

Financial Results Briefing Report for Delisted Subsidiary (WOW WORLD Inc.)

2nd Quarter of the Fiscal Year Ending March 2023
(April 2022 to September 2022)



October 31, 2022
WOW WORLD GROUP Inc.



Transition to a holding company

WOW WORLD GROUP Inc. was established on October 3, 2022 by means of sole-share transfer as the wholly owning parent company of WOW WORLD Inc.

WOW WORLD GROUP Inc. was listed on the Prime Market of the Tokyo Stock Exchange on the same day.

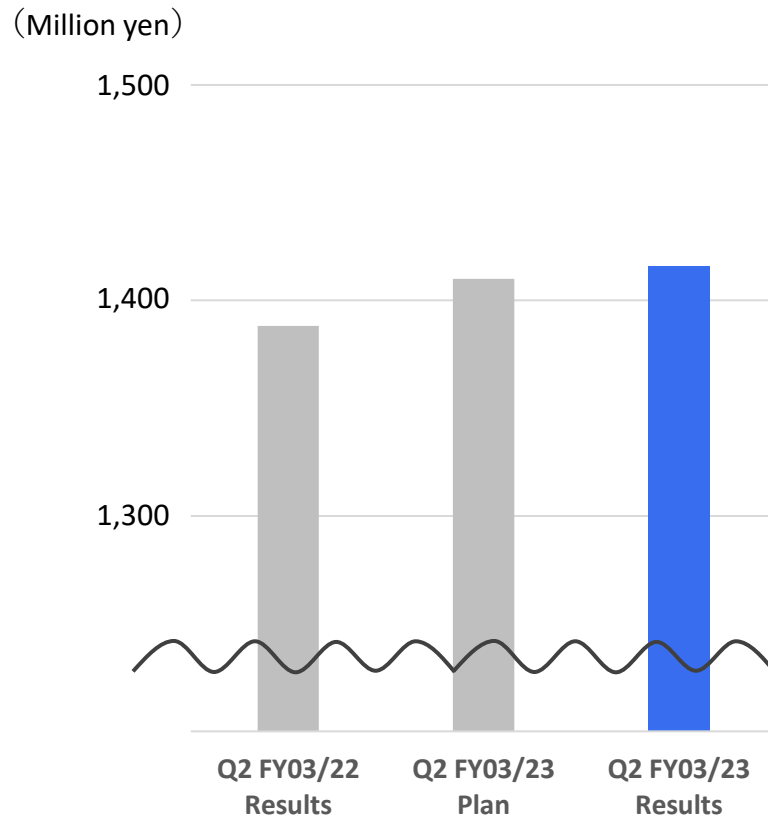
With this event, WOW WORLD GROUP transitioned to a holding company structure.



- **Q2 FY03/23 Results**
- **Earnings forecast for FY03/23**
- **Topics**
- **ESG initiatives**
- **[Appendix] About the new CDP solution "WOW engage"**

Revenue

1,415 Million yen



[Year-over-year basis : +2.0%]

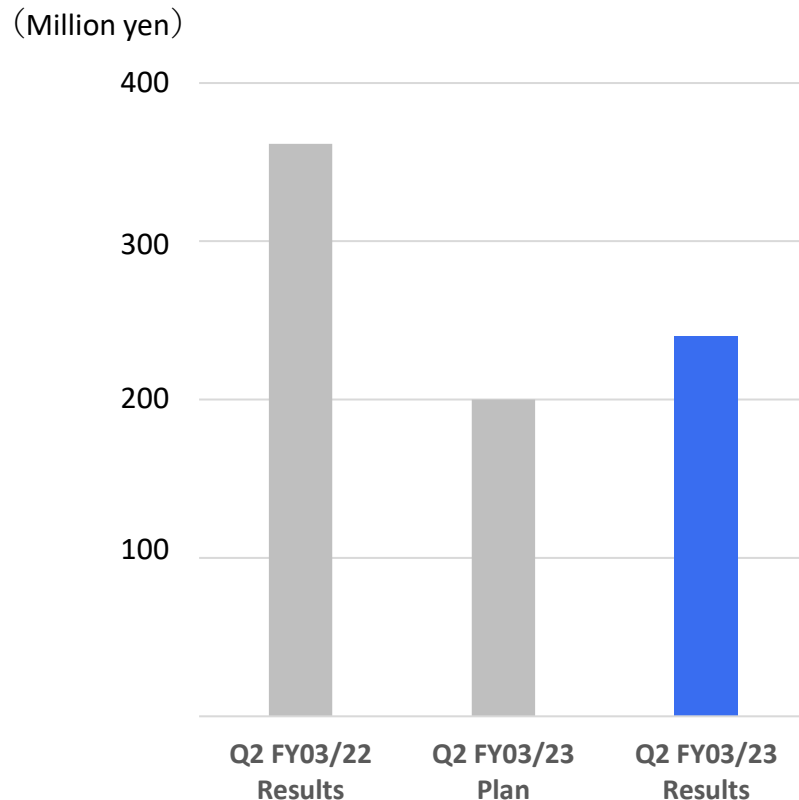
- Growth in cloud business: +8.9% year on year
- Increase in sales due to increase in large-scale web development projects: +14.1% year on year
- Sales of on-premises version of the communication platform decreased due to focus of resources on SaaS: -27.7% year on year
- Other businesses: -27.9% year on year
 - ✓ Downturn due to the COVID-19 pandemic and seasonality in the e-commerce business, in which we are conducting test marketing.

[Budget ratio : +0.4%]

- Communication platform and CMS under the cloud business achieved plan; e-commerce business performance was almost in line with plan, impacted by sluggishness.

EBITDA

240 Million yen



[Year-over-year basis : (33.6%)]

- Lower profit due to increase in upfront investment costs.
- Initial sales promotion expenses for WOW engage press conference, etc.
- Strengthening marketing, development and management systems.
- Lower profit due to increase in one-time special expenses.
- ISMAP certification costs required to continue transactions with government agencies.
- Expenses for transition to a holding company structure (HD).

[Budget ratio : + 20.1%]

- SaaS business sales higher than plan.
- Increase in capitalized amount due to focus on WOW engage development.

Q2 FY03/23 Results



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

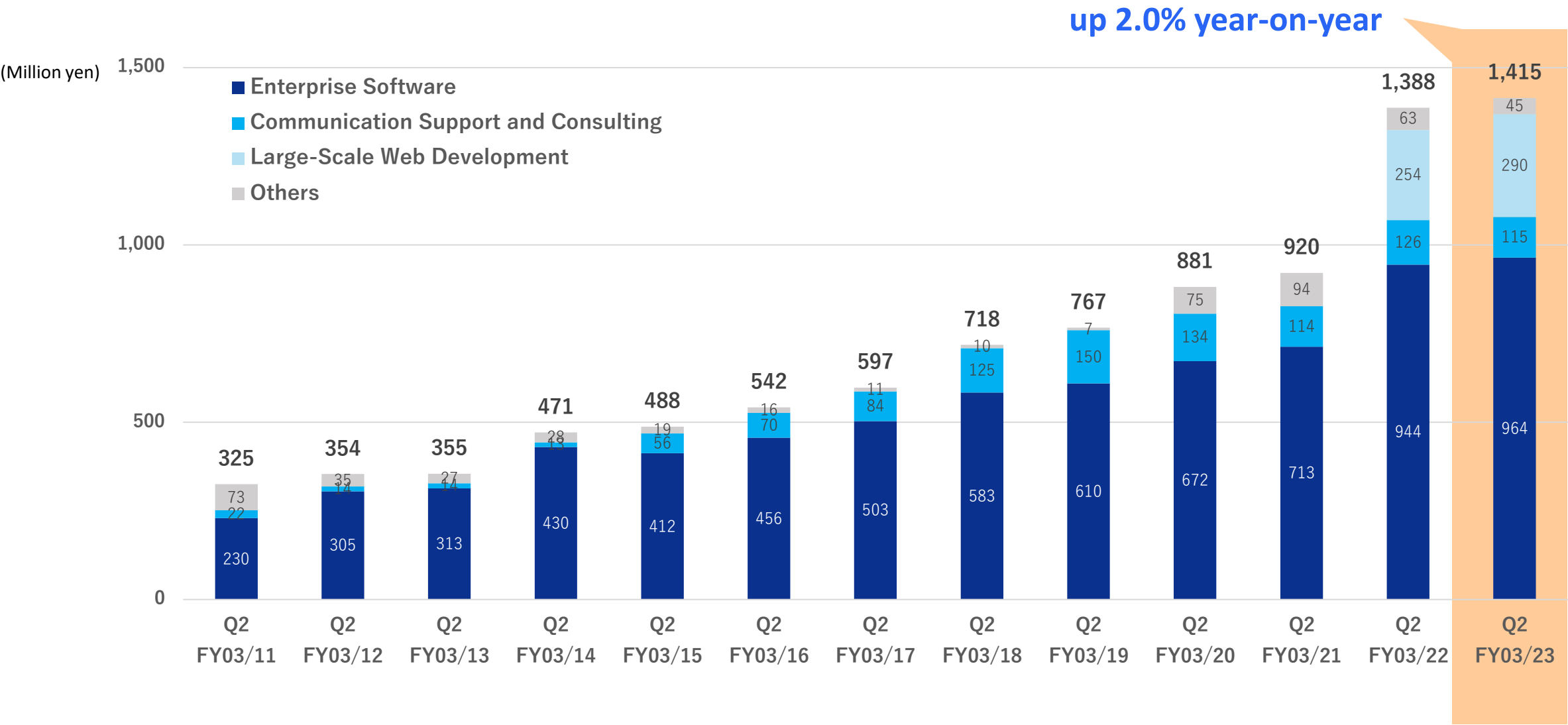
Communication Support and Consulting

- 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

Q2 FY03/23 Results | Revenue trends



Q2 FY03/23 Results | Profit and loss statement [IFRS]

- Revenue increased just 2.0% year on year due to sluggish WEBCAS on-premises version and e-commerce business sales; cloud services and large-scale web development businesses grew.
- EBITDA declined stemming from a 33.6% YoY decrease in profit due to an increase in outsourcing expenses for ISMAP*3, initial sales promotion expenses for the new WOW engage service, and personnel expenses for WEBCAS and the large-scale web development business.
- Operating profit declined 63.4% year on year due to the above cost increases and an increase in amortization of software assets.

	Q2 FY03/22 Results [Japanese GAAP]	Q2 FY03/22 Results* ² [IFRS]	Q2 FY03/23 Results	(Million yen) YoY (%)
Revenue	1,388	1,388	1,415	+2.0%
EBITDA* ¹	317	361	240	(33.6%)
EBITDA margin (%)	22.9%	26.0%	17.0%	
Operating profit	216	236	86	(63.4%)
Operating margin (%)	15.6%	17.0%	6.1%	
Profit (loss) before tax	214	232	79	(66.1%)
Profit attributable to owners of parent	117	141	51	(63.9%)

*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.

Q2 FY03/23 Results | Net Revenue by segment

- Enterprise Software rose 2.1% year on year as sales increased for CMS, while decreasing for WEBCAS on-premises projects.
- Large-scale web development sales increased 14.1% year on year due to steady growth in both construction and management.
- Communication support and consulting sales declined 8.3% year on year. Group companies focused on acquiring external spot projects to recover from the slump of the COVID-19 pandemic in the previous fiscal year; however, the number of similar external spot projects declined this fiscal year due to a shift in emphasis to profitability.
- In other businesses, sales declined 27.9% year on year due to a slump in the e-commerce business. This was mainly due to a decline in customer demand and delays in receiving original products due to the lockdowns in China.

