

# Financial Results Briefing Report for Q1 FY03/23



August 5, 2022  
WOW WORLD Inc.



- **Q1 FY03/23 Results**
- **Earnings forecast for FY03/23**
- **Topics**

## Revenue

**679** Million yen  
(YoY +0.4%)

(budget ratio -6.1%)

- Growth in cloud service WEBCAS standard version (+16.7% year-on-year)
- Growth in cloud service CMS (+24.3% year-on-year)
- Generally in line with plan, even through progress on large-scale web development is somewhat behind schedule
- WEBCAS standard version performing well, but underperforming budget; Newstream consolidation delay (from June to August) has also had an impact, and we are 6.1% behind budget

## EBITDA

**78** Million yen

(YoY -53.7%)

(budget ratio -14.3%)

- Increase in upfront investment costs due to an increase in initial sales promotion expenses for press conferences and other events related to the announcement of WOW engage, a new group solution, and to strengthen marketing, development systems, etc.
- Decrease in profit due to one-time special expenses concentrated in Q1, including the cost of obtaining ISMAP certification, which is necessary to continue transactions with government agencies, and the cost of transitioning to a holding company
- However, we factored the above costs into our plan, and EBITDA fell short of plan by 14.3% due to the failure to meet our sales budget

# Q1 FY03/23 Results



# Q1 FY03/23 Results | Review of business segments

## Before the change

|  |            |   |
|--|------------|---|
| <b>Enterprise Software</b>                   | <b>CRM</b> | WEBCAS SaaS premium version                     |
|  |            | WBCAS SaaS Standard version                     |
|  |            | WEBCAS On-premises version                      |
| <b>Digital Marketing Operational Support</b> | <b>CMS</b> | Connecty CMS on Demand                          |
|  |            | Connecty CDP                                    |
|  | <b>CRM</b> | Consulting for e-mail operation support<br>FUCA |
| <b>Others</b>                                | <b>CMS</b> | Construction (Connecty)                         |
|  |            | Operation (Connecty)                            |
| <b>E-Commerce</b>                            |            | System contract development                     |
|  |            | Baby clothes sale (Mamachu)                     |

## After the change

|   |                               |   |
|---|-------------------------------|---|
| <b>Enterprise Software</b>                  | <b>Communication platform</b> | WEBCAS SaaS premium version                                     |
|   |                               | WBCAS SaaS Standard version                                     |
|   |                               | WEBCAS On-premises version                                      |
| <b>Large-Scale Web Development</b>          | <b>CMS</b>                    | Connecty CMS on Demand  |
|   | <b>CDP</b>                    | Connecty CDP  |
|   | <b>Construction</b>           | Construction and Consulting (Connecty)                          |
| <b>Communication Support and Consulting</b> | <b>Operation</b>              | Operation (Connecty)  |
|   | <b>Communication</b>          | Consulting for e-mail operation support<br>(WOW,FUCA,Newstream) |
|   | <b>CDP</b>                    | Operation and Consulting of Connecty CDP                        |
| <b>Others</b>                               |                               | System contract development                                     |
|   |                               | Baby clothes sale (Mamachu)                                     |

## Enterprise Software

- Development and sales of communication platform “WEBCAS” series
- Development and sales of enterprise CMS “Connecty CMS on Demand” and “Connecty CDP” provided by Group company Connecty Inc.

## Large-Scale Web Development

- Entrusted development of large-scale websites using “Connecty CMS on Demand”
- Operation support after website construction

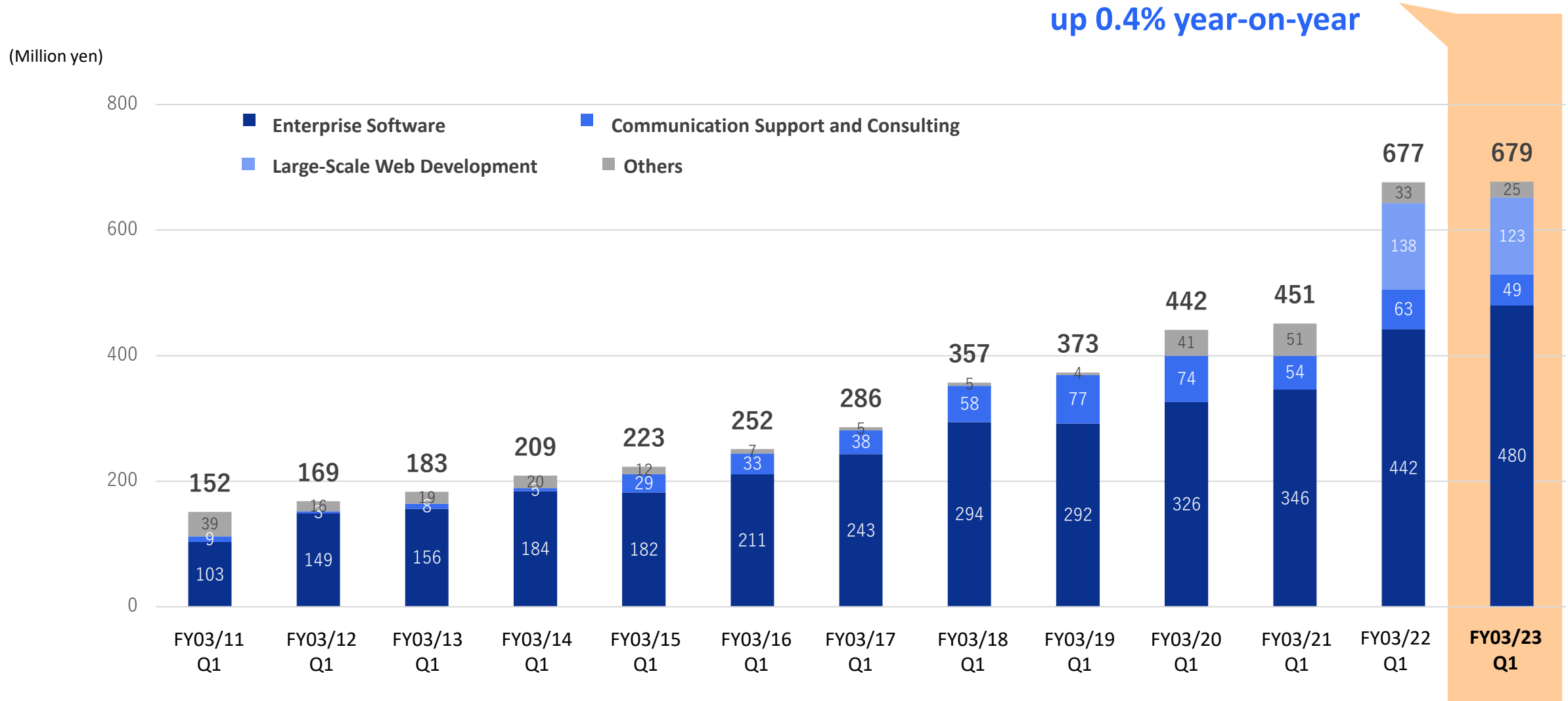
## Communication Support and Consulting

- Consulting for more effective use of the "WEBCAS" series, agency for email creation and distribution
- Implementation consulting of “Connecty CDP”

## Others

- Operation of “ Babychu ”, an e commerce site for baby clothes by group company Mamachu Inc. Used as a research position to obtain hints for product development.
- Commissioned development business

# Q1 FY03/23 Results | Revenue trends





# Q1 FY03/23 Results | Profit and loss statement [IFRS]

- Net sales remained flat year on year due to delayed progress in large-scale web development, etc., while revenue for WEBCAS standard version and CMS cloud services grew.
- EBITDA declined 53.7% year on year due to outsourcing costs associated with ISMAP\*3 compliance, initial sales promotion costs for the new WOW engage service, and higher personnel expenses in the WEBCAS and large-scale web development businesses (however, we factored these costs into our plan, and the company underperformed our sales budget by 14.3%)
- Operating profit declined 104.0% due to the cost increases above and an increase in amortization of software assets

(Million yen)

|   | FY03/22 Q1<br>Results<br>[Japanese GAAP] | FY03/22 Q1<br>Results* <sup>2</sup><br>[IFRS] | <b>FY03/23 Q1<br/>Results</b> | YoY<br>(%) |
|---|--|---|-------------------------------|------------|
| Revenue                                 | 677                                      | 677   | <b>679</b>                    | +0.4%      |
| EBITDA* <sup>1</sup>                    | 147                                      | 169   | <b>78</b>                     | (53.7%)    |
| EBITDA margin (%)                       | 21.8%                                    | 25.0%   | <b>11.5%</b>                  |            |
| Operating profit                        | 100                                      | 113   | <b>(4)</b>                    | (104.0%)   |
| Operating margin (%)                    | 14.8%                                    | 16.8%   | <b>-</b>                      |            |
| Profit (loss) before tax                | 101                                      | 114   | <b>(7)</b>                    | (106.2%)   |
| Profit attributable to owners of parent | 55                                       | 69  | <b>(1)</b>                    | (102.5%)   |

\*1 : EBITDA operating profit + depreciation / impairment / retirement loss (tangible / intangible fixed assets) + stock-based compensation expenses

\*2 : This is the actual value after the audit for the application of IFRS and has been changed from the value disclosed at the beginning of the fiscal year.

\*3 : ISMAP Information system Security Management and Assessment Program. A system that aims to ensure the security level in the government's procurement of cloud services by evaluating and registering cloud services that meet the security requirements of the government in advance, thereby contributing to the smooth introduction of cloud services.

