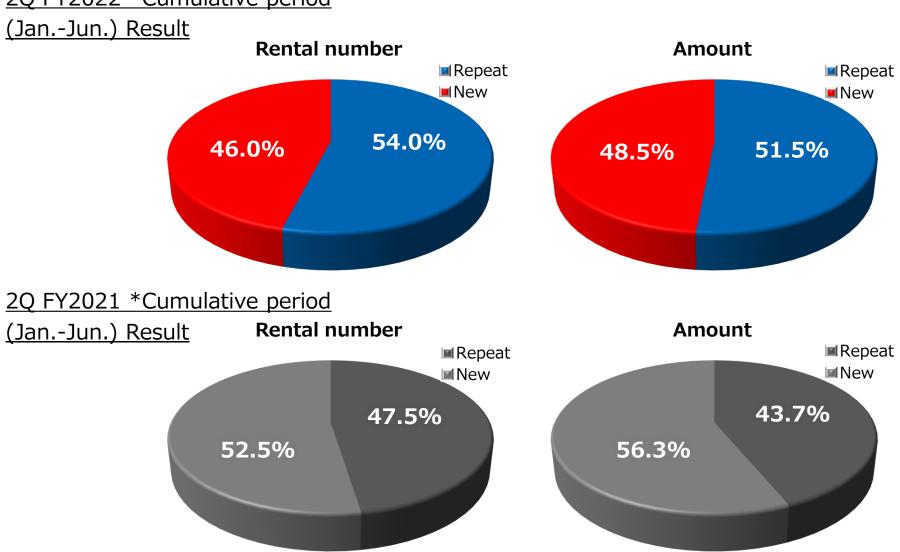




### Customer Attributes (New/Repeat) "GLOBAL WiFi" Business Overseas Use (Outbound)



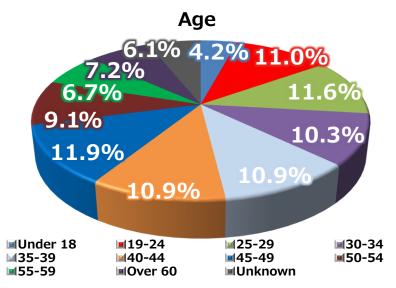




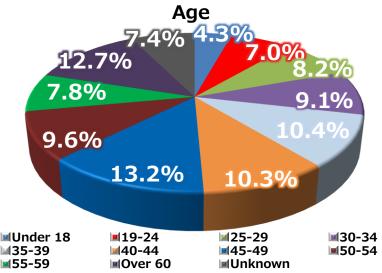
### Customer Attributes (Age/Gender, Corporate or Individual) "GLOBAL WiFi" Business Overseas Use (Outbound)



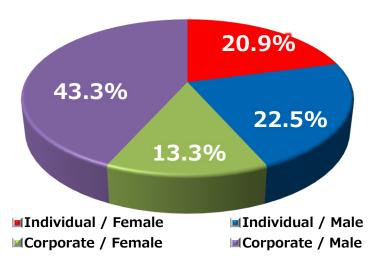
### 2Q FY2022 (Apr.-Jun.) Result



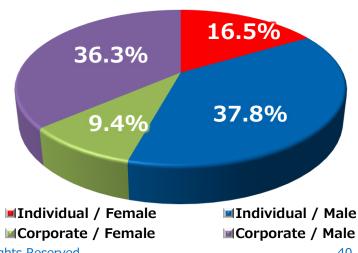
### 2Q FY2021 (Apr.-Jun.) Result



#### Gender, Corporate or individual



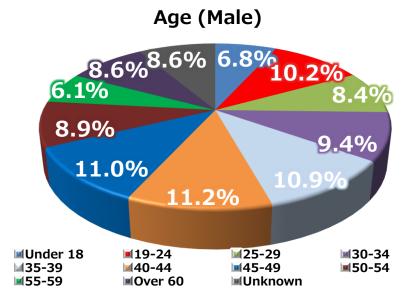
#### Gender, Corporate or individual



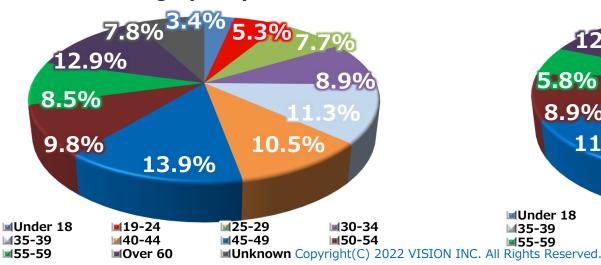
"GLOBAL WiFi" Business Overseas Use (Outbound)