(Million yen)

			Q2 FY03/22 Results	Q2 FY03/23 Results	YoY(%)
Enterprise Software	Communication platform	Cloud	657	695	+ 5.9%
		On-premises	176	127	(27.7%)
			833	823	(1.3%)
	CMS		111	139	+ 25.5%
	CDP		-	1	-
			944	964	+ 2.1%
Large-scale web development		Construction	161	186	+ 15.7%
		Operation	92	103	+ 11.3%
			254	290	+ 14.1%
Communication support and consulting		Communication	126	115	(8.3%)
		CDP	-	-	-
			126	115	(8.3%)
Others			62	45	(27.9%)
Revenue total			1,388	1,415	+2.0%

Q2 FY03/23 Results | Breakdown of cloud service revenue

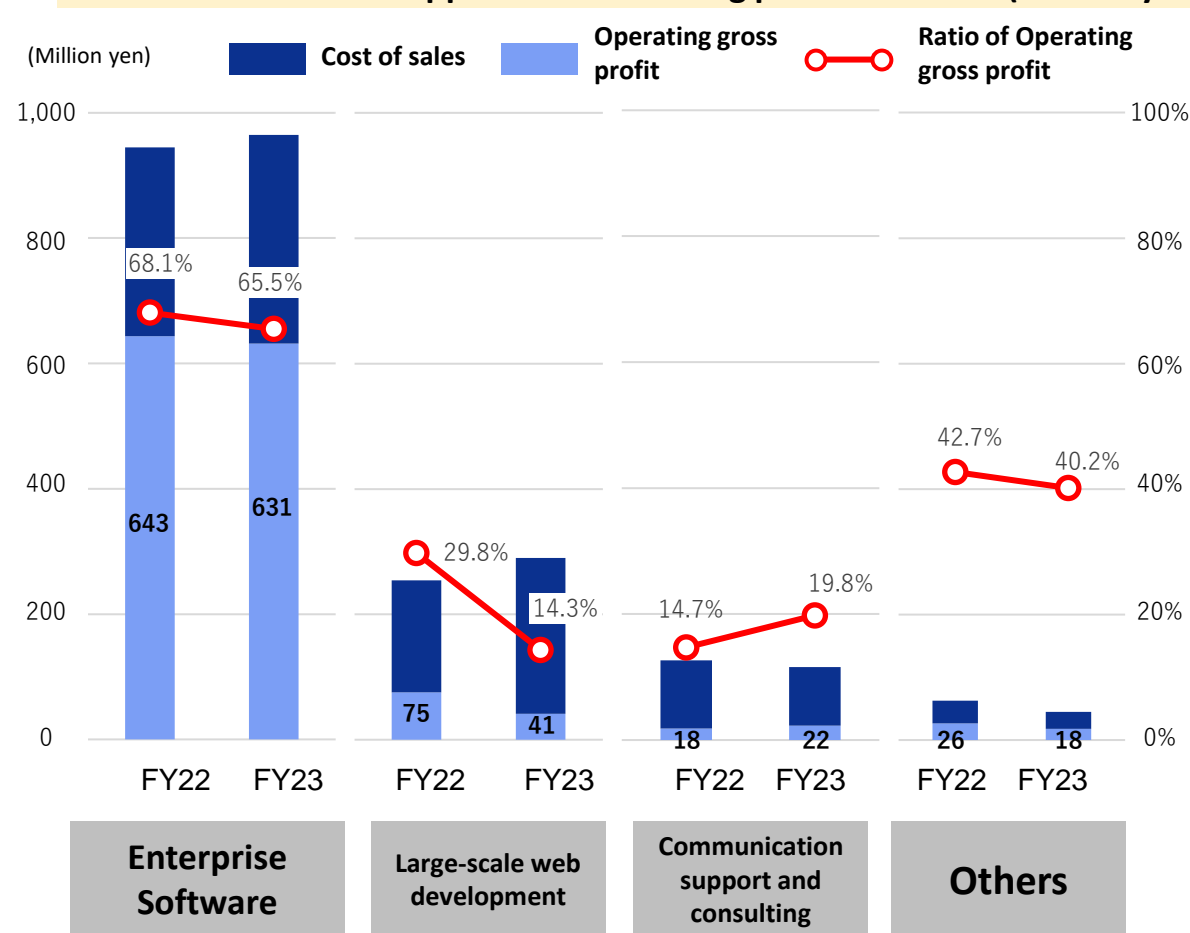
- Monthly sales of WEBCAS premium version were impacted significantly by the decline in MRR (5 million/month) due to the migration of large projects to the on-premises version in Q4 of the previous fiscal year and recovered to the same level as the previous fiscal year due to the review of the sales system and the acquisition of new large-scale projects.
- Monthly sales of WEBCAS standard version increased steadily (+14.9% year on year) due to up-selling and cross-selling customer success activities

(Million yen)

			Q2 FY03/22 Results	Q2 FY03/23 Results	YoY(%)
Communication platform	“WEBCAS” Premium version	Initial	58	53	(7.7%)
		Monthly	339	343	+ 1.2%
	“WECAS” Standard version	Initial	19	22	+ 16.7%
		Monthly	239	275	+ 14.9%
				657	695
CMS			111	139	+ 25.5%
CDP			-	1	-
Total cloud service revenue			768	836	+ 8.9%

Q2 FY03/23 Results | Operating gross profit by segment

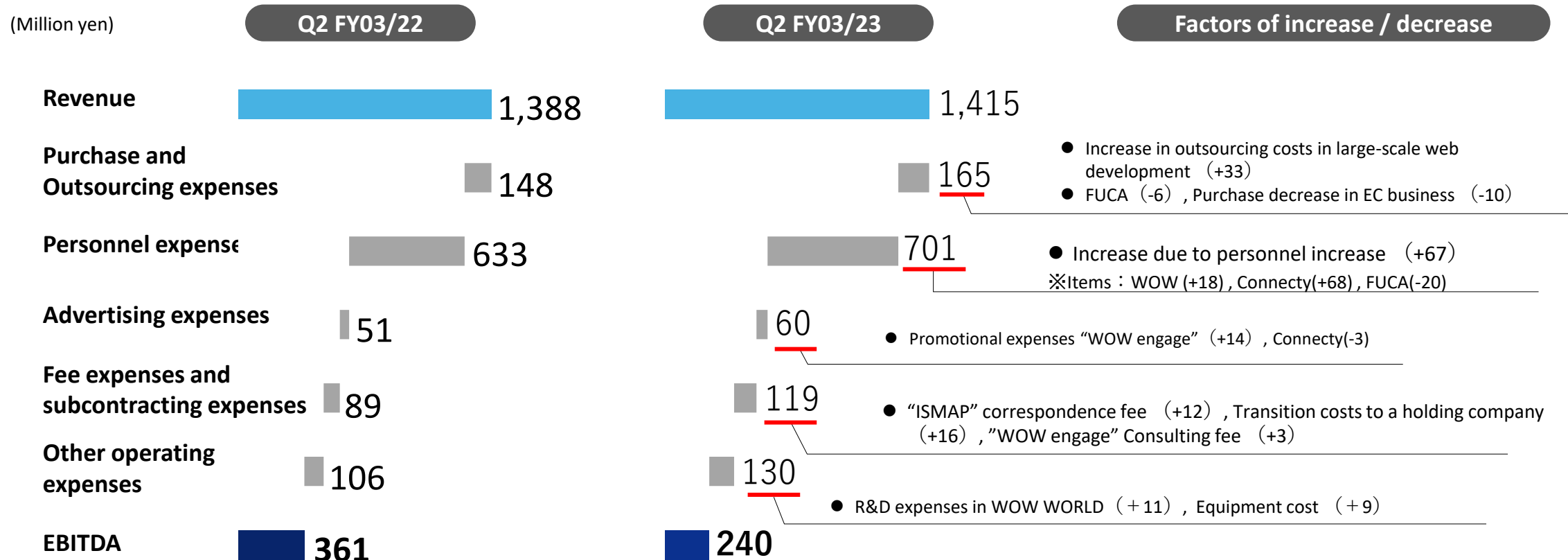
- Enterprise Software profit declined (-1.9% year on year) due to lower sales of WEBCAS on-premises version licenses and a higher burden of higher software amortization.
- Large-scale Web development profit decreased due to a one-time increase in outsourcing costs. (-45.2% year on year) However, profit margin is improving and we expected profit margin to recover to the level of the previous year for the full year.
- Communication support and consulting profit increased (+23.1% year on year) due to a decrease in unprofitable outside spot projects.



		(Million yen)		
		Q2 FY03/22 Results	Q2 FY03/23 Results	YoY (%)
Enterprise Software	Operating gross profit	643	631	(1.9%)
	Ratio of Operating gross profit (%)	68.1%	65.5%	
Large-scale web development	Operating gross profit	75	41	(45.2%)
	Ratio of Operating gross profit (%)	29.8%	14.3%	
Communication support and consulting	Operating gross profit	18	22	+ 23.1%
	Ratio of Operating gross profit (%)	14.7%	19.8%	
Others	Operating gross profit	26	18	(32.2%)
	Ratio of Operating gross profit (%)	42.7%	40.2%	
IFRS adjustments		(8)	(7)	
Total		756	706	(6.6%)

Q2 FY03/23 Results | EBITDA factors

- Revenue increased just 2.0% year on year due to sluggish WEBCAS on-premise version and e-commerce business sales; cloud services and large-scale web development businesses grew
- EBITDA declined stemming from a 33.6% YoY decrease in profit due to (1) strengthened marketing and development, (2) initial sales promotion expenses, etc. for the new WOW engage service, (3) expenses for ISMAP certification, and (4) one-time expenses for the transition to a holding company structure.



■ Breakdown of advance investment in anticipation of business expansion and outlook for future costs

(Million yen)

class	Content	detail	Q1-Q2 Results (YoY)	Q3-Q4 Forecast (YoY)	Full-year Forecast (YoY)
Advance investment	HR investment of WOW WORLD (Selling, general and administrative expenses)	Throughout the previous fiscal year, we strengthened marketing and planning systems in anticipation of future business expansion. We expect full-year results to be on a par with the previous fiscal year due to the complete amortization of stock options for executives and employees beginning Q2 onward.	+12	(12)	+1
	Development HR investment of Connecty	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)	+34	+40	+74
	“WOW engage” Related expenses	Initial promotional expenses (Press conference operating expenses, Teaser site, video production etc.)	+17	± 0	+17
Total			+63	+28	+91

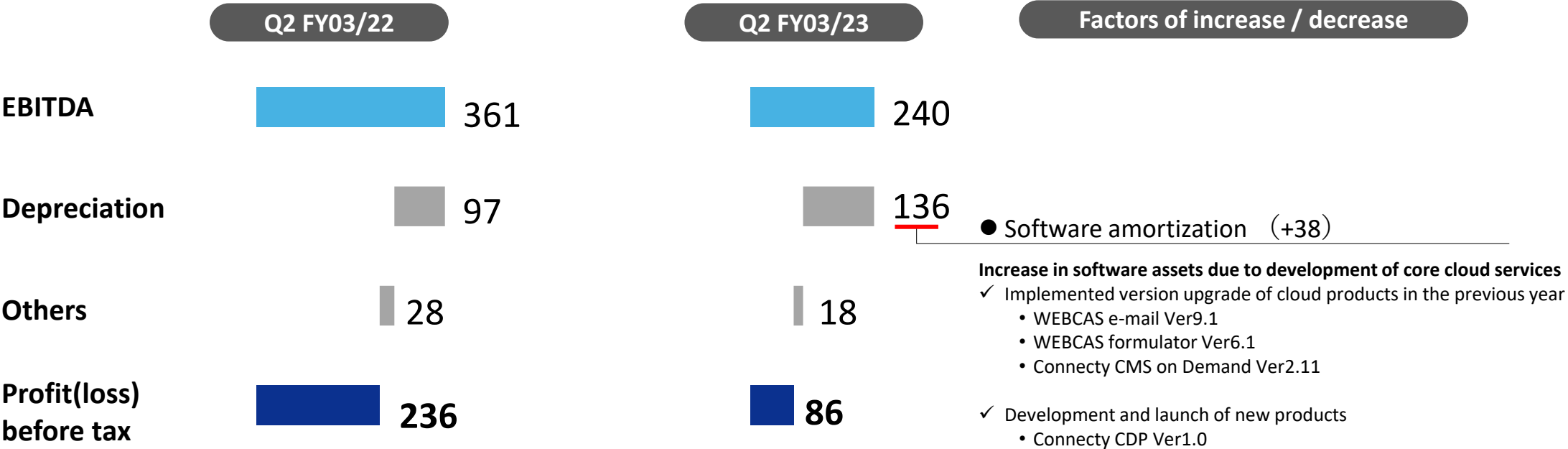
■ Breakdown of one-off special expenses and the outlook for the occurrence of such expenses in the future