# Q1 FY03/23 Results | Net Revenue by segment

- Enterprise Software sales were up 8.6% year on year due to steady expansion of cloud CMS sales
- Large-scale web development sales declined 10.6% due to delay in progress of development projects
- Communication support and consulting sales declined due to a decrease in external sales stemming from an increase in intra-group transactions
- E-commerce business missed plan due to delay in receiving original product shipments caused by the lockdowns in China

|                                      |                        |               | (Million yen)         |                       |         |
|--------------------------------------|------------------------|---------------|-----------------------|-----------------------|---------|
|                                      |                        |               | FY03/22 Q1<br>Results | FY03/23 Q1<br>Results | YoY(%)  |
| Enterprise Software                  | Communication platform | Cloud         | 322                   | 338                   | +5.2%   |
|                                      |                        | On-premises   | 64                    | 72                    | +11.0%  |
|                                      |                        |               | 387                   | 410                   | +6.1%   |
|                                      | CMS                    |               | 54                    | 68                    | +24.3%  |
|                                      | CDP                    |               | -                     | 0                     | -       |
|                                      |                        |               | 442                   | 480                   | +8.6%   |
| Large-scale web development          |                        | Construction  | 93                    | 72                    | (22.0%) |
|                                      |                        | Operation     | 45                    | 51                    | +13.2%  |
|                                      |                        |               | 138                   | 123                   | (10.6%) |
| Communication support and consulting |                        | Communication | 63                    | 49                    | (21.4%) |
|                                      |                        | CDP           | -                     | -                     | -       |
|                                      |                        |               | 63                    | 49                    | (21.4%) |
| Others                               |                        |               | 33                    | 25                    | (22.1%) |
| Revenue total                        |                        |               | 677                   | 679                   | +0.4%   |

# Q1 FY03/23 Results | Breakdown of cloud service revenue

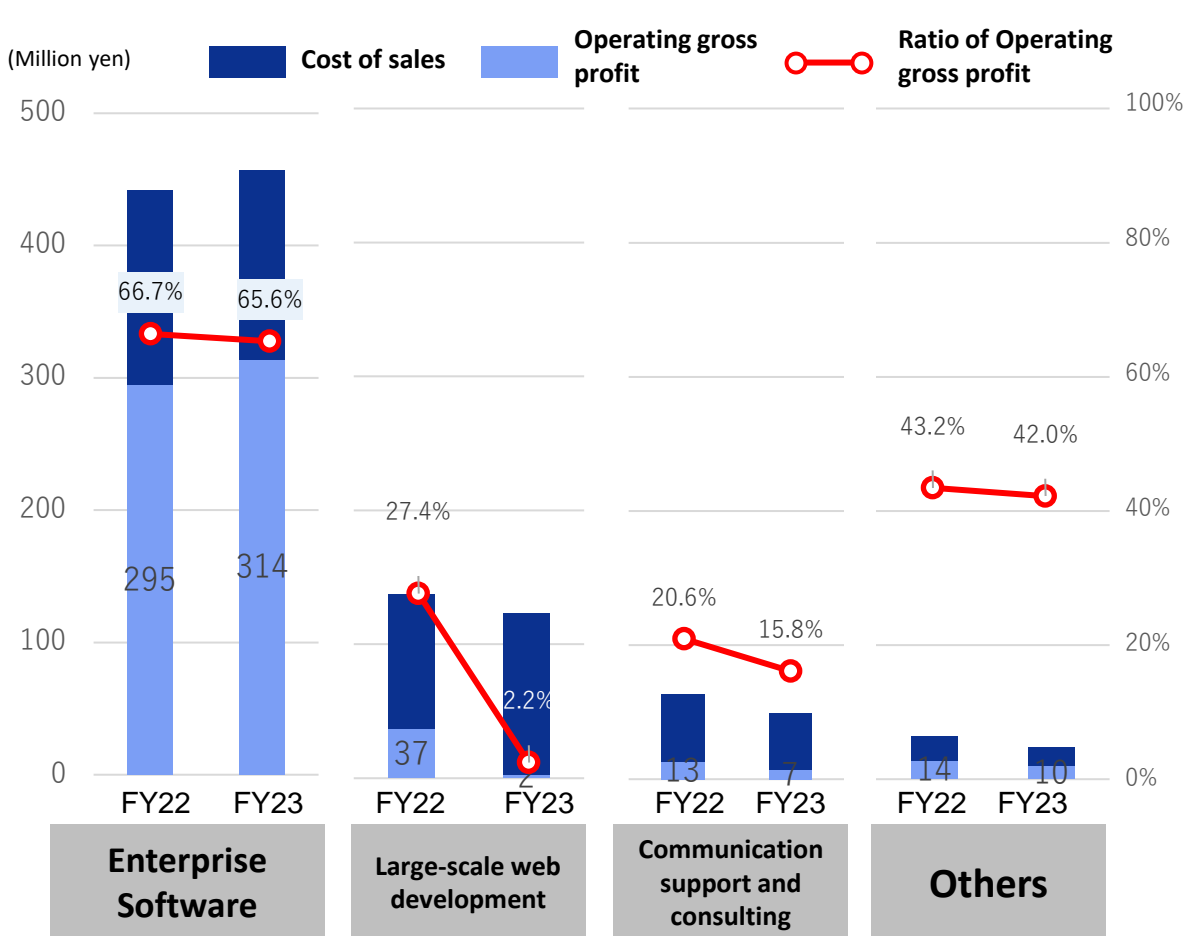
- Monthly sales of WEBCAS premium version were impacted significantly by the decline in MRR (5 million/month) due to the migration of large projects to the on-premises version in Q4 of the previous fiscal year; we are implementing measures to leverage new customer acquisition, including a review of our sales structure and a promotional campaign for free initial costs
- Monthly sales of WEBCAS standard version increased steadily (+16.7% year on year) due to up-selling and cross-selling customer success activities

(Million yen)

|                             |                             |         | FY03/22 Q1<br>Results | FY03/23Q1<br>Results | YoY(%) |
|-----------------------------|-----------------------------|---------|-----------------------|----------------------|--------|
| Communication<br>platform   | “WEBCAS”<br>Premium version | Initial | 29                    | 27                   | (4.6%) |
|                             |                             | Monthly | 168                   | 167                  | (0.8%) |
|                             | “WECAS”<br>Standard version | Initial | 9                     | 9                    | +1.6%  |
|                             |                             | Monthly | 114                   | 133                  | +16.7% |
|                             |                             |         |                       | 322                  | 338    |
| CMS                         |                             |         | 54                    | 68                   | +24.3% |
| Total cloud service revenue |                             |         | 377                   | 407                  | +8.2%  |

# Q1 FY03/23 Results | Operating gross profit by segment

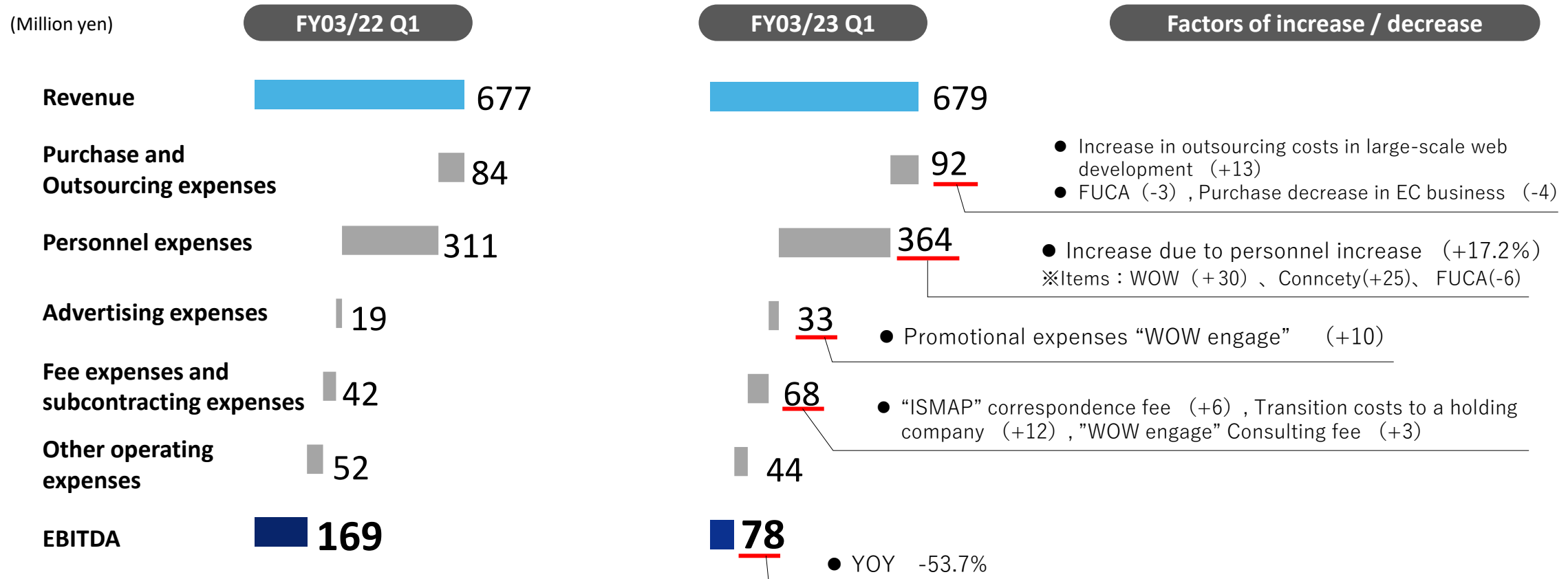
- Enterprise Software business increased 6.7% year on year due to growth in cloud business sales(WEBCAS, CMS)
- Profitability of large-scale web development projects declined due to an increase in outsourcing costs; however, we expect profit margins to recover as subcontracting costs are one-time expenses that we can limit in Q2 and later.
- Communication support and consulting profitability declined due to lower sales and the declining profitability of existing projects



|                                      |                                     | (Million yen)      |                    |         |
|--------------------------------------|-------------------------------------|--------------------|--------------------|---------|
|                                      |                                     | FY03/22 Q1 Results | FY03/23 Q1 Results | YoY (%) |
| Enterprise Software                  | Operating gross profit              | 295                | 314                | +6.7%   |
|                                      | Ratio of Operating gross profit (%) | 66.8%              | 65.6%              |         |
| Large-scale web development          | Operating gross profit              | 37                 | 2                  | (92.9%) |
|                                      | Ratio of Operating gross profit (%) | 27.4%              | 2.2%               |         |
| Communication support and consulting | Operating gross profit              | 13                 | 7                  | (39.7%) |
|                                      | Ratio of Operating gross profit (%) | 20.6%              | 15.8%              |         |
| Others                               | Operating gross profit              | 14                 | 10                 | (24.3%) |
|                                      | Ratio of Operating gross profit (%) | 43.2%              | 42.0%              |         |
| IFRS adjustments                     |                                     | (3)                | (4)                |         |
| Total                                | Operating gross profit              | 357                | 331                | (7.1%)  |

# Q1 FY03/23 Results | EBITDA factors

- Net sales remained flat year on year due to delayed progress in large-scale web development projects, while cloud services for WEBCAS standard version and CMS increased
- EBITDA decreased 53.7% year on year due to upfront investment in stronger marketing and development systems, initial sales promotion expenses for the new WOW engage service, and an increase in one-time special expenses for ISMAP and HD support. However, we factored the expenses above into our initial plan, since they represent upfront investments and one-time special expenses in anticipation of future business expansion.