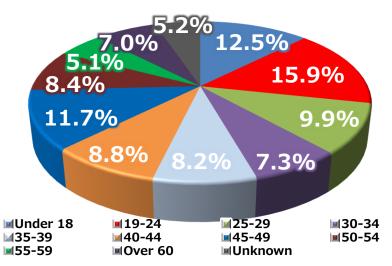
### 2Q FY2022 (Apr.-Jun.) Result



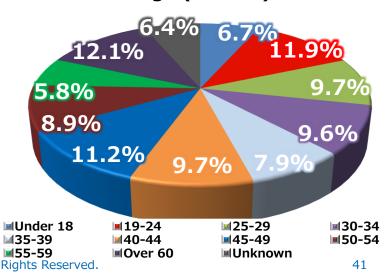
#### 2Q FY2021 (Apr.-Jun.) Result Age (Male)



#### Age (Female)



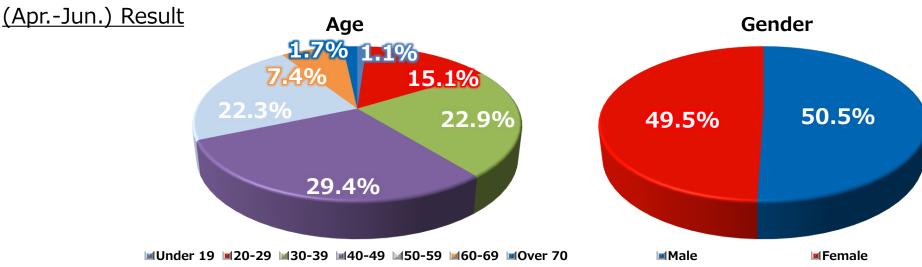
#### Age (Female)



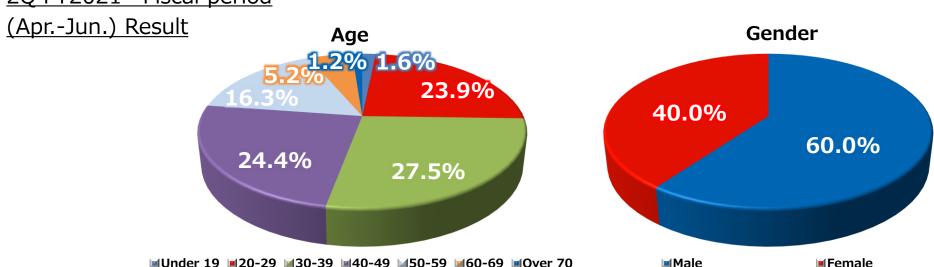
"GLOBAL WiFi" Business Domestic Use (Except for teleworking, etc.)