(Million yen)

class	Content	detail	Q1-Q2 Results (YoY)	Q2-Q4 forecast (YoY)	Full-year forecast (YoY)
Special expenses	Outsourcing cost of Connecty	Due to the delay in securing personnel for large-scale web development in the previous fiscal year, subcontracting costs increased after Q3 of the previous fiscal year to compensate for the delay, and the impact is still being felt in the current fiscal year. However, personnel training will be completed beginning in Q2; therefore, we expect the full-year investment to decrease by 33 million yen year on year.	+21	(54)	(33)
	“ISMAP” 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.	+12	+10	+22
	Transition to a 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.	+16	+5	+21
Total			+49	(39)	+10

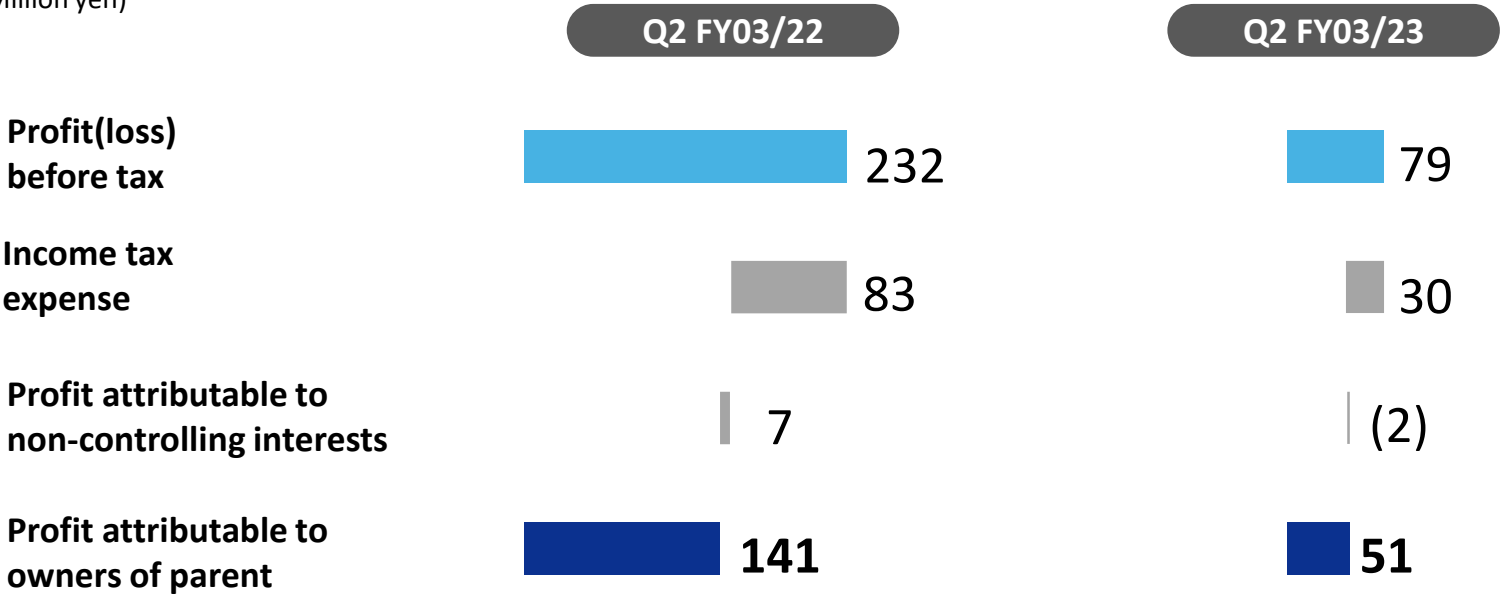
■ Increased depreciation costs due to enhanced development of “WEBCAS” and CMS and CDP
(up 39.5% year-on year)

(Million yen)



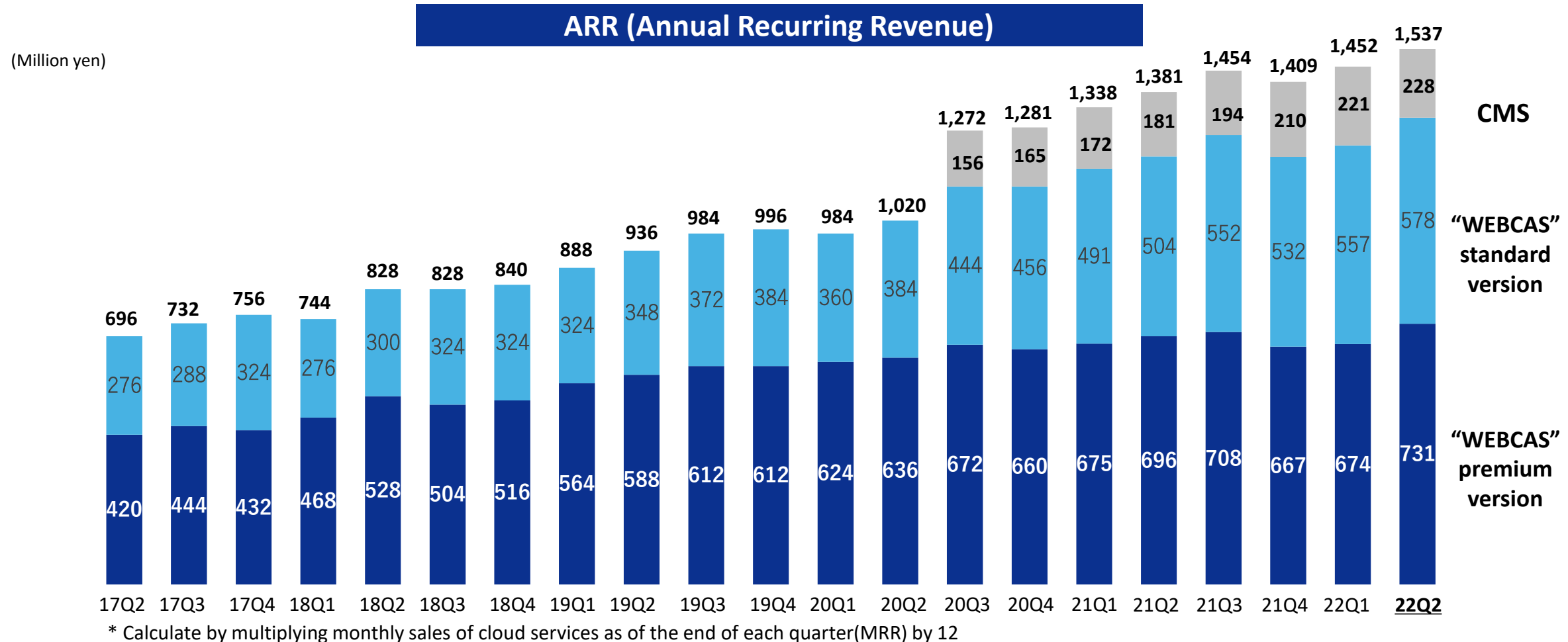
■ Decrease in profit due to decrease in profit before tax

(Million yen)



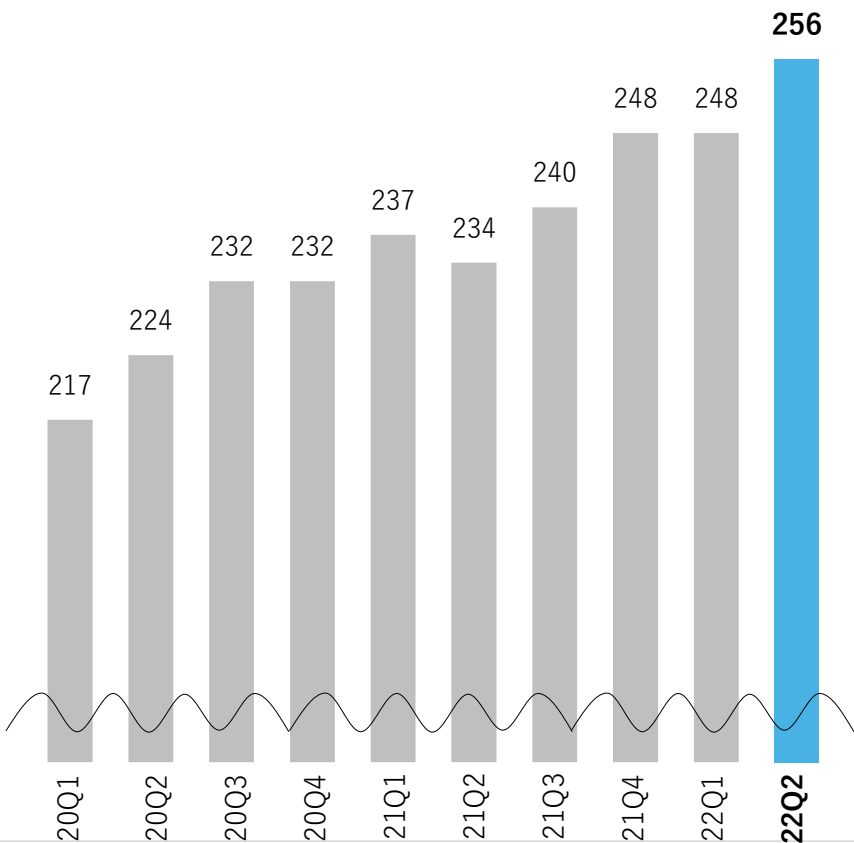
Q2 FY03/23 Results | Cloud service KPI

- WEBCAS standard version and Connecty CMS steadily increased against the backdrop of DX promotion
- WEBCAS premium version is trending toward recovery thanks to the acquisition of large-scale projects in August of this fiscal year

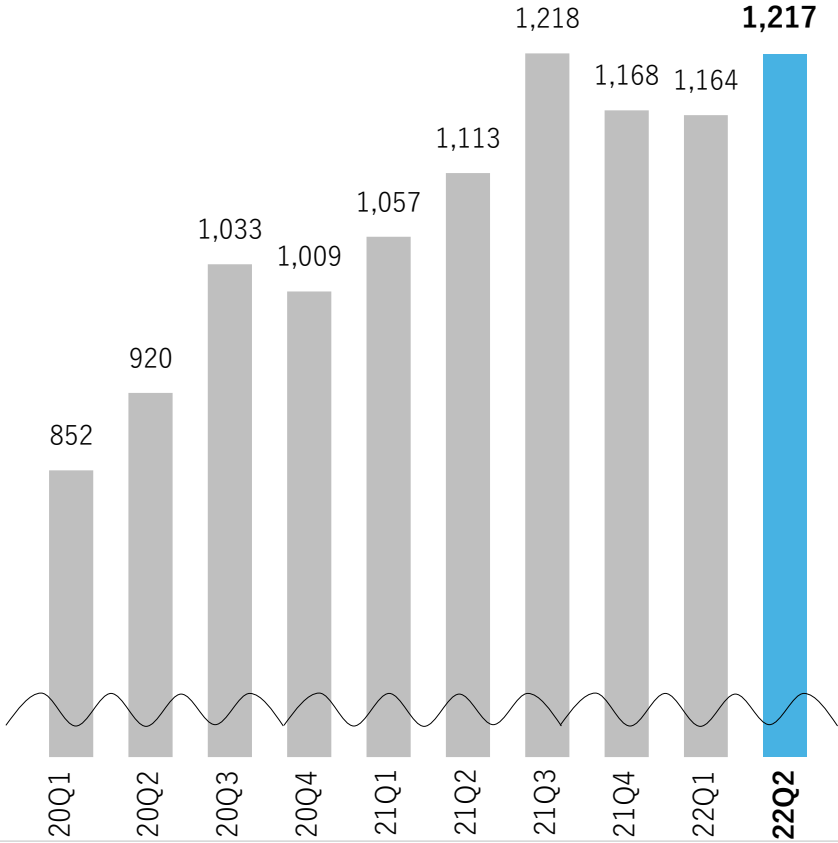


- Although the standard version experienced a reactionary decline from the special demand for New Year's greeting mail at the beginning of the year, new contracts have been increasing steadily since Q2 of the current fiscal year.
- We expect the premium version to increase steadily beginning in Q2 of this fiscal year due to the success of our strengthened sales system.