- Breakdown of upfront investments in business expansion, which was a drag on Q1 earnings, and outlook for future upfront investments

(Million yen)

| class              | Content   | detail   | Q1 results<br>(YoY) | Q2-Q4<br>forecast<br>(YoY) | Full-year<br>forecast<br>(YoY) |
|--------------------|---|--|---------------------|----------------------------|--------------------------------|
| Advance investment | <b>HR investment of WOW WORLD</b><br>(Selling, general and administrative expenses) | We strengthened our marketing and planning structure throughout the previous year in anticipation of future business expansion. However, we project the increase in personnel to be slower year on year beginning in Q2. We expect SG&A and personnel expenses to be 10 million yen lower year on year for Q2 through Q4, due in part to the completion of stock option amortization for officers and employees. | +20                 | (10)                       | +10                            |
|                    | <b>Development HR investment of Connecty</b>  | Securing development resources necessary for stable expansion of orders for large-scale web development in the future. On the other hand, outsourcing costs decreased (see next page)  | +11                 | +60                        | +71                            |
|                    | <b>“WOW engage” Related expenses</b>  | Initial promotional expenses<br>(Press conference operating expenses, Teaser site, video production etc.)  | +13                 | ± 0                        | +13                            |
| <b>Total</b>       |   |  | <b>+44</b>          | <b>+50</b>                 | <b>+94</b>                     |

■ Breakdown of one-time special expenses, which were a drag on Q1 earnings, and outlook for future expenses

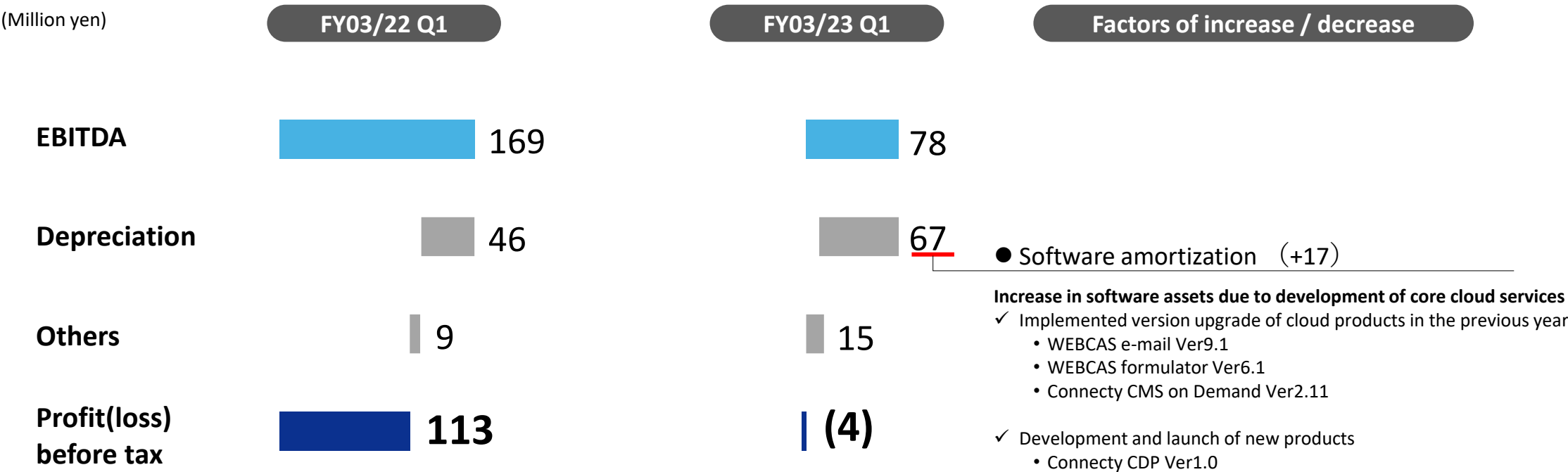
(Million yen)

| class               | Content                            | detail   | Q1 results<br>(YoY) | Q2-Q4<br>forecast<br>(YoY) | Full-year<br>forecast<br>(YoY) |
|---------------------|------------------------------------|--|---------------------|----------------------------|--------------------------------|
| Special<br>expenses | Outsourcing cost<br>of Connecty    | Outsourcing expenses increased beginning in Q3 of the previous fiscal year to cover the delay in securing personnel for large-scale web development projects in the previous fiscal year. The impact continued in the current year, with an increase of 6 million yen in Q1 of the current term. However, we expect outsourcing expenses to decrease year on year beginning in the second half of the fiscal year as we complete personnel training. | +13                 | (45)                       | (32)                           |
|                     | “ISMAP”<br>expenses                | Subcontracting expenses for a certification required for government transactions. Essential for future orders of cloud services from government agencies, and we consider acquisition desirable as quickly as possible.  | +6                  | +14                        | +20                            |
|                     | Transition to a<br>holding company | Consulting fees and other expenses (convocation notice for the ordinary general meeting of shareholders in June, etc.) as we transition to a holding company in October 2022.  | +11                 | +12                        | +23                            |
| Total               |                                    |  | +30                 | (19)                       | +11                            |

# Q1 FY03/23 Results | Factors of profit(loss) before tax



■ Increased depreciation costs due to enhanced development of “WEBCAS” and CMS (up 45.0% year-on year)



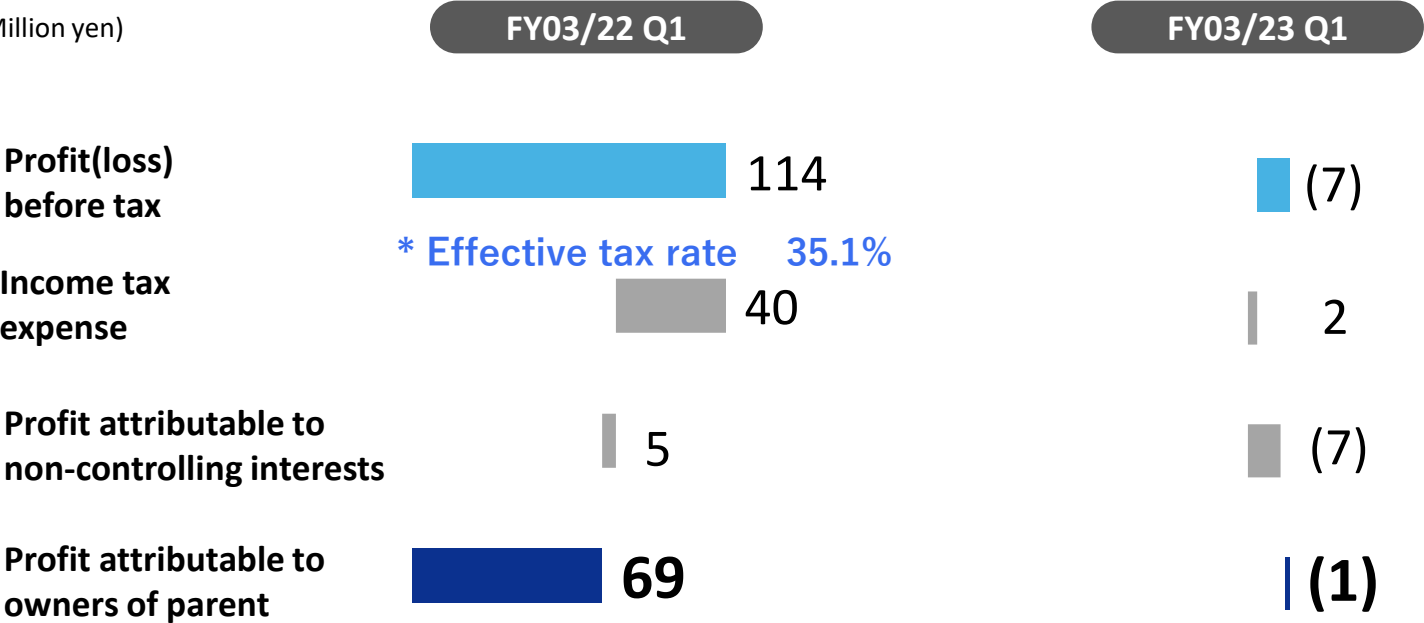


# Q1 FY03/23 Results | Profit(loss) factors



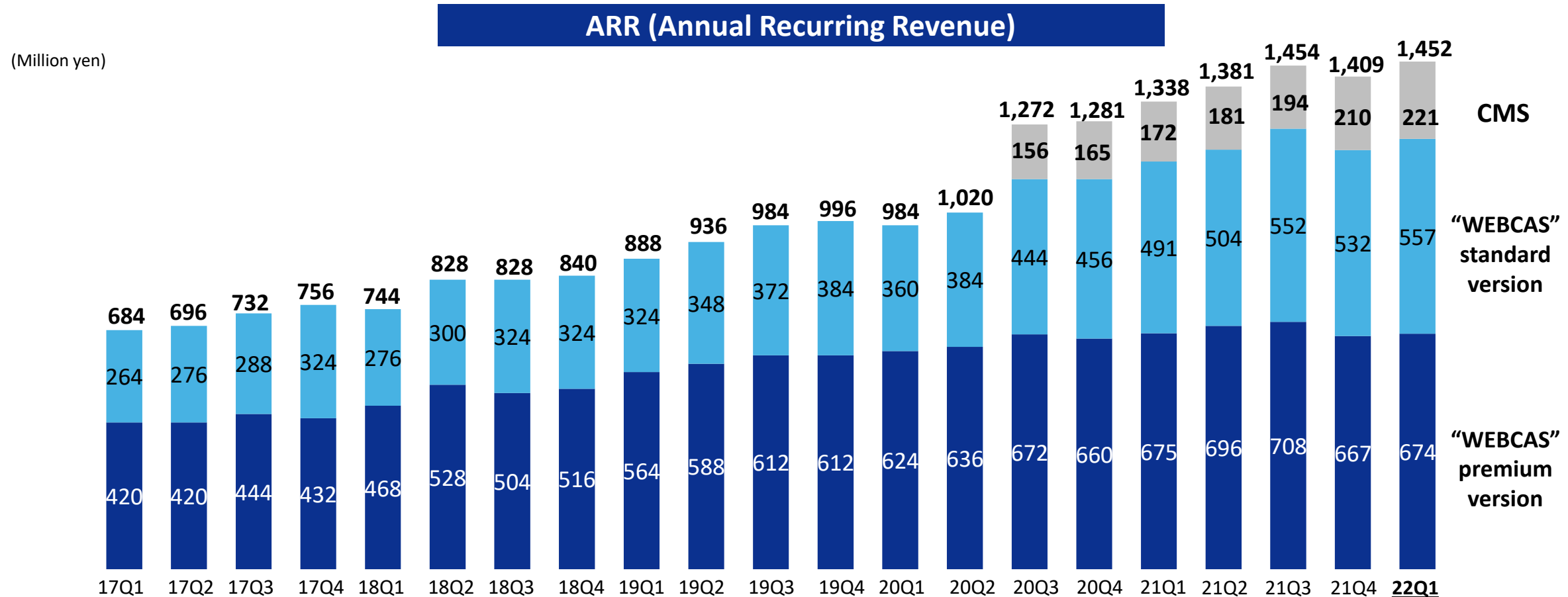
■ Effective tax rate rose due to goodwill amortization of Connecty and stock option costs are not deductible in the previous fiscal year

