

# Q2 FY03/2023 Investor Presentation

November 18, 2022 OPTiM Corporation President Shunji Sugaya

### **Agenda**



- 1. Q2 FY03/2023 Financial Results
- 2. Business Description
- 3. Competitive Advantage
- 4. Growth Strategy
- 5. FY03/2023 Financial Forecasts

#### Disclaimer

All plans, forecasts, strategies, etc. described in this material are predictions based on information available at the time of creation, and are subject to variable factors, such as economic conditions, a competitive environment, and the Success or failure of new services. Accordingly, please be advised that the actual results of a business performance may Differ substantially from the projections described here. Market information and other statements contained in this Reports are based on information currently available, and we do not guarantee complete accuracy.

Note: This document is a translation of the original Japanese version and is provided for reference purposes only. In the event of any discrepancy between the Japanese original and this English translation, the Japanese original shall prevail.



# Q2 FY3/2023 Financial Results

# Q2 FY3/2023 Financial Results



On track to achieve record-high sales for the 23rd consecutive fiscal year since the company's founding We have been aggressively investing in growth fields to become a leading company in the Fourth Industrial Revolution

(Consolidated operating results Unit: 1 million yen)

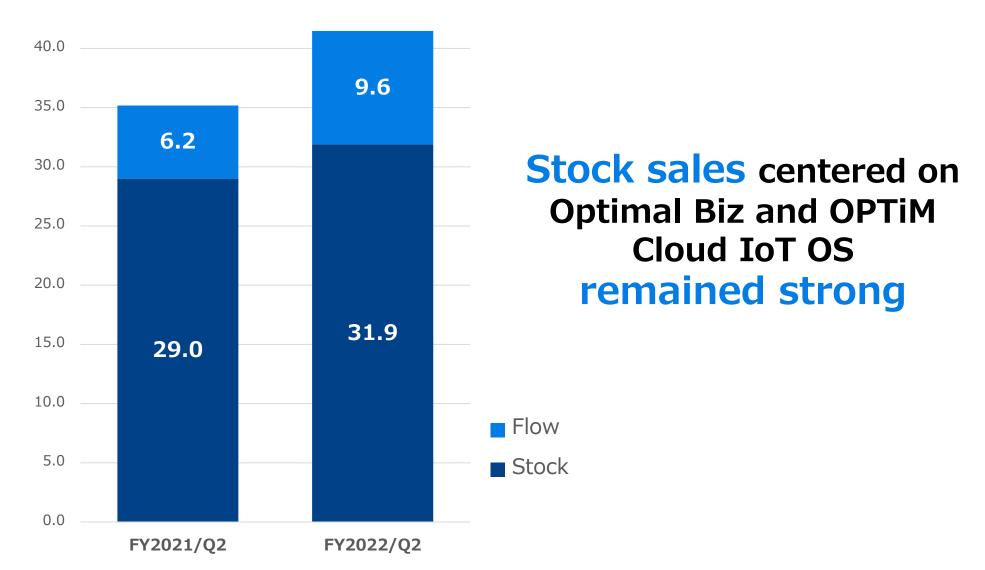
	Q2 FY3/2022 consolidates results	Q2 FY3/2023 consolidates results	Actual results year-on-year
Net sales	3,521	4,151	117.9%
Operating profit	571	573	100.3%
Net profit	516	516	100.1%
Profit attributable to owners of parent	319	298	93.4% <sup>*</sup>

1 3		
FY3/2023 consolidated earnings forecast	Actual results year-on-year forecast	
9,140	110.0%	
1,690	110.1%	
1,590	107.1%	
947	100.4%	

Please see the slide 6, "Q2 FY3/2023 Financial Results [Profit] "

# Sales Performance: Stock/Flow Ratio





(Unit: 100 million yen)

# Q2 FY3/2023 Financial Results



■ Performance Progress and Outlook

### [Sales]

- Stock-type sales of both "Corporate DX" and "Industrial DX" are growing steadily, centering on "Optimal Biz" and "OPTiM Cloud IoT OS," which are the core products respectively.
- Flow-type sales are also strong, especially in the Healthcare x IT field, which we have been working on since the previous fiscal year.
- The sales structure is heavily weighted toward the second half of the fiscal year as stock-type license revenue is mainly generated through monthly billing, and flow-type customized sales tend to be concentrated in the second half of the fiscal year.

### [Profit]

- Stock sales of Optimal Biz, OPTiM Cloud IoT OS, and AI-related services are steadily increasing.
- The cost to sales ratio increased due to an increase in the percentage of flow revenues and software amortization expenses compared to the previous year.
- Due to the impact of loss on devaluation of securities, deferred tax assets difference, etc., net income was negative year on year, but there is no impact on the full-year results.

As for the progress of the second quarter, both sales and profits are in line with the plan, and there is no impact on the earnings forecast. Although the impact of the new coronavirus has not become apparent at this time, we will promptly disclose any impact on the earnings forecast when it becomes known.



# **Business Description**

# Philosophy

Try hard to create universal technology/services/business models that influence people all over the world in a good way.

Don't aim to exist without having ambitions and enjoying challenges.

Understand each other's position and be warm-hearted rather than being conscious of each other's boundaries and property.

# Mission

# We make the Net as simple as breathing.

Under the concept of "We make the Net as simple as breathing," OPTiM sets its mission to change the situation that certain IT literacy is still required to use the Internet as indispensable infrastructure, and to make the Net itself as the air that you do not even notice using it. Since the day of our establishment, we engage in developing products that everyone can enjoy creativity and convenience the Internet brings.