Renewal contracts ("WEBCAS" premium version)

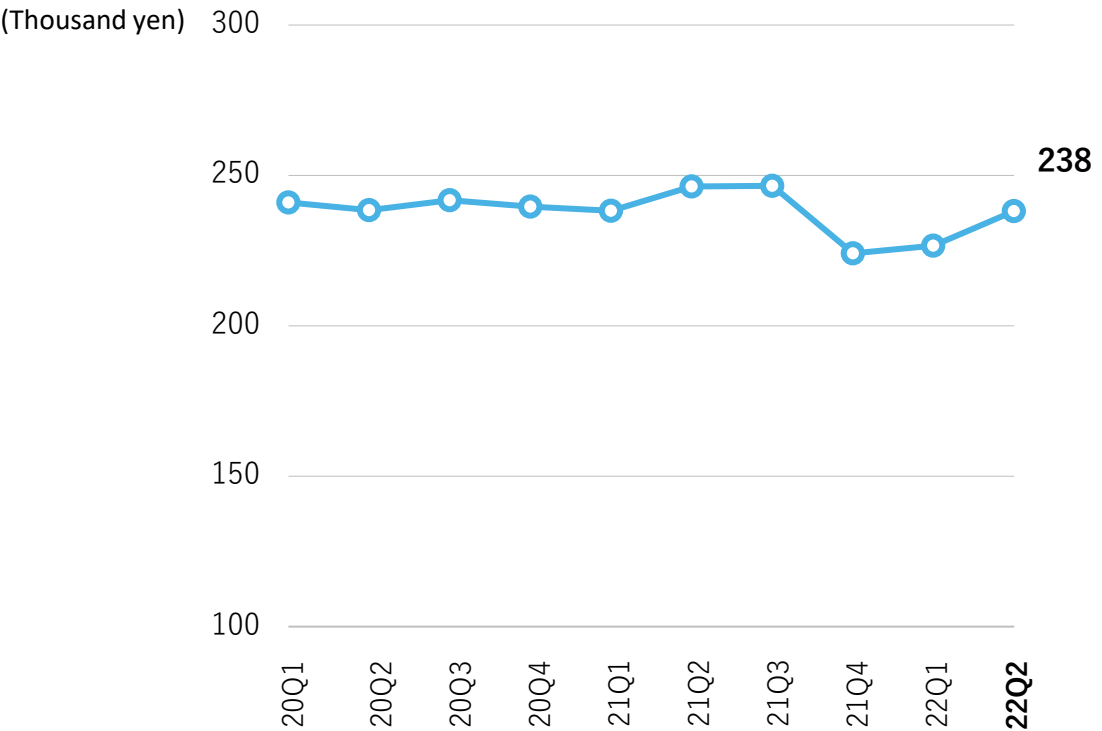


Renewal contracts ("WEBCAS" standard version)



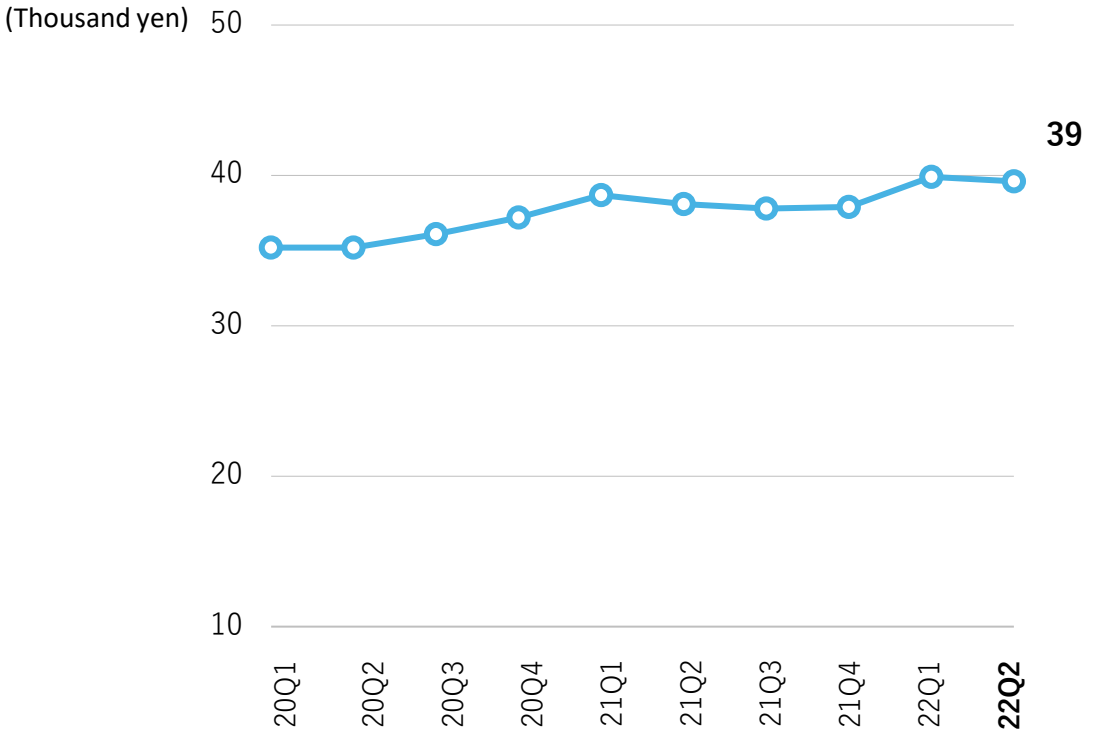
- Average revenue per user (ARPU) for the premium version declined due to the migration of a large project to the on-premises version in Q4 of the previous fiscal year; however, ARPU recovered thanks to a large project order in August of this fiscal year.
- We saw a slight increased for the standard version due to successful up-selling and cross-selling under customer success activities.

ARPU ("WEBCAS" premium version)



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

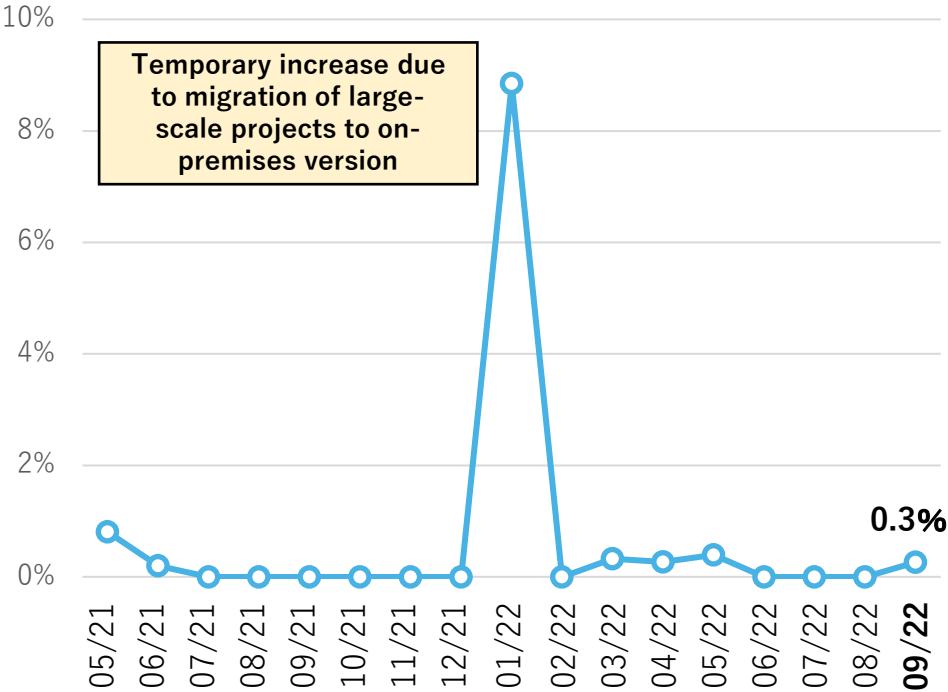
ARPU ("WEBCAS" standard version)



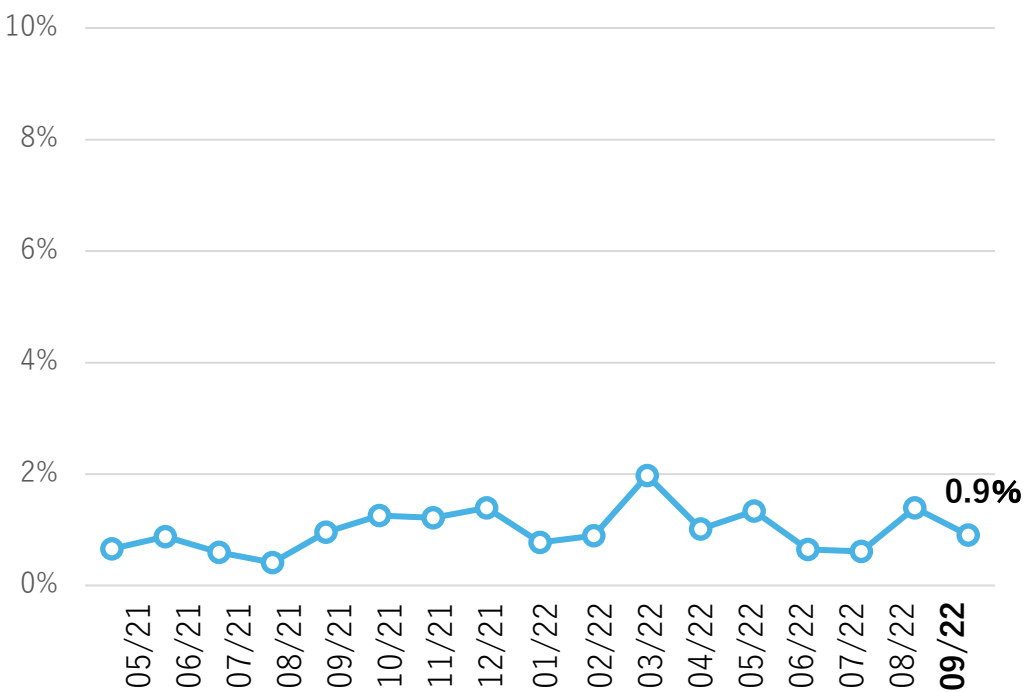
* Excluding option contracts and spot contracts

- The premium version experienced almost no churn except for the migration of a large project to the on-premises version at the end of the previous fiscal year.
- The standard version remained at 1% to 2%, although the fluctuation was relatively large due to the large number of contracts.