(Million yen)



# Q1 FY03/23 Results | Cloud service KPI

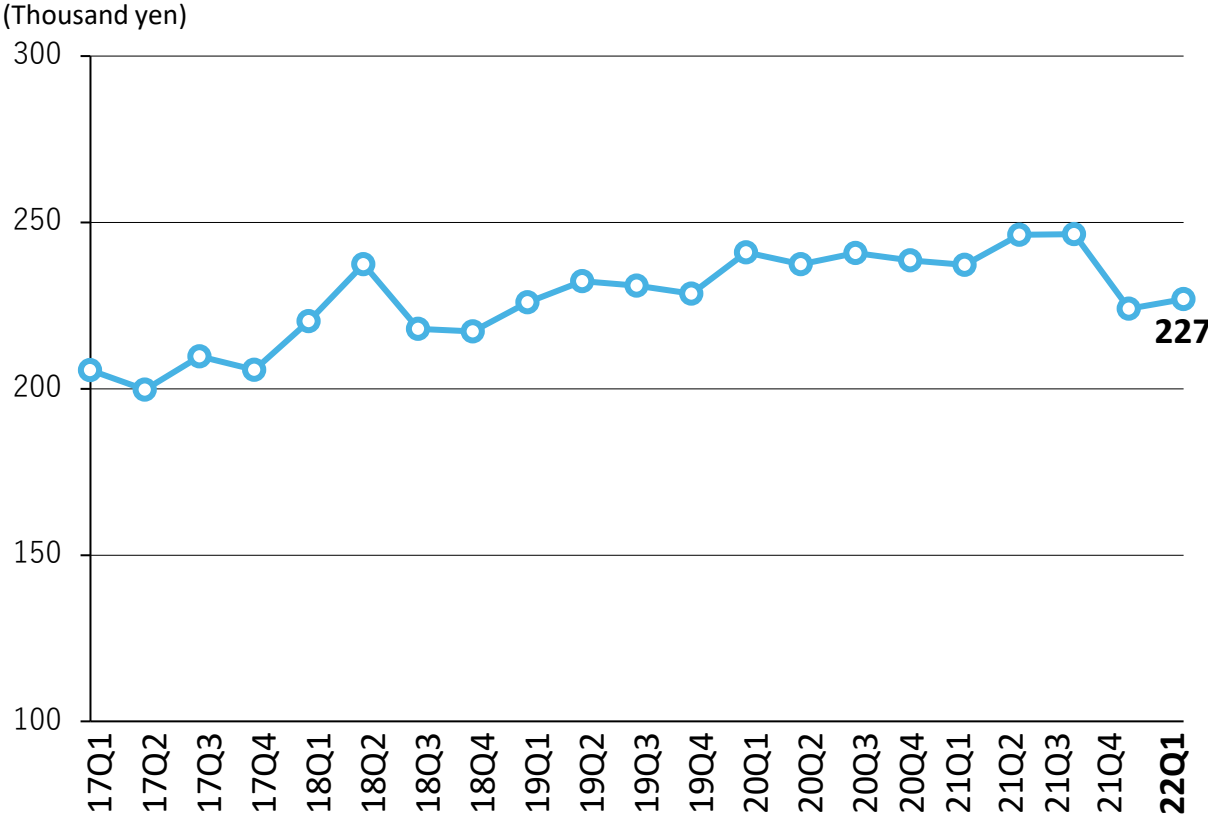
- Steady increase in the standard version due to the promotion of DX during the COVID-19
- Premium version decreased due to migration of large projects to on-premise version in 4Q of the previous fiscal year, but QoQ slightly increased



\* Calculate by multiplying monthly sales of cloud services as of the end of each quarter(MRR) by 12

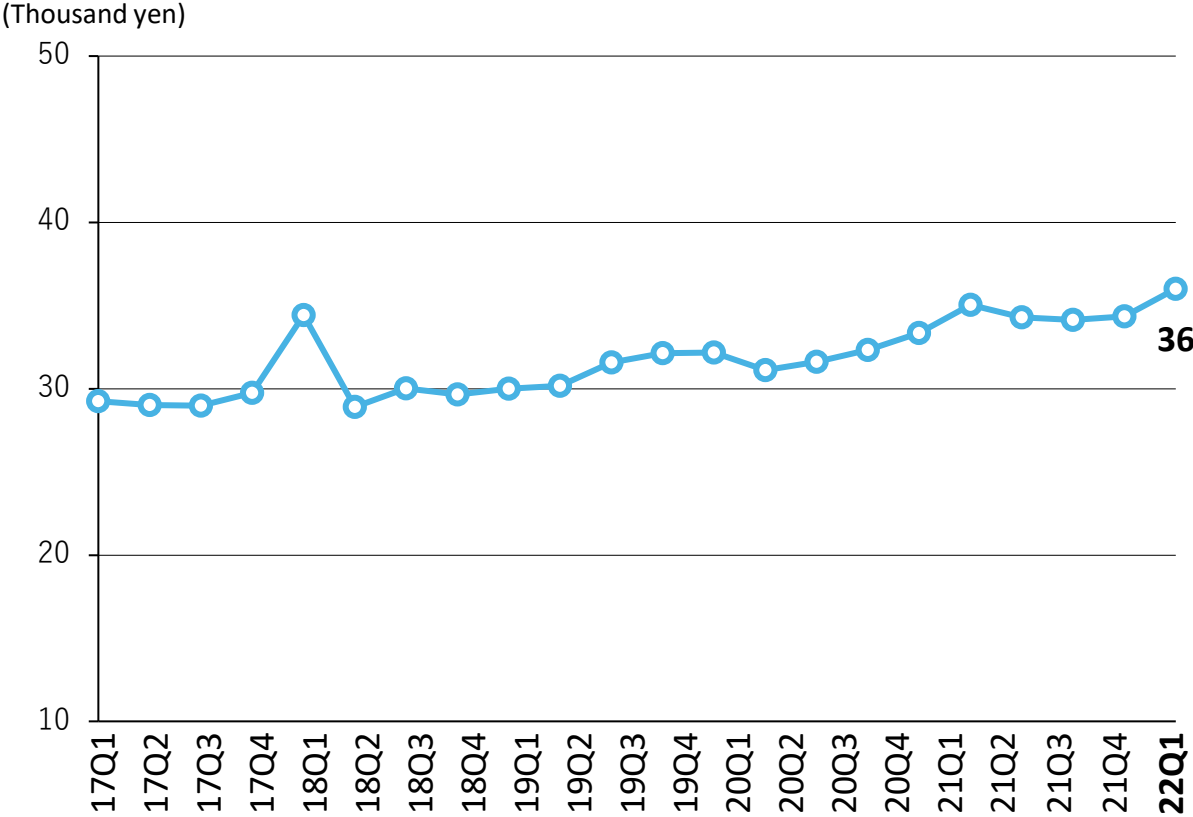
- Sales of the premium version remained flat from the decrease due to the migration of large-scale projects to on-premises at the end of the previous fiscal year
- Slight increase in standard version due to successful up-selling and cross-selling in customer success activities

ARPU ("WEBCAS" premium version)



ARPU = Average monthly sales per contract (excluding initial sales)

ARPU ("WEBCAS" standard version)



\* Excluding option contracts and spot contracts

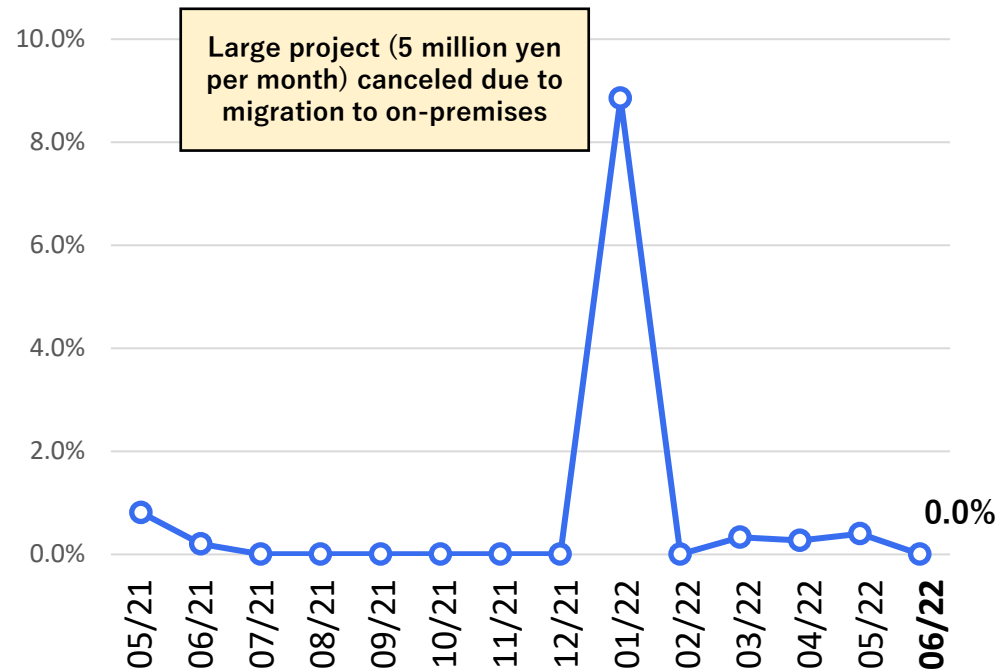
## 【 Changes to Churn Rate Calculation Method 】