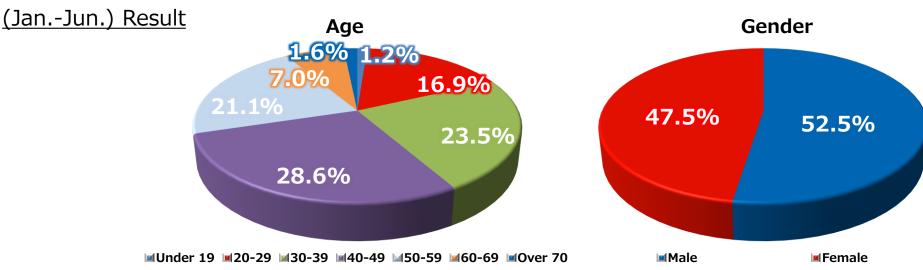




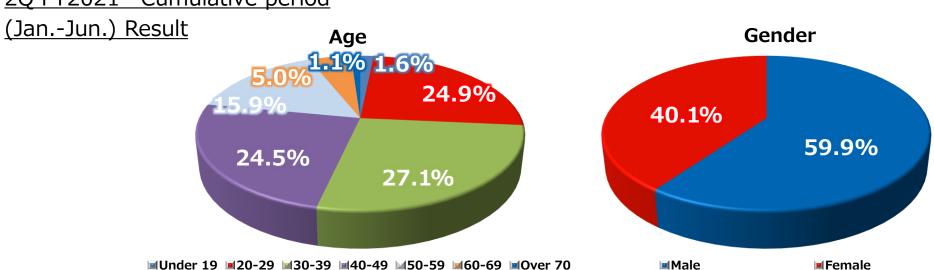




### 2Q FY2022 \*Cumulative period

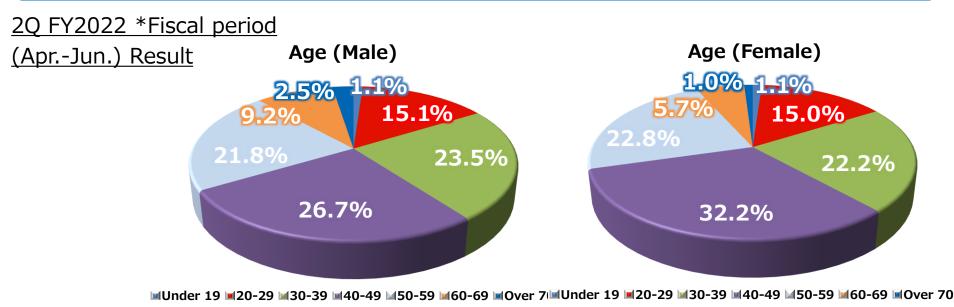


### 2Q FY2021 \*Cumulative period

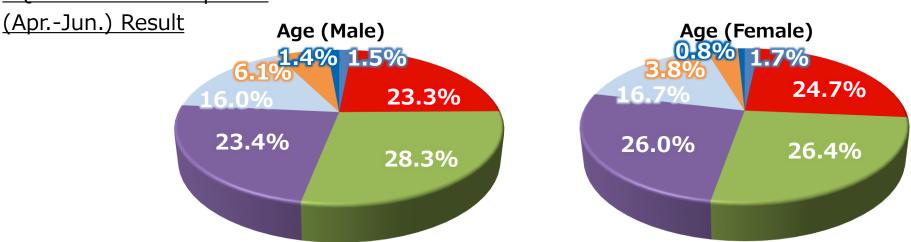


"GLOBAL WiFi" Business Domestic Use (Except for teleworking, etc.)





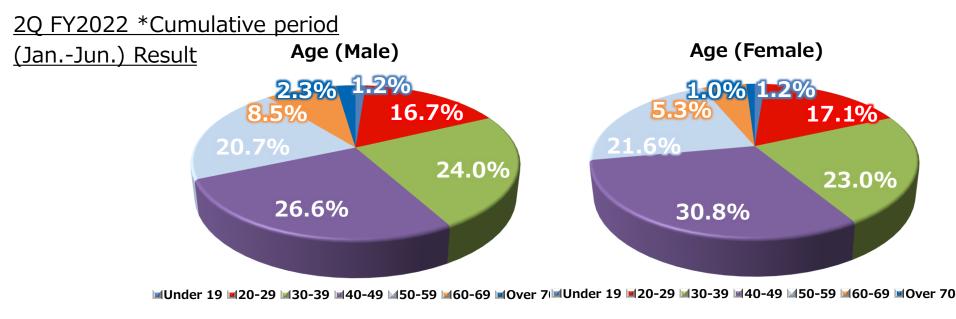
2Q FY2021 \*Fiscal period



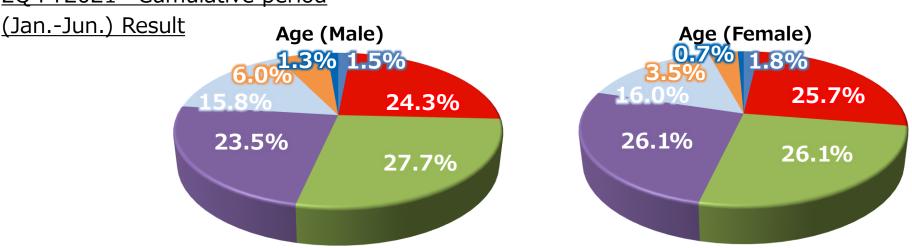
**■Under 19** ■20-29 ■30-39 ■40-49 ■50-59 ■60-69 ■Over 70 ■Under 19 ■20-29 ■30-39 ■40-49 ■50-59 ■60-69 ■Over 70

"GLOBAL WiFi" Business Domestic Use (Except for teleworking, etc.)





### 2Q FY2021 \*Cumulative period



**■Under 19** ■20-29 ■30-39 ■40-49 ■50-59 ■60-69 ■Over 70 ■Under 19 ■20-29 ■30-39 ■40-49 ■50-59 ■60-69 ■Over 70



### To Contribute to the Global Information and Communications Revolution

### Notes on the Future Outlook



Materials and information provided in this announcement include so-called "forward-looking statements."

They are estimated at the present and are based on the assumption that involves forecasts and risks, and substantially they include uncertainties which could cause different results from these statements.

These risks and uncertainties include general industry and market conditions, and general domestic and international economic conditions, such as interest rates and currency exchange fluctuations.

In the future, even if there is new information or future events etc., we shall not be obligated to update and revise the "forward-looking statements" included in this announcement.

Vision Inc.

Contact: Investor Relations Dept.

ir@vision-net.co.jp

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