Churn rate ("WEBCAS" premium version)



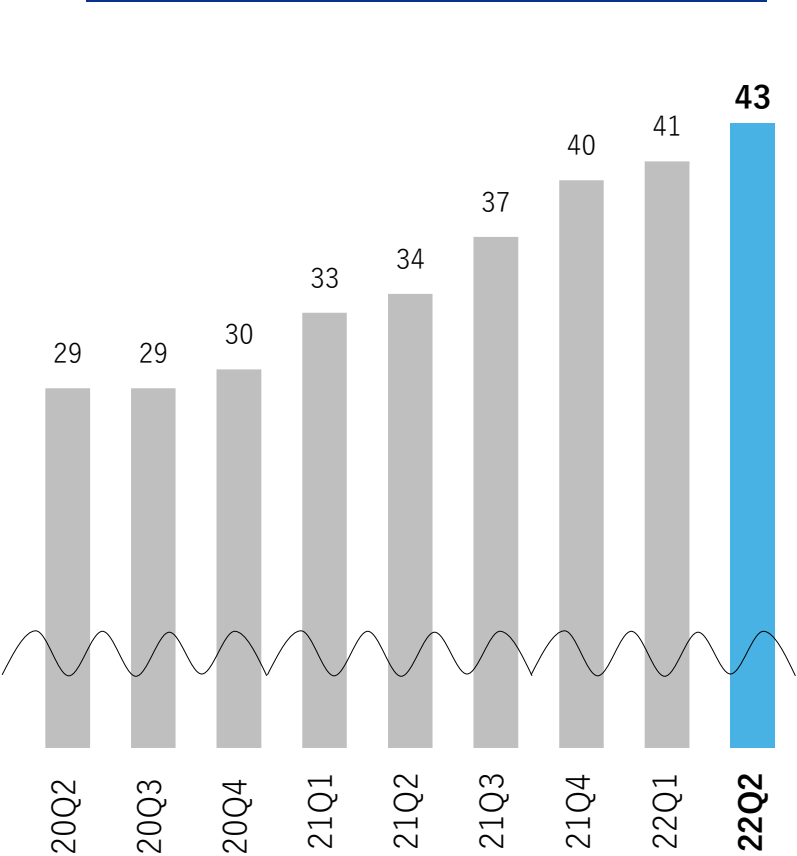
Churn rate ("WEBCAS" standard version)



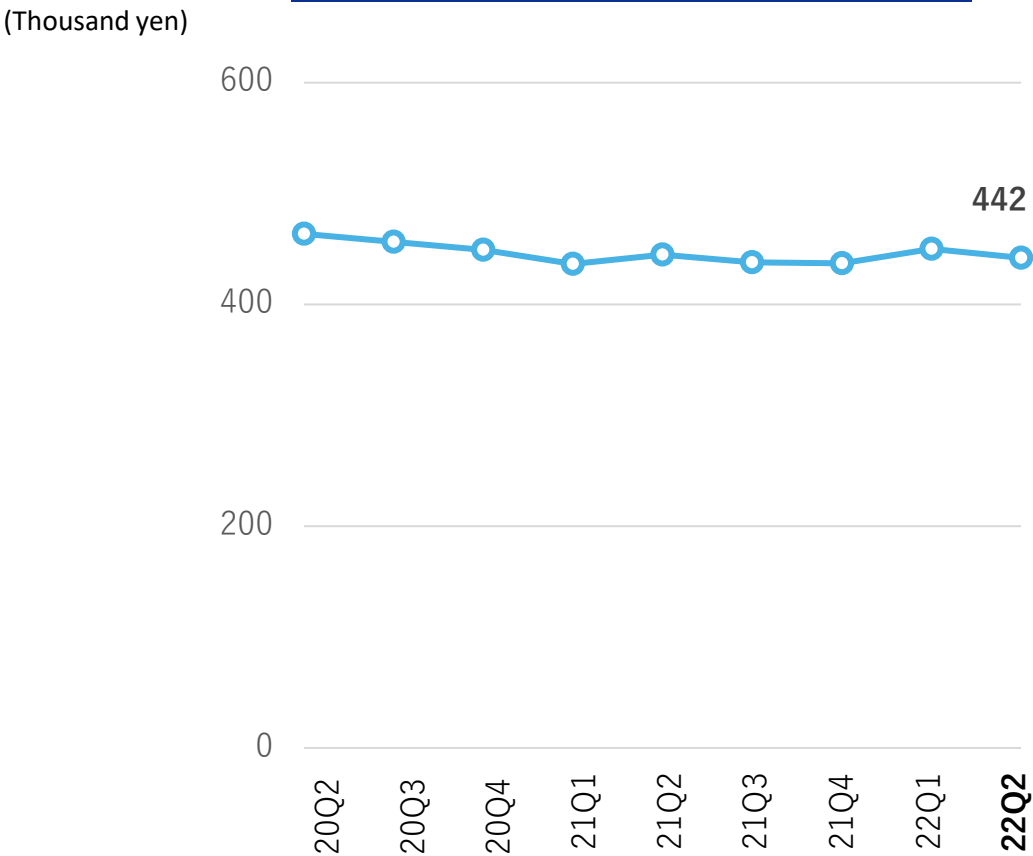
Churn Rate = $\frac{\text{Churn MRR}^*}{\text{Last month MRR}}$ *Spot contract (including option contract), which is a form of usage for a limited period of time, is excluded from cancellation MRR.

- Steady introduction to new customers and increase in the number of customers due to high competitiveness
- APRU remained flat due to the relatively small number of deals acquired this term

Renewal contracts



ARPU



Earnings forecast for FY03/23



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

■ No change from full-year earnings forecast announced on August 5, 2022

(Million yen)

	FY03/22 Results* ²	FY03/23 Revised forecast	YoY (%)
Revenue	2,833	3,000	+ 5.9%
EBITDA* ¹	666	620	(7.0%)
EBITDA margin (%)	23.5%	20.7%	
Operating profit	399	330	(17.3%)
Operating margin (%)	14.1%	11.0%	
Ordinary profit	394	320	(19.0%)
Profit attributable to owners of parent	244	200	(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

■ No change from full-year earnings forecast announced on August 5, 2022

(Million yen)

			FY03/22 Results	FY03/23 Revised forecast	YoY (%)
Enterprise Software	Communication platform	Cloud	1,352	1,447	+ 7.1%
		On-premises	324	200	(38.2%)
			1,676	1,647	(1.6%)
	CMS		234	287	+22.5%
	CDP		—	11	—
Large-Scale Web Development		Construction	378	354	(6.2%)
		Operation	191	227	+ 19.0%
Communication Support and Consulting		Communication	228	323	+42.2%
		CDP	5	52	+ 857.0%
Others			120	95	(20.7%)
Sales total			2,833	3,000	+ 5.9%

Topics





WOW WORLD Group

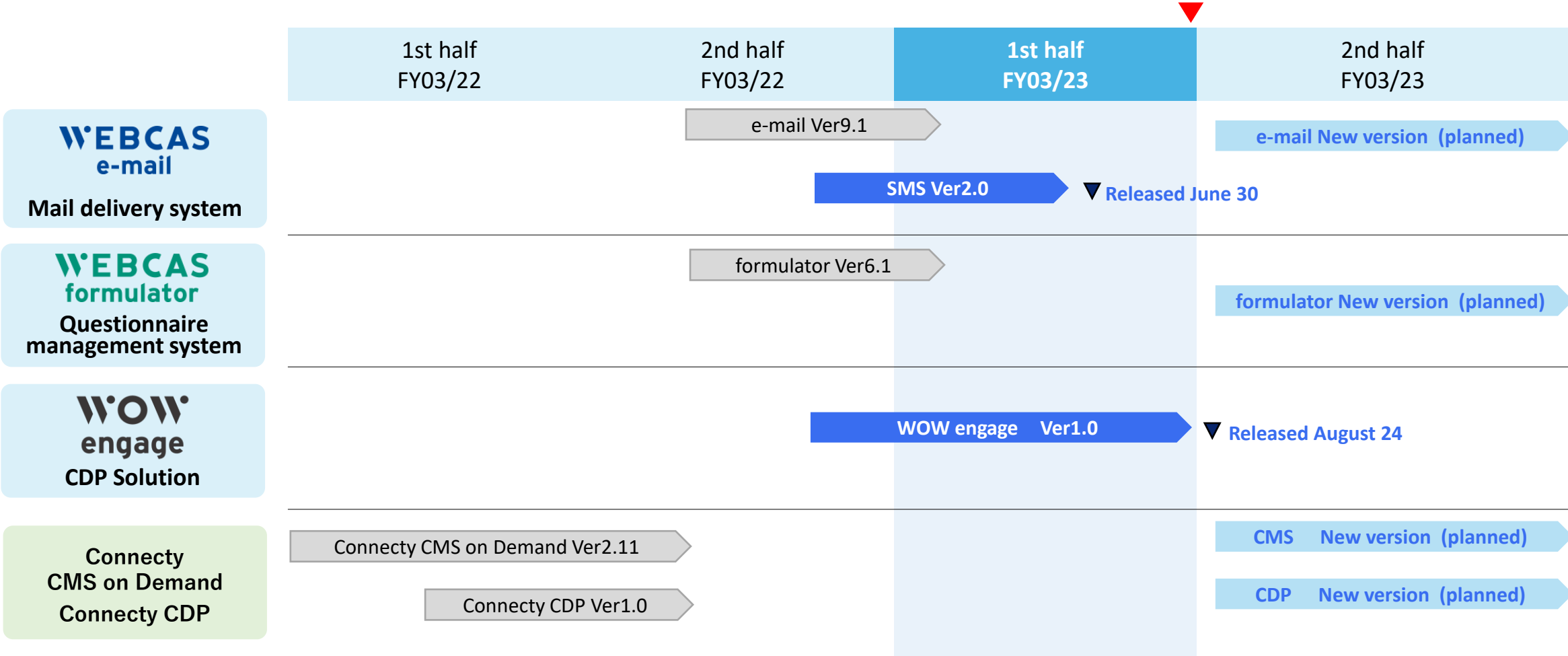
- Acquired "Newstream Inc.", which supports digital marketing (August 5, 2022)
- Free online event "DIGITAL RELATIONS 2022 Autumn" for web managers and marketers (September 6, 2022)
- Connecty Co-sponsors "CMO Japan Summit 2022", an event where corporate marketing people gather (September 26, 2022)
- Plan for compliance with the listing maintenance criteria for the new market segment (October 3, 2022)
- Corporate Governance Report (October 3, 2022)



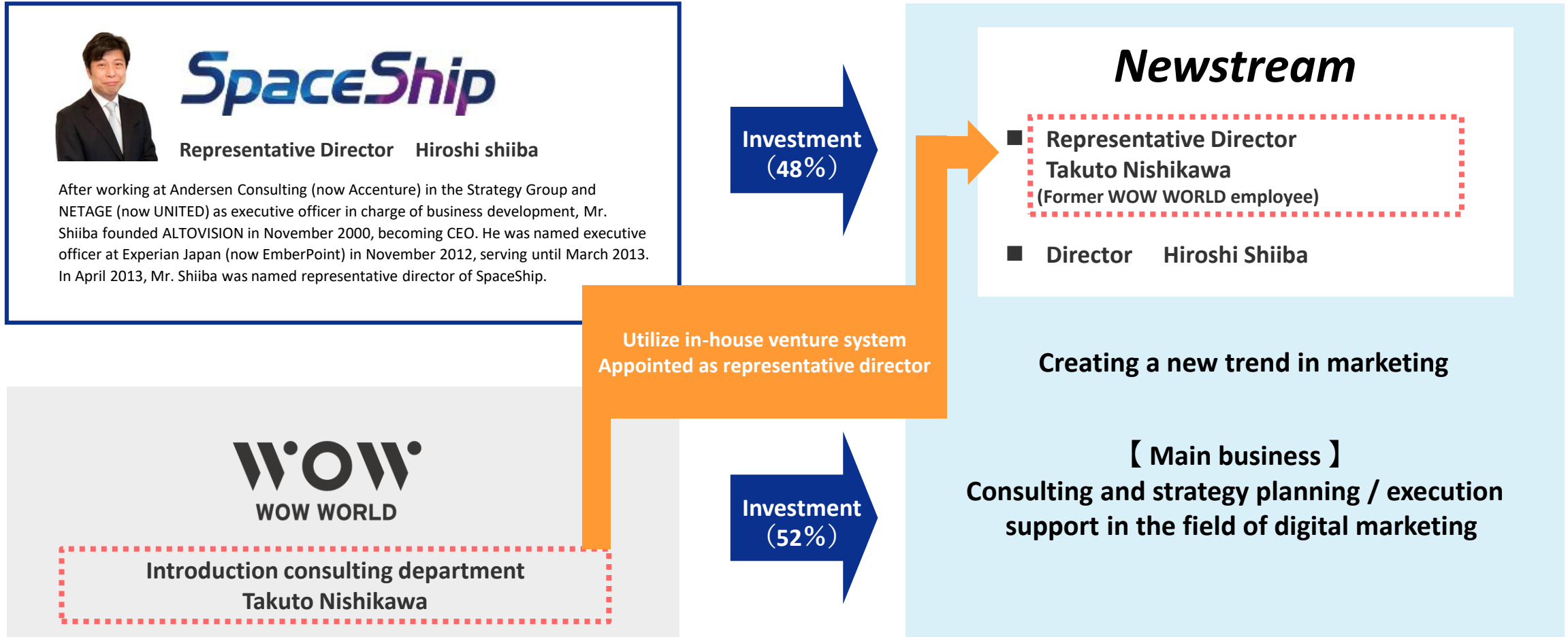
Product initiatives

- Started sales of new CDP solution "WOW engage" (August 24, 2022)