Churn Rate =  $\frac{\text{Churn MRR}}{\text{Last month MRR}}$

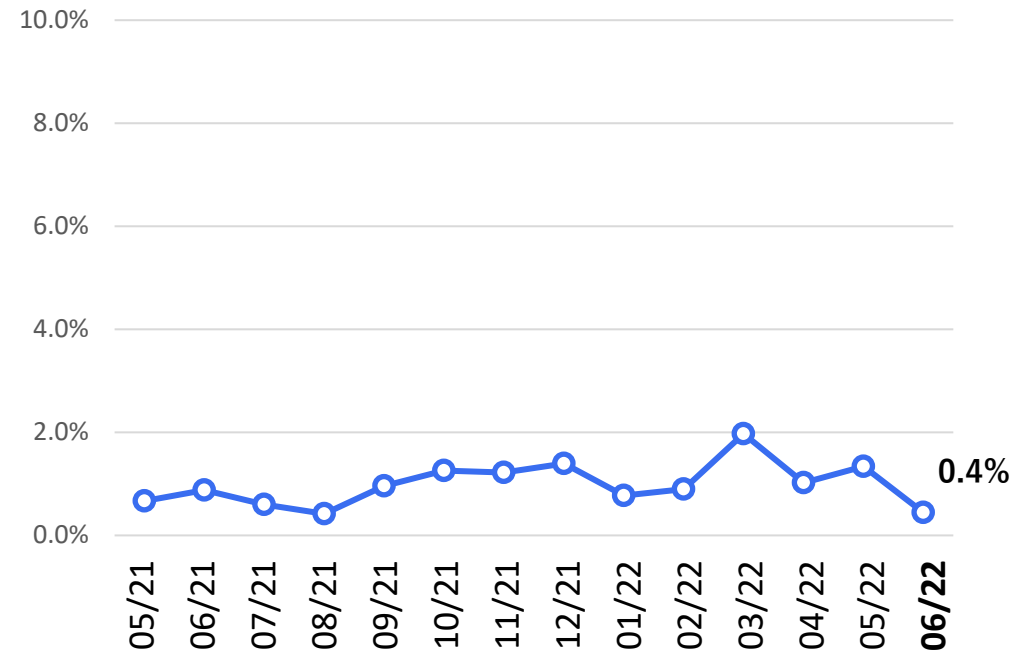
Change point : Exclude spot contracts (including option contracts), which are limited-time usage forms, from Churn MRR

**\*Since the churn rate is generally calculated by excluding spot contracts, recalculation was carried out retroactively to the previous fiscal year.**

### Churn rate ("WEBCAS" premium version)

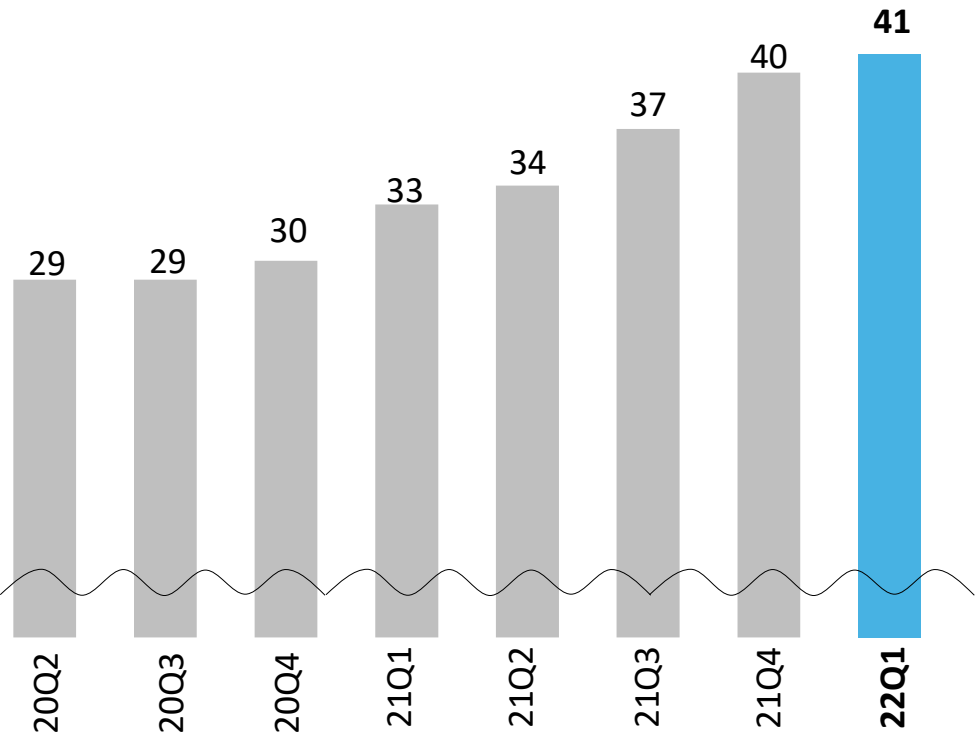


### Churn rate ("WEBCAS" standard version)

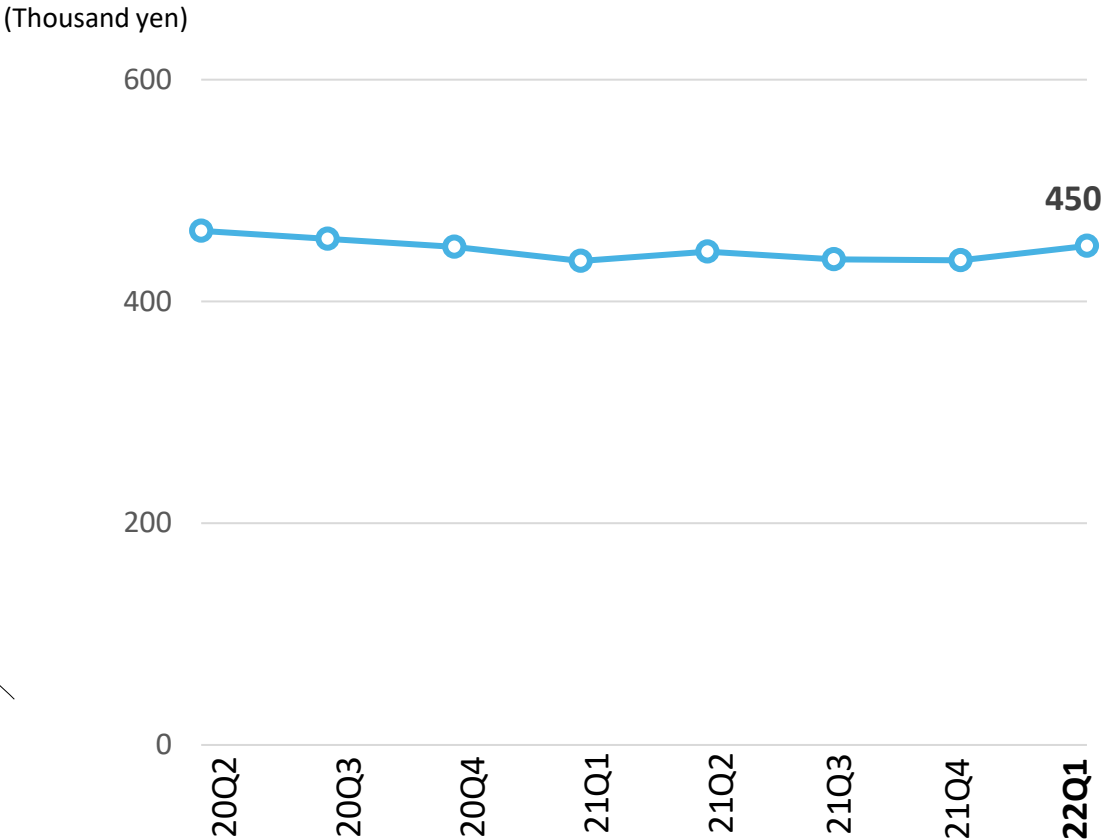


■ Steady introduction to new customers and increase in the number of customers due to high competitiveness

Renewal contracts



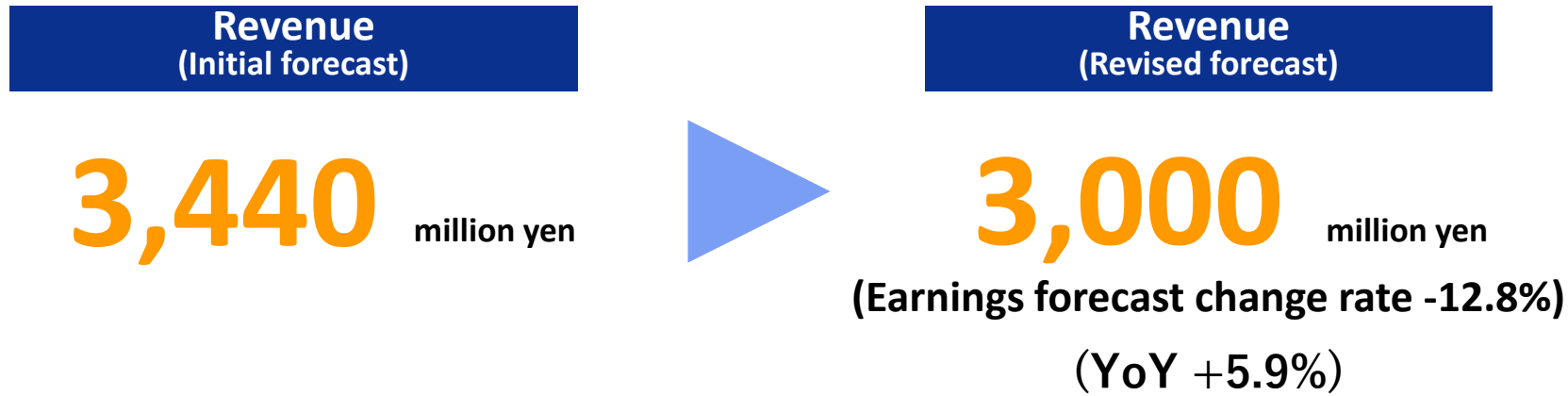
ARPU



# Earnings forecast for FY03/23



# Revisions of Earnings Forecast for FY03/23



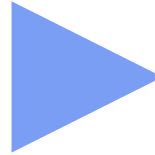
## Main Factors for Revisions

- Loss of large on-premises WEBCAS projects expected to generate sales
- WEBCAS standard version expected to fall short of initial, despite recent strong performance
- Delayed consolidation of Newstream (from June to August)
- Lead time for new CDP and WOW engage services taking longer than initially forecast, resulting in a lower contribution to sales in the current fiscal year
- Sluggish EC business due to prolonged COVID-19 pandemic

# Revisions of Earnings Forecast for FY03/23

**EBITDA**  
(Initial forecast)

**730** million yen



**EBITDA**  
(Revised forecast)

**620** million yen  
(Earnings forecast change rate -15.1%)  
(YoY -7.0%)

## Main Factors for Revisions

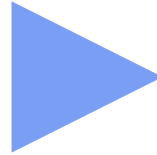
- Net sales (see previous page)
  - Large on-premises WEBCAS projects lost
  - Failure to achieve cloud sales plan for WEBCAS and CMS
- Costs
  - Increase in outsourcing costs for large-scale web development business (impact limited to first half)
  - Increase in CMS business infrastructure costs (increase in telecommunications costs due to the impact of foreign exchange rates)
- IFRS adjustment
  - Initial forecast did not include amortization related to right-of-use assets. Revised forecast includes the amortization in question.



# Revisions of Earnings Forecast for FY03/23

**Profit**  
(Initial forecast)

**320** million yen



**Profit**  
(Revised forecast)

**200** million yen

(Earnings forecast change rate -37.5%)  
(YoY -18.2%)

## Main Factors for Revisions

- Revised sales and EBITDA downward due to revision of full-year plan (see previous two pages)
- No change in amortization and other expenses in revised earnings forecast

# Earnings forecast for FY03/23 | Profit and loss statement [IFRS]

Considering Q1 performance and future performance, we have revised the earnings forecast.

- We revised revenue downward due to lower-than-expected performance of WEBCAS premium and on-premises versions, as well as lower-than-expected performance in the newly acquired Newstream; however, we project net sales to increase 5.9% year on year
- We forecast EBITDA to decrease 7.0% year on year, reflecting the amortization of right-of-use assets (headquarters, distribution center, etc.) due to the adoption of IFRS.
- We expect operating profit to decrease 17.3% year on year due to increased personnel expenses incurred to strengthen our marketing and development structure in anticipation of future business expansion

(Million yen)

|   | FY03/22<br>Results* <sup>2</sup> | FY03/23<br>Initial forecast | FY03/23<br>Revised forecast | Earnings forecast<br>change rate (%) | YoY<br>(%) |
|---|----------------------------------|-----------------------------|-----------------------------|--------------------------------------|------------|
| Revenue                                 | 2,833                            | 3,440                       | <b>3,000</b>                | (12.8%)                              | + 5.9%     |
| EBITDA* <sup>1</sup>                    | 666                              | 730                         | <b>620</b>                  | (15.1%)                              | (7.0%)     |
| EBITDA margin (%)                       | 23.5%                            | 21.2%                       | <b>20.7%</b>                |                                      |            |
| Operating profit                        | 399                              | 510                         | <b>330</b>                  | (35.3%)                              | (17.3%)    |
| Operating margin (%)                    | 14.1%                            | 14.8%                       | <b>11.0%</b>                |                                      |            |
| Ordinary profit                         | 394                              | 500                         | <b>320</b>                  | (36.0%)                              | (19.0%)    |
| Profit attributable to owners of parent | 244                              | 320                         | <b>200</b>                  | (37.5%)                              | (18.2%)    |

\* 1 : EBITDA = operating profit + depreciation / impairment / retirement loss (tangible / intangible fixed assets) + stock-based compensation expenses

\* 2 : This is the actual value after the audit for the application of IFRS and has been changed from the value disclosed at the beginning of the fiscal year.

# Earnings forecast for FY03/23 | Net sales by segment

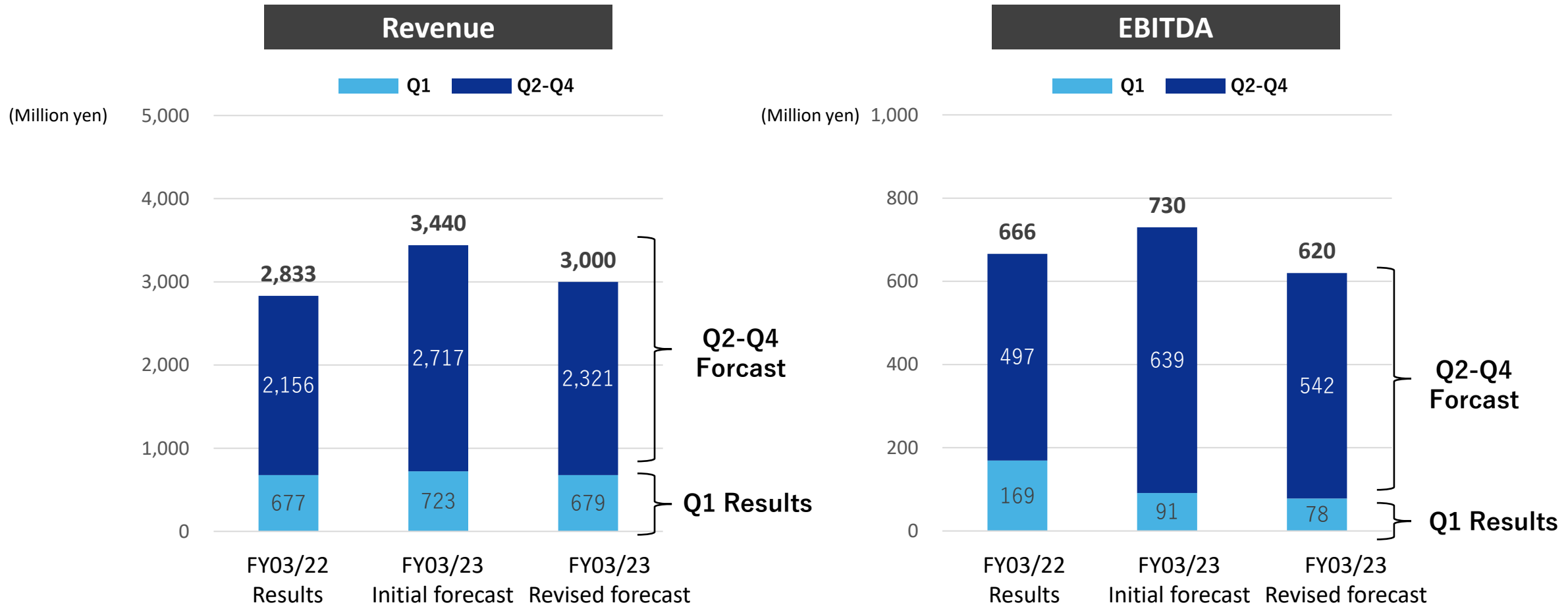
- We expect cloud services to grow year on year, while overall communications platform sales will remain flat due to the absence of large on-premises projects
- We forecast the CMS business to grow 22.5% on the steady expansion of business nearly in line with initial forecast
- We expect large-scale web development projects to fall slightly short of initial forecast in terms of development projects; however, we forecast revenue from operations to increase 19.0% year on year.
- We lowered our initial forecast for communications due to the delay in the consolidation of Newstream; however, but we expect sales to increase 42.2% year on year

(Million yen)

|   |                           |               | FY03/22<br>Results | FY03/23<br>Initial forecast | FY03/23<br>Revised forecast | Earnings forecast<br>change rate (%) | YoY<br>(%) |
|---|---------------------------|---------------|--------------------|-----------------------------|-----------------------------|--------------------------------------|------------|
| Enterprise<br>Software                  | Communication<br>platform | Cloud         | 1,352              | 1,604                       | <b>1,447</b>                | (9.7%)                               | + 7.1%     |
|   |                           | On-premises   | 324                | 316                         | <b>200</b>                  | (36.7%)                              | (38.2%)    |
|   |                           |               | 1,676              | 1,920                       | <b>1,647</b>                | (14.2%)                              | (1.6%)     |
|   | CMS                       |               | 234                | 298                         | <b>287</b>                  | (3.7%)                               | +22.5%     |
|   | CDP                       |               | —                  | 33                          | <b>11</b>                   | (64.7%)                              | —          |
| Large-Scale Web Development             |                           | Construction  | 378                | 367                         | <b>354</b>                  | (3.3%)                               | (6.2%)     |
|   |                           | Operation     | 191                | 231                         | <b>227</b>                  | (1.5%)                               | + 19.0%    |
| Communication Support and<br>Consulting |                           | Communication | 228                | 393                         | <b>323</b>                  | (17.6%)                              | +42.2%     |
|   |                           | CDP           | 5                  | 68                          | <b>52</b>                   | (22.5%)                              | + 857.0%   |
| Others                                  |                           |               | 120                | 131                         | <b>95</b>                   | (26.8%)                              | (20.7%)    |
| Sales total                             |                           |               | 2,833              | 3,440                       | <b>3,000</b>                | (12.8%)                              | + 5.9%     |

# Earnings forecast for FY03/23 | Results up to Q1 and forecast (Revenue, EBITDA)

- **Net sales:** Q1 results were below budget, but slightly higher than the previous year; we will implement recovery measures beginning in Q2 (see next page).
- **EBITDA:** In Q1, we conducted upfront investments in anticipation of future growth; we also recorded one-time special expenses, which were already included in our plan. In Q2 and later, we will control non-essential and non-urgent costs, while growing high-profit cloud business services to draw closer to our initial forecast.



# Earnings forecast for FY03/23 | Recovery measures after Q2-Q4 (Revenue)

|  | Q2   | Q3 | Q4 |
|--|--|----|----|
| <b>Measures for new customers</b>      | <p><b><u>Execution of new acquisition measures for WEBCAS premium version</u></b></p> <ul style="list-style-type: none"> <li>✓ Review of sales system</li> <li>✓ Implementation of initial cost free campaign</li> </ul> <p>▼ <b>Scheduled to launch in August 2022</b></p>  |    |    |
| <b>Measures for existing customers</b> | <p>▼ <b>End of June 2022 WEBCAS SMS Ver2.0 release</b></p> <p><b><u>Sales expansion of new service “WOW engage”</u></b></p> <ul style="list-style-type: none"> <li>✓ Acquisition of ongoing projects through solution proposals</li> <li>✓ Creation of synergies through group-wide sales activities</li> </ul> <p><b><u>Promote cross-selling and up-selling through customer success activities</u></b></p> <ul style="list-style-type: none"> <li>✓ Strengthen sales of new versions of existing services and optional products</li> <li>✓ Mutual customer referrals for sales of group company services</li> </ul> |    |    |

# Earnings forecast for FY03/23 | Recovery measures after Q2-Q4 (EBITDA)

|   | Q2  | Q3 | Q4 |
|---|---|----|----|
| <b>Enterprise Software</b>                  | <b><u>Measures to increase monthly sales in the cloud business</u></b><br>(Acquisition of new customers, upselling to existing customers, etc.)   |    |    |
| <b>Large-Scale Web Development</b>          | <b><u>Measures to control outsourcing costs</u></b><br>✓ Promote in-house production by strengthening development resource development            |    |    |
| <b>Communication Support and Consulting</b> | <b><u>Strengthen the sales structure for monthly services with high profit margins</u></b><br>✓ Consulting, operation support service (Newstream) |    |    |
| <b>Others</b>                               | <b><u>Control unnecessary and non-urgent expenses and promote steady business operations</u></b>  |    |    |