■ WOW engage Ver1.0 released on August 24th

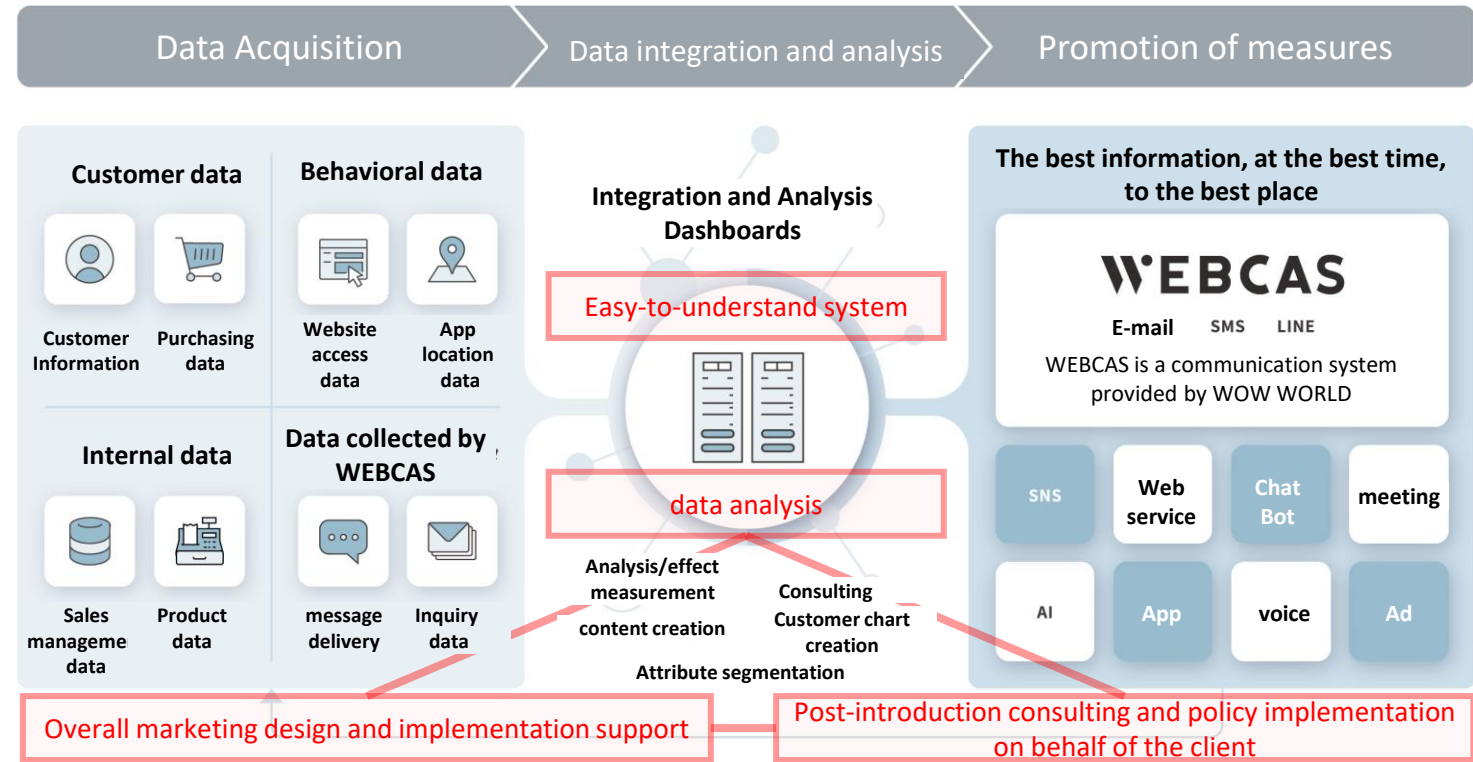


- Established to provide consulting and other services in the digital marketing domain

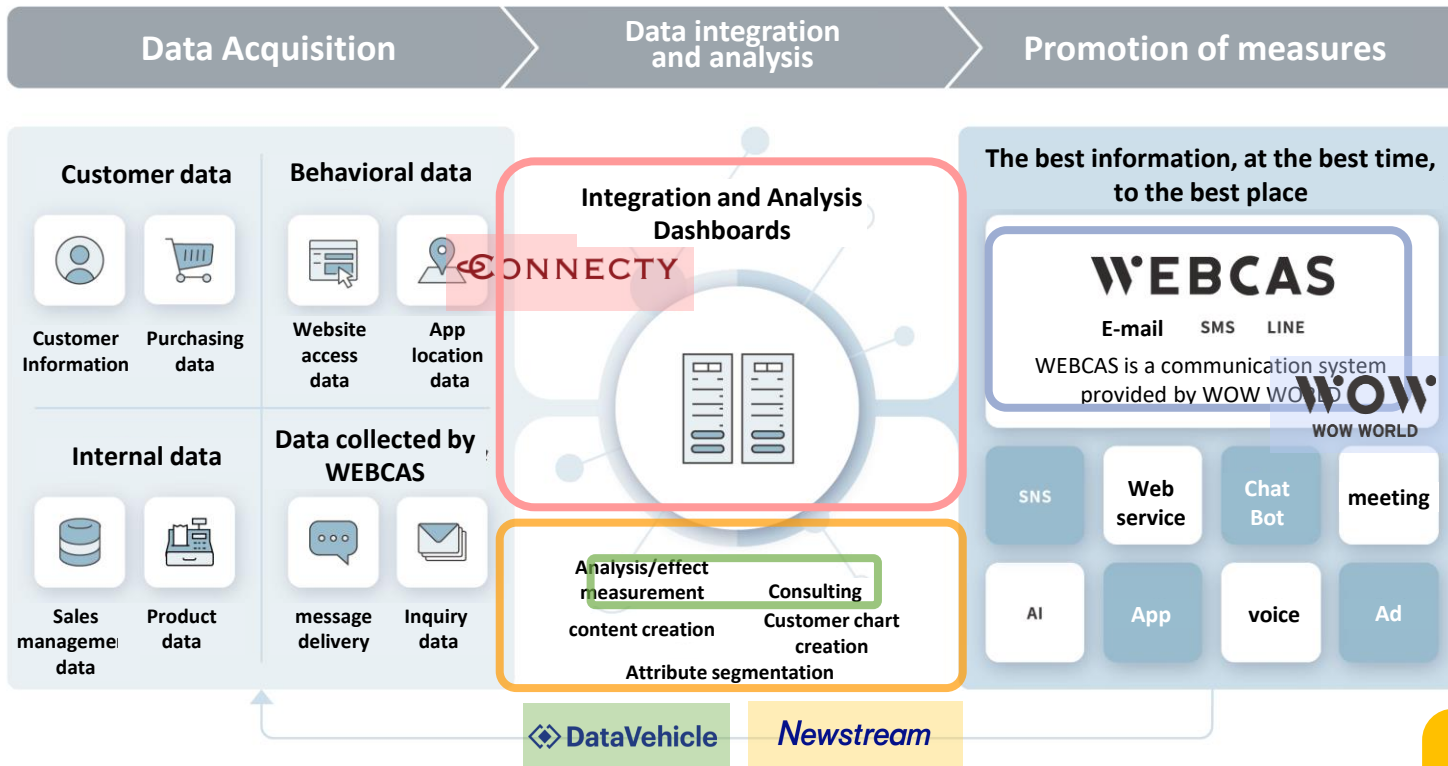


- CDP solution "WOW engage", which combines various services within the WOW WORLD group, has been on sale since August 24th.

WOW engage



Topics | Business development with new CDP solution "WOW engage" "From creating group synergies to rebranding"



WOW engage Goal ①

Create group synergies by strengthening collaboration among each group company service

- Coordinate CDP system (data integration and analysis) and WEBCAS (policy implementation) to support companies in strengthening customer engagement.
- Provide advanced data analysis support
- Offer consulting services and policy implementation on behalf of clients

Differentiate as a CDP solution
The option to choose *not* to send

WOW engage Goal ③

Provide new value through rebranding

From mail delivery service provider to
a communication platform provider offering multi-channel communications

WOW engage Goal ②

Advance into growth markets by expanding multi-channel communications

Communication channels
(E-mail / SMS / LINE)

Multichannelization
(SNS, App push, browser push, etc)

Marketing support and consulting

Topics | Free online event “DIGITAL RELATIONS 2022 Autumn” for web managers and marketers

- In collaboration with our group company, Connecty Inc., we held a free online event “DIGITAL RELATIONS 2022 Autumn” for web managers and marketers with the theme of “thinking about how companies should transmit information”.



Guest speaker(1)
Mynavi Corporation
Mr. Ryuta Aota



Guest speaker(2)
Data Vehicle Inc.
Vice-president
CPO
Mr. Hiromu Nishiuchi



ESG initiatives



- Become a group that creates societies in which all people are positive and hopeful, adopting the framework of the Guidance for Collaborative Value Creation 2.0 Contribute to society through compliance and sustainable business activities.
- Pursue various ESG initiatives to create a sustainable future, while strengthening relationships of trust with society.

Environment

- Contribute to the environment by promoting DX
- Promotion of power saving through remote work
- Addressing Climate Change Risk
- Conservation of resources through efforts to abolish paper handling
 - ✓ Paperless (Contract/Invoice)
 - ✓ Digitization of application work

Social

- Ensuring diversity of core human resources
 - ✓ Promoting the appointment of women to management positions
 - ✓ Implementation of recruitment activities overseas
 - ✓ Active hiring of mid-career hires
- Reduction of overtime hours by promoting work styles that achieve a good work-life balance
- Promotion of support activities for local communities

Governance

- CG report update (100% compliant)
- Establishment of WOW WORLD GROUP Inc. (10/3)
- Renewal of the executive system

- we start operating a full-time telecommuting system and recommend remote work from this fiscal year
- Responding to resource conservation by promoting DX
- Commencement of Initiatives to Address Climate Change Risks

■ Encourage remote work

Reduced employee in-office attendance by 70% to 90%. Achieved 25% year-on-year reduction in electricity consumption through power-saving measures.

Continue resource conservation efforts after COVID-19 while optimizing work styles and organization

■ Eliminate paper handling

(invoices (customer-related) and meeting materials, approval requests, applications, etc. (internal))

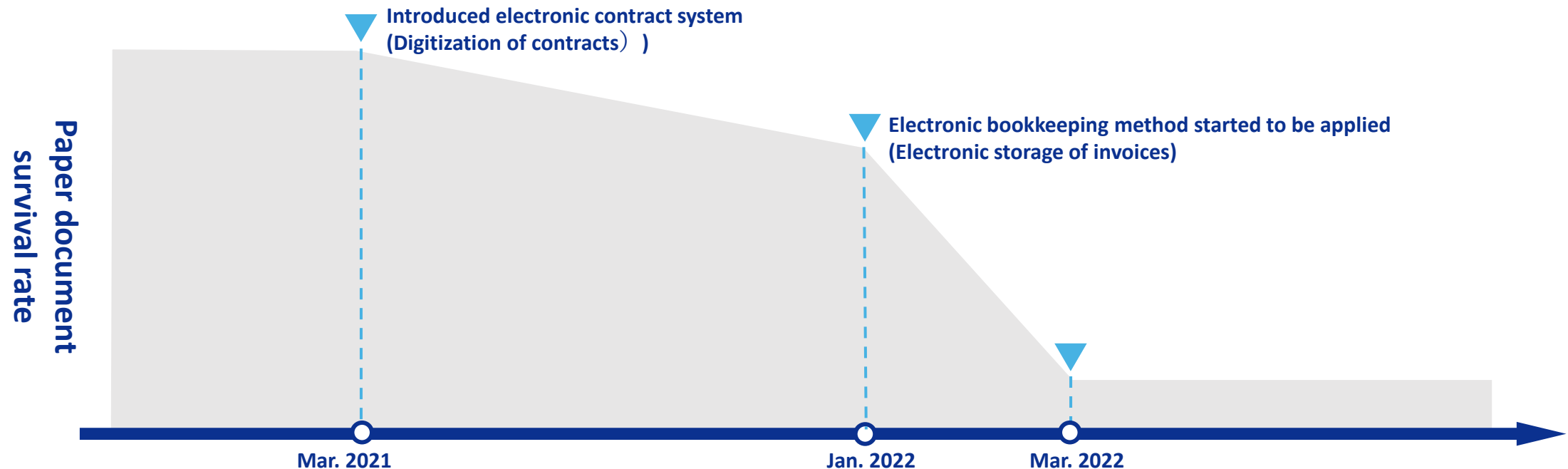
Digitize all business operations to increase productivity and reduce costs, enhance security, and conserve resources Already completed digitization of contracts and applications; requesting external parties to make the switch as well

■ Initiatives for climate change risk

- ✓ While the impact on our business is minimal, we are conserving energy and purchasing environmentally friendly products.
- ✓ We are migrating from on-premises servers to data centers whenever possible, since in-house servers is a potential risk. Striving to achieve EBITDA and operating profit targets, which are Group key indicators, as this pursuit will lead to a reduction in energy consumption and improve the sustainability of our business

Efforts to abolish paper handling

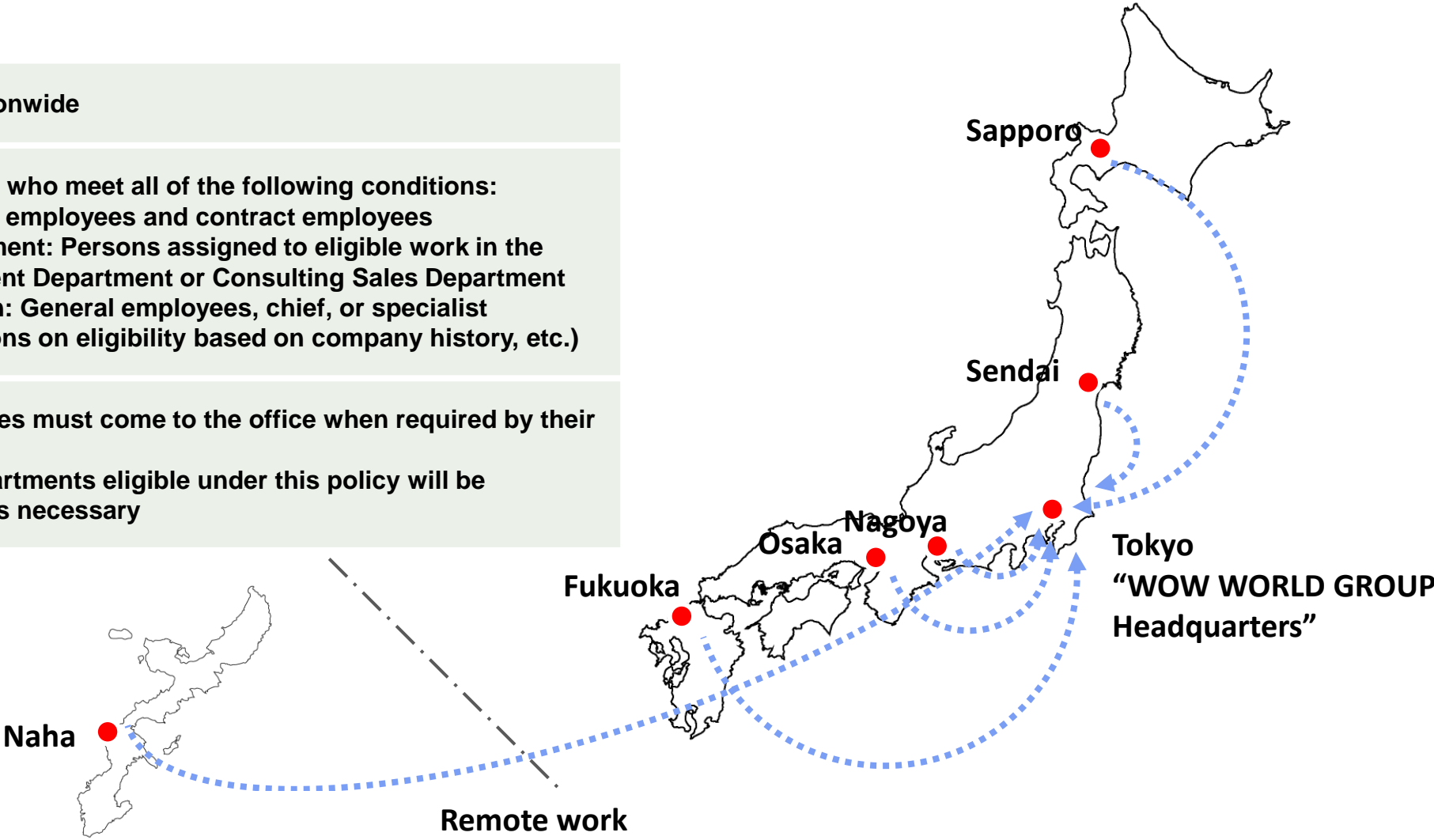
- Digitizing operations to improve productivity, reduce costs, and conserve resources
- Completed the digitization of applications and invoices (with the exception of government agencies and other certain customers) by the end of fiscal 2021
- Eliminate paper document work and reduce paper document storage costs by adopting various business systems
 - ✓ Contract
 - ✓ Invoice (Digitization by the end of March)
 - ✓ In-house application form (Digitization by the end of March)



Introducing a Full-Time Telecommuting System

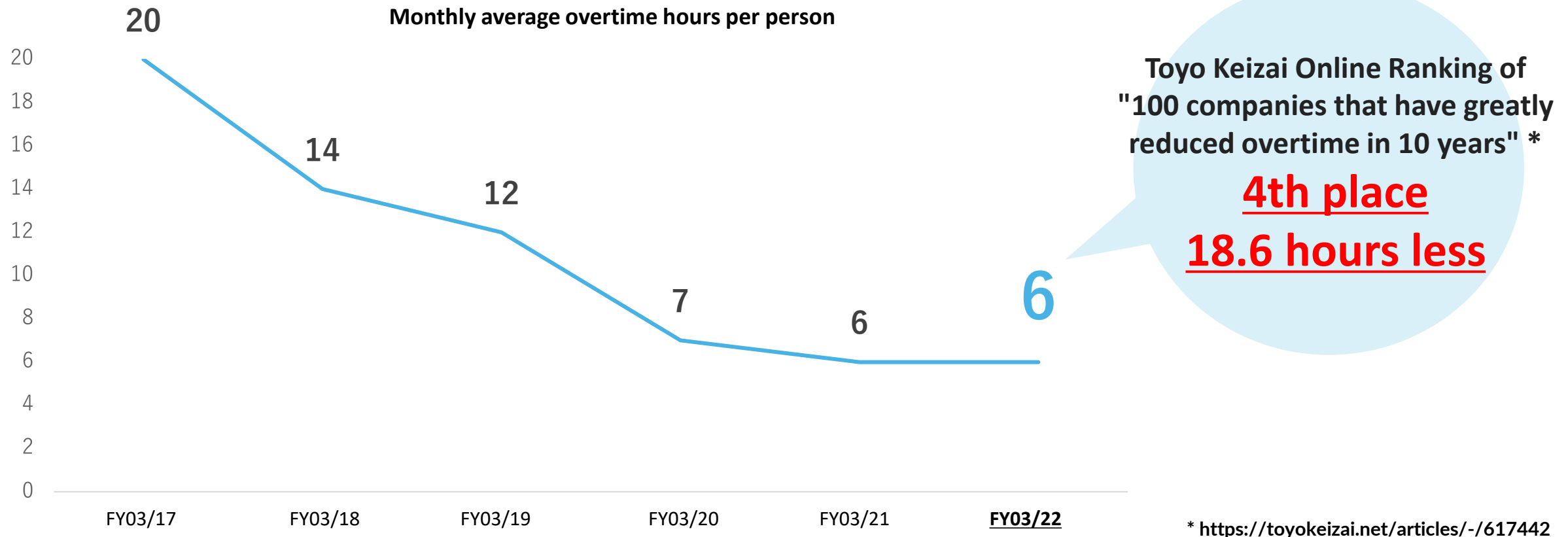
【制度概要】

Target	Japan nationwide
Eligible employees	Employees who meet all of the following conditions: (1) Regular employees and contract employees (2) Department: Persons assigned to eligible work in the Development Department or Consulting Sales Department (3) Position: General employees, chief, or specialist (*Restrictions on eligibility based on company history, etc.)
Other	<ul style="list-style-type: none">Employees must come to the office when required by their supervisorThe departments eligible under this policy will be reviewed as necessary



Promotion of working style with good work-life balance

- The Group promotes work-life balance and strives to reduce overtime hours.
- WOW WORLD ranked No.4 in the Toyo Keizai Online ranking of 100 companies that have significantly reduced overtime work over the past 10 years (September 12, 2022)



- We have established a team dedicated to in-house education and training, which had mainly been OJT in the past. We established a system for education and training for new graduates and mid-career hires.
- We established a system to provide consistent training without regard to nationality, gender, etc., and we respect employee individuality. For new graduates hired from China, we added training options as necessary. Such options include lectures on Japanese lifestyle and culture prior to joining the company.

- **Recruiting women and promoting women to executive and managerial positions**
Percentage of female employees: 42.4% (WOW WORLD non-consolidated results)
Ratio of female managers: 39.5% (WOW WORLD non-consolidated results)
- **Overseas recruitment activities (results in China, South Korea, and India)**
Chinese new-graduate hires (2)
- **Active recruitment of mid-career hires**
Manager hiring: 3 (March 2021 to September 2022)

Support activities for local communities

■ Sponsorship of the Japan Challenger Project

From Kyotango! Participating in the JAPAN CHALLENGER AWARD as a judge to support the challenges of local entrepreneurs



■ Support for labor mobility (co-sponsoring radio programs)

The radio program "Seika Mori's Life is the journey" (Kawasaki FM), where career consultant Seika Mori serves as a personality, is a program that talks about the "crossroads of life" of business managers and specialists in various fields who are active at the forefront and "from now on." It is a program where you can grasp "career, hints on how to live".



■ Participation/Sponsorship of NIPPON IT Charity Ekiden

Proceeds from this competition will be donated to the NPO FDA (Future Dream Achievement), which provides employment support for people with depression and hikikomori.