# Topics





## WOW WORLD Group

- Introduction of full-time telecommuting system (April 14, 2022)
- Interview article posted on "JobQ" (May 20, 2022)
- Plan for compliance with listing maintenance criteria for new market segments (updated) (June 15, 2022)
- [Survey report] "How to use e-mail newsletters" asked by 144 corporate marketing and public relations managers (June 27, 2022)
- Corporate Governance Report (June 30, 2022)

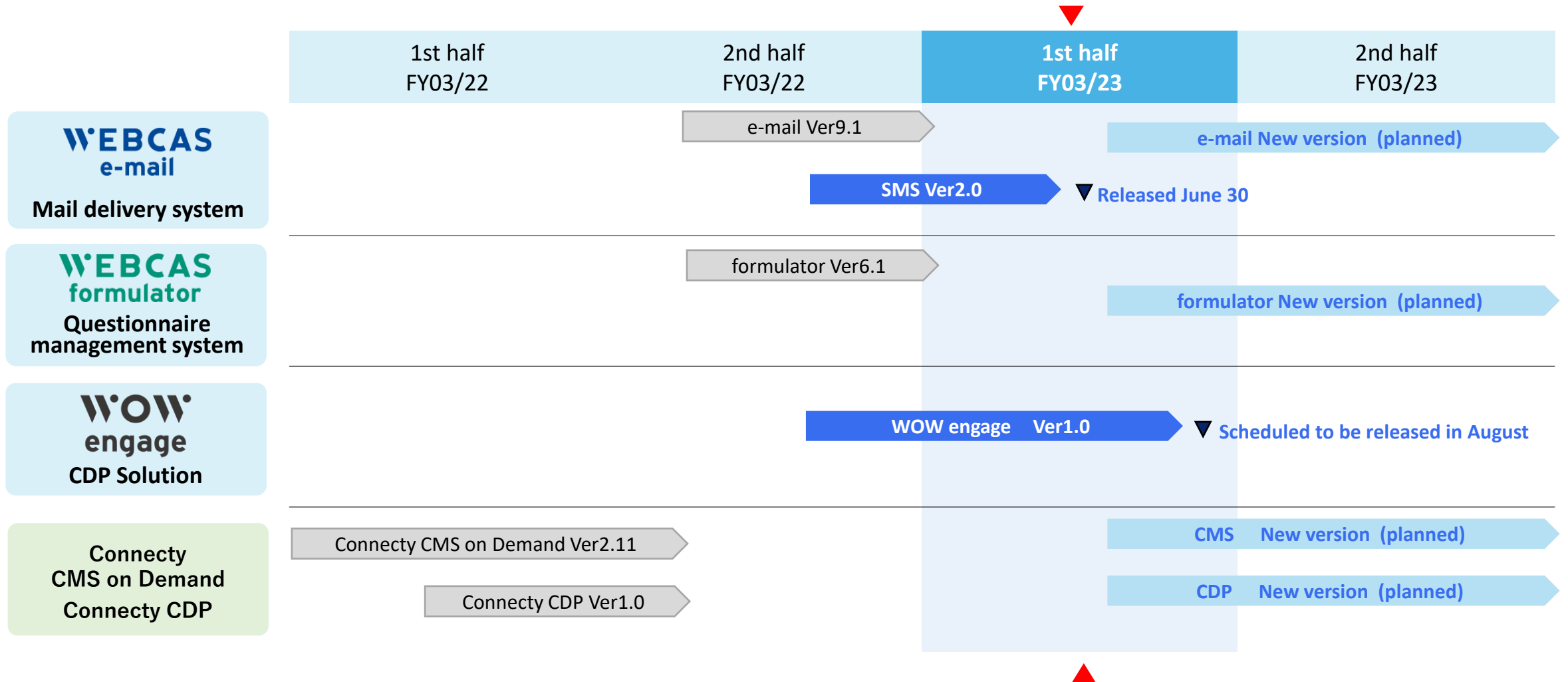


## Product initiatives

- New product "WOW engage" will be released in the summer of 2022  
~ CDP solutions that deliver "pleasant surprises" to customers ~ (May 16, 2022)
- The number of companies that have introduced the communication system "WEBCAS" series has exceeded 8,000 (May 26, 2022)
- New version of short mail (SMS) delivery system "WEBCAS SMS Ver.2.0" released (June 30, 2022)



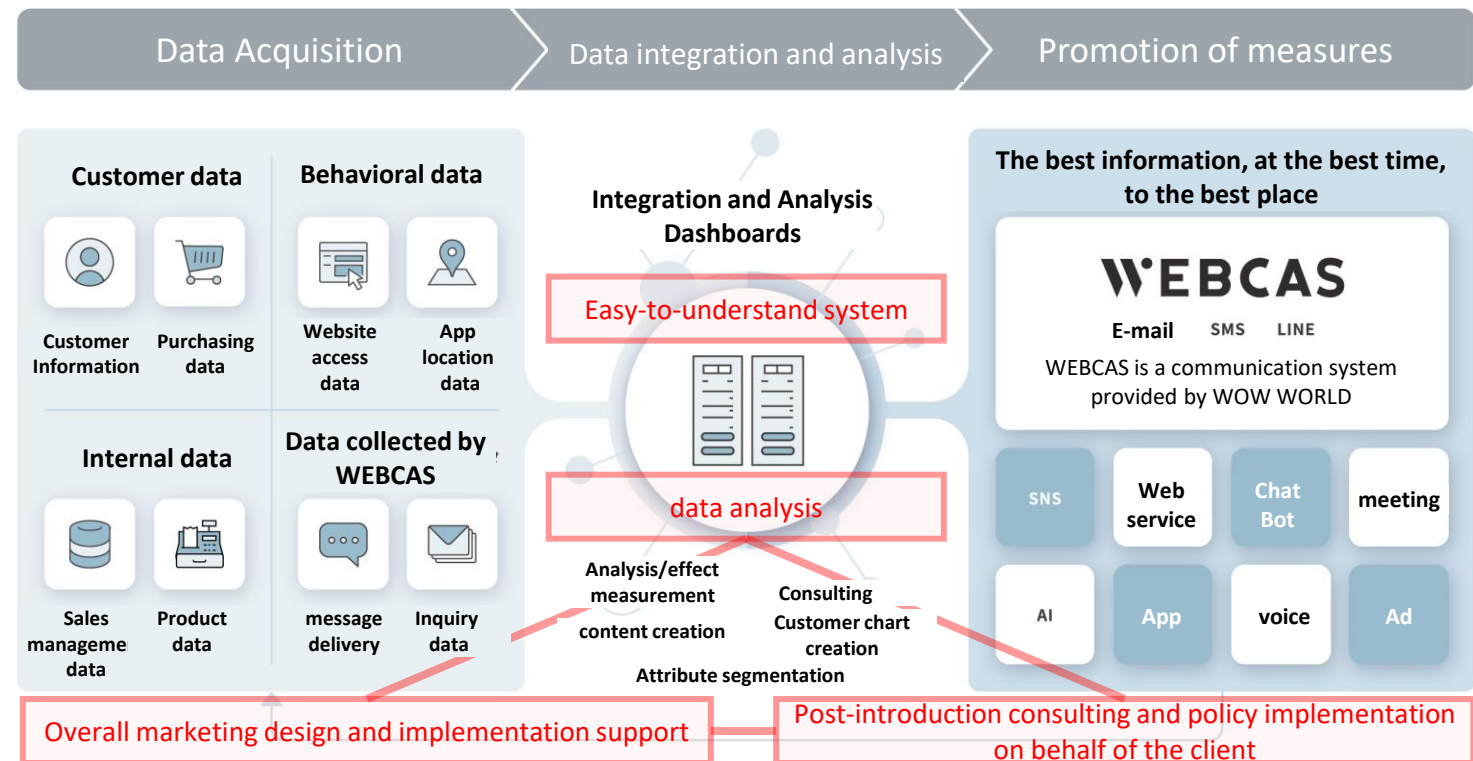
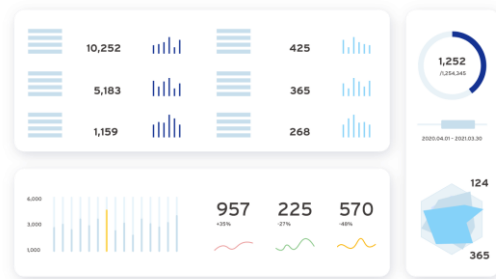
- Released WEBCAS SMS Ver2.0 (June 30)
- WOW engage Ver1.0 will be released in August 2022



# Topics | New product "WOW engage" will be released in the summer of 2022 ~ CDP solutions that deliver "pleasant surprises" to customers ~

- Engagement solutions centered on a customer data platform (CDP) that allows companies to integrate and conduct sophisticated analysis of customer information and data (purchase, action histories, etc.) Facilitates delivery of the most appropriate information to customers, at the most appropriate time, and by the most appropriate means
- The WEBCAS communications system supports the delivery of messages via e-mail, SMS, and LINE to deliver information speedily and reliably in the manner our clients wish to convey to their customers

## WOW engage



# Topics | "WOW engage" press conference held (May 16)

- Holding a press conference to launch the new solution "WOW engage"
- 20 media participated, mainly marketing media

【 date and time 】 May 16, 2022 (Monday) 11:00-12:00

【 venue 】 “Vector lounge” ( Akasaka Garden City 18F, 4-15-1 Akasaka, Minato-ku, Tokyo )

【 Speakers 】 Takuro Morinaga (Special Guest) , Hiroshi Shiiba, Hiromu Nishiuchi, Yasuyuki Hattori, Kazuo Mino



WOW WORLD Inc. Kazuo Mino



Data Vehicle Inc. Hiromu Nishiuchi



Teaser site (Japanese only)



Connnecty Inc. Yasuyuki Hattori



Spaceship Inc. Hiroshi Shiiba

- With this version upgrade, [19 functions](#) have been added and improved, such as CSV import distribution function and long text distribution function.