ESG initiatives (Governance)

- We transitioned to a holding company structure as WOW WORLD GROUP, Inc., on October 3, 2022
- We relaunched our company under a new executive structure in line with the transition to a holding company
- Recruit and appoint female directors and outside directors
(ratio of outside directors: 62.5%, ratio of female directors: 50%)



**Representative Director
and President
Group CEO**
Kazuo Mino



Director
Yasuyuki Hattori



Outside Director*
Kazuo Miyata



Outside Director*
Hiroko Razavi



**Audit and Supervisory Committee
(Director)**
Yuichi Nagayama



**Audit and Supervisory Committee
(Outside Director)***
Manami Kawana



**Audit and Supervisory Committee
(Outside Director)***
Satomi Yamaguchi



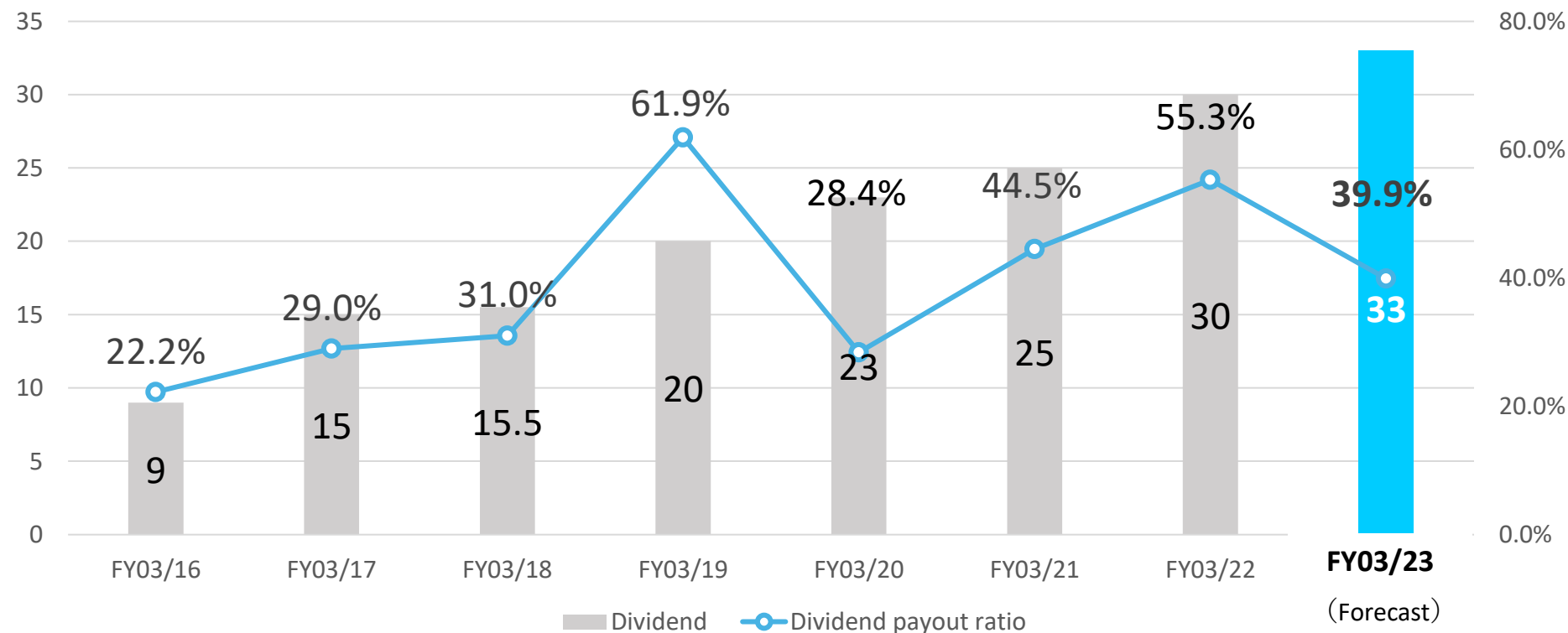
**Audit and Supervisory Committee
(Outside Director)***
Kanae Fukushima

Director skill matrix

		Business execution skills				Supervisory skills		
Name	Position	corporate management	Business strategy	sales marketing	Manufacturing Quality Control	Financial accounting	legal affairs	Internal Control/Risk Management
Kazuo Mino	Representative Director and President , Group CEO	●	●	●		●		●
Yasuyuki Hattori	Director	●	●	●	●			
Kazuo Miyata	Outside Director	●	●		●			
Hiroko Razavi	Outside Director	●	●	●		●		
Yuichi Nagayama	Audit and Supervisory Committee (Director)	●				●		●
Manami Kawana	Audit and Supervisory Committee (Outside Director)	●				●		
Satomi Yamaguchi	Audit and Supervisory Committee (Outside Director)	●	●				●	
Kanae Fukushima	Audit and Supervisory Committee (Outside Director)						●	

■ Dividend forecast for FY03/23 : **33yen** (Dividend payout ratio **39.9%**)

Basic policy : While securing growth funds, maintain a dividend payout ratio of **30%** and **increase dividends every year** due to increased profits.



[Appendix]

New CDP solution "WOW engage"

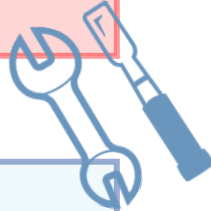


New CDP solution "WOW engage"

WOW WORLD's strengths cultivated through WEBCAS

WOW WORLD is characterized by the development and operation of WEBCAS, a system that has been in operation for more than 20 years, and by the development of several highly technical and specialized group companies.

Advanced system construction capabilities



Individual customization experience

Group companies & partners specializing in digital marketing

We have acquired advanced system building capabilities through cooperation with the infrastructure systems that promote digital marketing for major companies.

A proven track record of developing and operating a robust system capable of delivering 10 million e-mails per hour, one of the largest in the industry.

*Actual results for the entire cloud of WEBCAS e-mails (more than 2.4 million e-mails per hour delivered by a single company).

Provision of an advanced e-mail marketing platform that utilizes customer behavior logs and purchase histories obtained from websites, apps, and offline.

Integration with various solutions for advanced digital marketing.

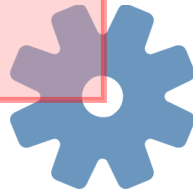
New CDP solution "WOW engage"

WOW WORLD's strengths cultivated through WEBCAS

Advanced system construction capabilities

Individual customization experience

Group companies & partners specializing in digital marketing



Although we are a cloud system, we are flexible to individual customization. We also have extensive experience in implementing integration with external systems to meet your needs.

Example of customized support

KAO

ベルーナ

BAYCREW'S
GROUP

CCC
MARKETING

SOMPO 損害保険ジャパン株式会社

SAISON
INSURANCE
セゾンの保険

pal*system

itiD
iTiD Consulting, Ltd.

nissen
www.nissen.jp

EPSON
EXCEED YOUR VISION

@nifty

New CDP solution "WOW engage"

WOW WORLD's strengths cultivated through WEBCAS

Advanced system construction capabilities

Individual customization experience

Group companies & partners specializing in digital marketing



There are group companies that specialize in marketing support services, including consulting and policy implementation on behalf of clients, with a focus on large-scale website construction and communication design.

CONNECTY

Connecty Inc.

Web production support and self-developed CMS for major companies

Newstream

Newstream Inc.

Strategy planning and execution support in the area of digital marketing

DataVehicle

Data Vehicle Inc.

[Strategic Partners] A group of data analysis professionals. Highly accurate analytical tools and consulting

FUCA

FUCA CO.,Ltd.

Planning and production business for websites and e-mail magazines

Mamachu

Mamachu Inc.

Conducted R&D for group products. E-commerce business specializing in baby clothes with 80,000 members.

New CDP solution "WOW engage"

What "WOW engage" can achieve

By integrating all types of data and optimizing communication between the company and its customers, we contribute to the "creation of corporate value" that increases customer engagement.



Increased sales



Increased loyalty of blue-chip customers



Turn new customers into fans and convert them into good customers (increase LTV)



Revisit dormant customers (activate)



Optimization of marketing measures such as websites and advertisements



Omnichannelization



Implementation of highly effective measures



Visualization of measures

New CDP solution "WOW engage"

Key features of "WOW engage"

WOW engage supports corporate communication strategies with the following functions, and because it is provided as a SaaS service, we are constantly adding and improving its functions, making it available to all companies that implement it.

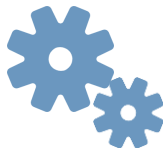
Integration and Collaboration

Web Tracking



A unique 1st Party Cookie can be issued to collect information on the behavior of website visitors.

Data linkage and integration, system integration



Data capture, selection of output targets, and linkage settings can be performed from the screen.

External Channel System Linkage



In addition to linking with WEBCAS as an e-mail, LINE, and SMS distribution channel, it is also possible to link with other systems such as applications and direct mail.

Analytics

Dashboard and analytics



We will prepare reports on the measures implemented, the number of segmented people, and management of linked data.

Segment



Customers and customer lists can be generated based on any criteria. For example, it is possible to set conditions such as combining viewers of a specific page with buyers of a specific product.

Customer record



We will prepare a screen to check each customer's information linked by the data linkage.

Measure

List (segment) extraction



Segmented lists can be extracted and passed to each message delivery channel.

Mail delivery



Linked with "WEBCAS e-mail" as an e-mail distribution system. It supports mass distribution of 2.4 million e-mails per hour, step e-mails, etc.

SMS Delivery



*Options

It can be linked with "WEBCAS SMS" as an SMS delivery system. It can be used for promotion in combination with other channels.

"LINE" delivery



Can be linked with "WEBCAS taLk" as a LINE distribution system. This is effective for promotion to loyal users.

*Options

Browser push (under development)



A function to distribute messages to subscribers from a web browser such as Google Chrome. In addition to simultaneous delivery, delivery to extracted list data is also possible.

*Options

Web customer service function (to be developed)



*Options

A web customer service function that displays banners on the website. In addition to displaying banners based on specific conditions, they can also be displayed in conjunction with list data.

Examples of usage scenarios

WOW engage supports marketing and customer success in a variety of business categories, including finance, distribution/retail, services, and manufacturers.



Finance
and
Insurance

Introduction of products by life stage

Classified customers under insurance policies by age and sent e-mails under the name of the life planner introducing insurance products that customers of that age were most likely to purchase.

The status of viewing the helpful columns in the e-mails was linked to customer information, and phone calls were made to those who viewed the product pages.

This was an opportunity to create new communication opportunities that normally only occurred at the time of family structure changes, insurance claims, and maturity, and led to new contracts.

Customer data

Product Master

Web Analysis Data

E-mail Delivery

Phone



Distribution
and
Retail

Send out different messages according to interests

Integrated management of customers' action history on the e-commerce site and purchase history on the e-commerce site/real stores, and tabulated the customers' tastes and preferences by date and time.

Based on the results, the message content was carefully selected to increase the customer's purchasing motivation and distributed together with product introductions.

Compared to messages distributed simultaneously, this approach contributed significantly to sales, and also led to a reduction in opt-outs, which occur when many uninteresting messages are distributed.

Customer data

Purchasing Data

Web Analysis Data

Product Master

E-mail Delivery

Examples of usage scenarios



Distribution
and
Retail

Separate channels depending on content

Important information such as system maintenance that "we want customers to check immediately" and "information that can be conveyed in short sentences" are sent via SMS, while routine campaigns and discount information are sent via LINE, and "information on products that require long-term consideration" and "lengthy information that may be reread carefully later" are sent via e-mail. The company used different channels for message delivery.

In addition, analysis of past customer behavior history has contributed to increased customer loyalty.

Customer data

Purchasing Data

Product Master

Web Analysis Data

Sales Data

Campaigns

E-mail Delivery

SMS

LINE



Distribution
and
Retail

Targeted e-mails to active users

Customers who are favorable to the brand are extracted from their purchase history on the e-commerce site and in real stores, and further segmented into ABCs based on categories that are likely to be of high interest based on their website browsing status.

Messages were created for each ABC and distributed at times statistically analyzed for click time based on past mail magazine distribution data.

The click rate and purchase rate were high, contributing significantly to sales.

Customer data

Purchasing Data

Web Analysis Data

Product Master

E-mail Delivery

Examples of usage scenarios



Services

Sightseeing spot information a few days before check-in

As part of the hotel's service, the hotel launched a service that provides information on recommended nearby spots a few days before check-in.

The content of the messages was also differentiated based on reservation data, weather information provided by a third-party organization, and nearby tourist information, as well as customer demographics.

The service was well received by guests, who found it easy to make plans for the duration of their stay, and this increased loyalty to the hotel and led to an increase in repeat stays.

Customer data

Order data

Weather
Information
(External)

Tourist Information
(External)

E-mail delivery



Manufacturer

New product promotion and web advertising linkage

Emails were sent to members at the same time new products were announced. Retargeting advertisements were distributed to those who clicked through to the website, encouraging them to make purchases in stores and on the EC site.

Furthermore, by linking those data with user registration data after purchase, highly loyal members were extracted.

By sending thank-you postcards, word of mouth spreads through SNS, and this information will be integrated and used for SNS promotions.

Customer data

Advertising Data

Web Analysis Data

SNS

E-mail delivery

Advertisement
Delivery

DM (by mail)

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 GROUP Inc.
(Securities code : 5128)
MAIL : ir@wow-world.co.jp