## (1) CSV import function

Easily sending short messages to the mobile number list

## (3) Added unsubscribe link insertion function

## (2) Achieves long text delivery of up to 660 characters

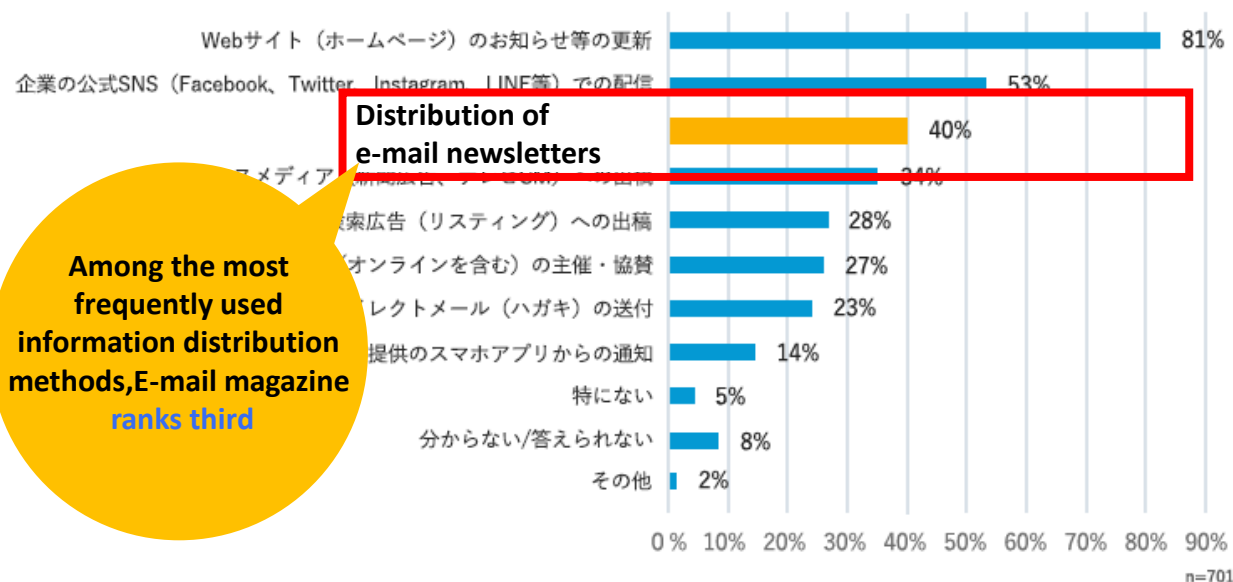
specified e-mail law  
Applicable promotional  
messages can also be  
delivered

As a measure to comply with the Specified Electronic Mail Law, it is possible to insert a link (tag) into the body of the email to accept the suspension of delivery.

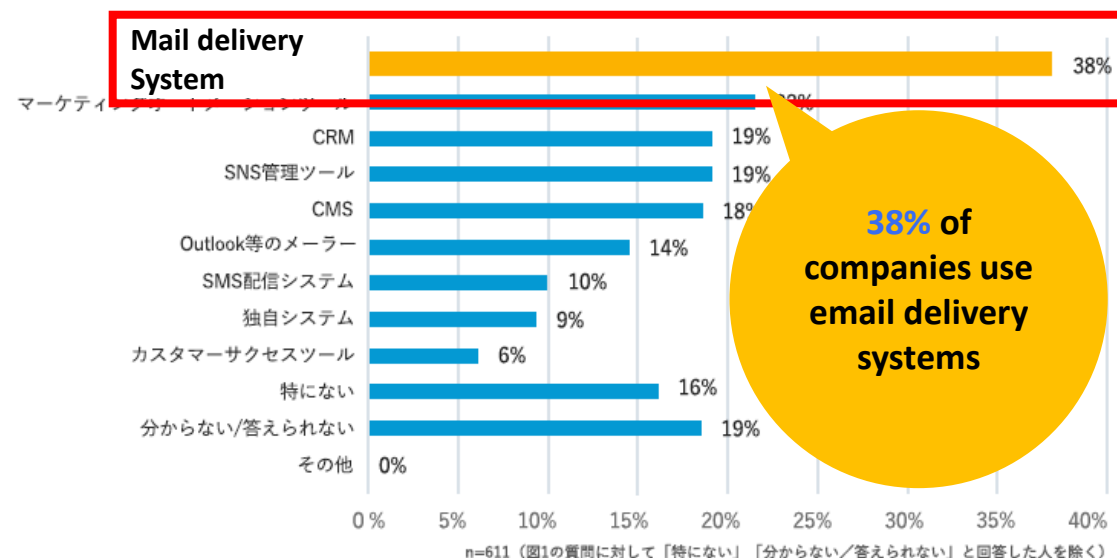
→The data you wish to stop distribution will be automatically accumulated in WEBCAS as a distribution stop list, and will not be distributed to that list from the next time onwards.

# Topics | [Survey report] “How to use e-mail newsletters” asked by 144 corporate marketing and public relations managers

- In response to the question, "What is the means of dissemination of information to customers and prospective customers?" Following "website" and "company's official SNS", many people chose "e-mail magazine" as the third choice.
- In response to the question, "What system do you have in place to send out information?", 38% of respondents chose the "mail delivery system. It can be seen that there are a relatively large number of companies that are focusing on email marketing.



Q. What is the means of dissemination of information to customers and prospective customers?



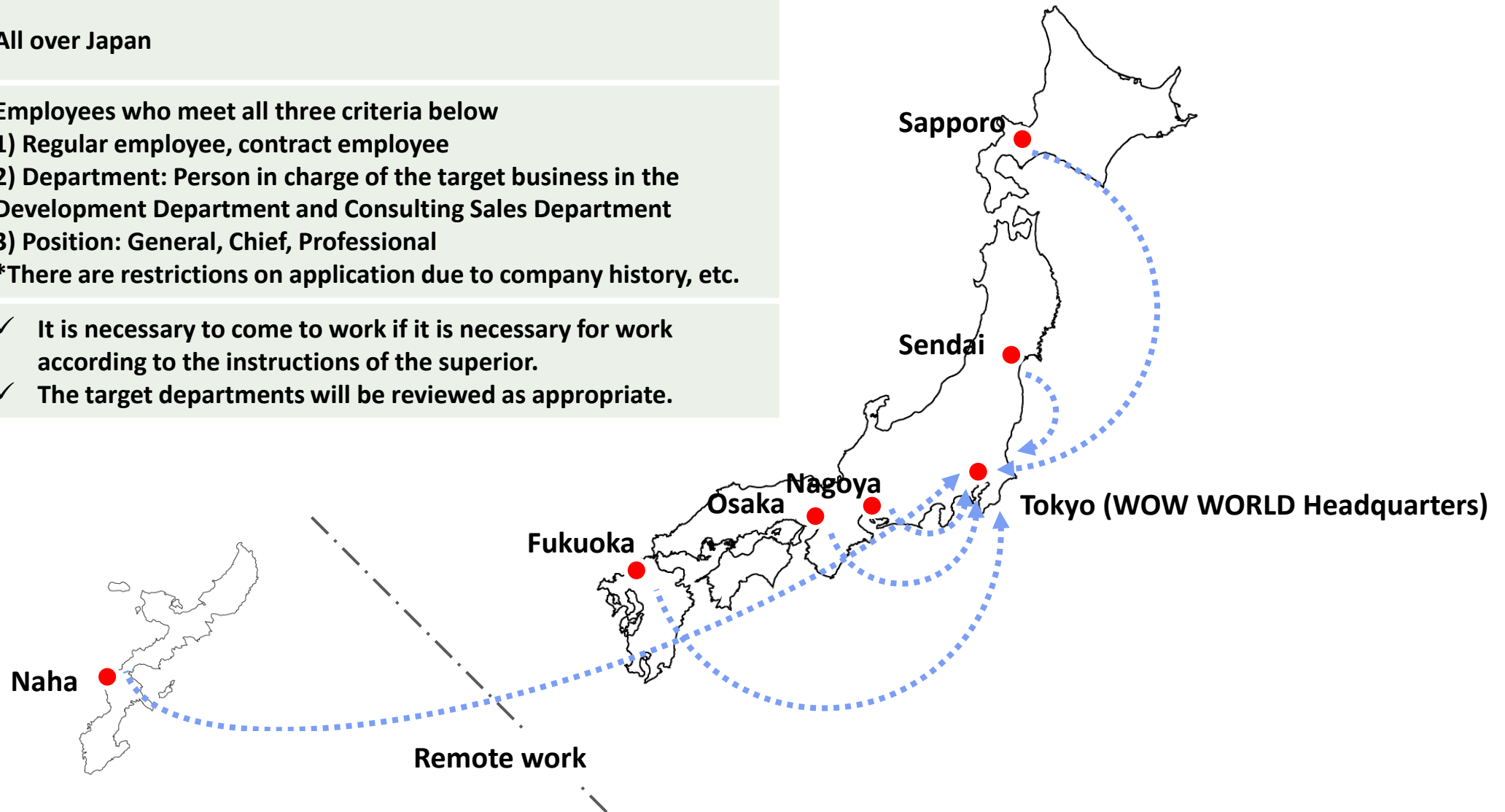
Q. What system do you have in place to disseminate information?



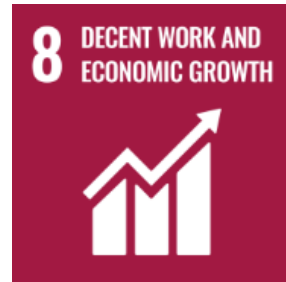
# Topics | Introduction of full-time telecommuting system

## 【 System overview 】

|                             |   |
|-----------------------------|---|
| Eligible place of residence | All over Japan  |
| Eligible employees          | Employees who meet all three criteria below<br>1) Regular employee, contract employee<br>2) Department: Person in charge of the target business in the Development Department and Consulting Sales Department<br>3) Position: General, Chief, Professional<br>*There are restrictions on application due to company history, etc. |
| Notes                       | <ul style="list-style-type: none"><li>✓ It is necessary to come to work if it is necessary for work according to the instructions of the superior.</li><li>✓ The target departments will be reviewed as appropriate.</li></ul>  |



- Interview published in "SDGs planning for employees" of "JobQ", an anonymous consultation service specializing in careers, career changes, and employment



From the perspective of SDGs Goal 8 "Decent work and economic growth", SDGs for employees and initiatives for "decent work"



- Promoting diverse work styles with the mission of “creating a comfortable and rewarding workplace”
- Introduced a flex-time system so that working hours can be adjusted according to the life events and lifestyles of employees and their families.
- In March 2022, we will introduce a side job system to support employee career development. The side job system divides the work place by day and allows you to concentrate on each work, so you can increase your own value and as a result, you can expect an increase in income.

The purpose of this material is to help shareholders, investors, etc. understand information such as our management policy, plans, and financial status, and it is not intended to solicit investment such as purchase or sale of our shares.

The information provided in this material is our current plans, outlooks, strategies, etc. that are not historical facts are prospects for future performance, etc., which are based on currently available information. It is based on the judgment of our management team and contains risks and uncertainties.

Actual performance may differ significantly from the outlook for these performances due to various factors such as economic conditions, competitive conditions in the telecommunications industry, and the success or failure of new services. In the future, even if there is new information or future events, we are not obligated to update or correct the "outlook information" included in this announcement.

**Creating a surprise-filled world with the power of people and technology.**



WOW WORLD Inc.

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