### **IoT Platform Service**





Optimal Biz - Expanding Mobile Possibilities -

### **Mobile Management SaaS**



**Domestic MDM Market** 

for 11 consecutive years

Optimal Biz solves a wide range of issues in business use of smartphones and tablets









Measures against loss, theft, and information device usage Device monitoring leaks

Efficient

Asset management

Security settings

# Overwhelming success with more than 180,000 companies

※ June 25, 2019, our total

# Average churn rate about **0.5**%\*

\* Calculated by us based on the monthly average results of major partners. Aggregation period (Apr. 2021 - Mar. 2022)

\*\*1 Deloitte Tohmatsu MIC Research Institute Co., Ltd., Cloud Services Market Status and Outlook FY2013 Edition, IT Asset Management (including MDM) Market Total Sales, FY2011 to FY2012 Results (Published in 2013)/Collaboration/Contents and Mobile Management Package Software Market Outlook FY2014 Edition, MDM Market Trends, Number of IDs of MDM Shipments (Including SaaS and ASP), FY2013 Results (Published in 2014)/Collaboration/Contents and Mobile Management Package Software Market Outlook, MDM Market Trends, Number of IDs of MDM Shipments (Including SaaS and ASP), FY2014 to FY2017 Results (Published in 2015 to 2018)/Collaboration and Mobile Management Software Market Outlook, MDM Market Trends, Number of IDs of MDM Shipments (Including SaaS and ASP), FY2018 to FY2020 Results and FY2021 Forecast (Published in 2019 to 2021)

## **OPTIM's Strengths**



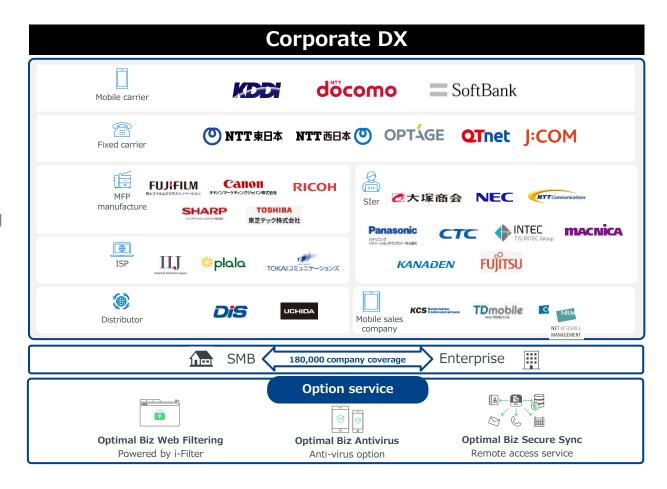


# Optimal Biz

# Mobile Management SaaS De facto standard in Japan

- No. 1 market share for 11 consecutive years
- No. 1 market share in all 20 industry categories
- A total of 180,000 companies have used the service.
- Average churn rate of 0.5

Sales partner network with total coverage of approx. 180,000 companies



### **IoT Platform Service**



# Optimal Biz, closely related to daily life and business, is expanding everywhere



① Utilization in the office



② Usage by business terminals



3 GIGA school concept



4 Anti-corona service



(5) Telework



# Optimal Biz

No. 1 market share\* in all 20 industry segments



6 Remote medical service



⑦ Construction surveying



8 Business Remote Support





**10** Cashless payment



#### No.1 in 12 other categories

EMM market and trend by mobile OS

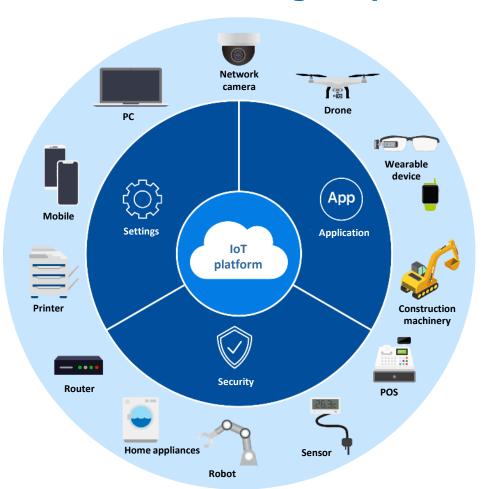
- Market trends by managed mobile OS 2 categories
   Mobile management market trend
- MDM market trend 2 categories
- Provision type(package/SaaS/ASP) 2 categories
- · Market trends by managed mobile OS 3 categories
- · Sales trend by user size 3 categories

\*\* Deloitte Tohmatsu Mick Economic Research Institute (DTRI) published "Collaboration and Mobile Management Software Market Forecast for FY2021" (https://mic-r.co.jp/mr/02220/) in FY2020 and forecast for FY2021. The No.1 rank for the research was calculated by OPTiM.

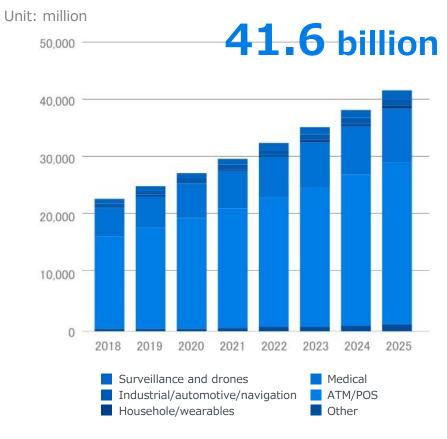
### **IoT Platform Service**



### **Providing IoT(Internet of Things) Platform**



Global IoT Device Install Base Forecast\*



※ IDC 2019 Domestic Data Ecosystem / Player Analysis Related to Data as a Service: Focusing on IoT-related operators

# **OPTIM Cloud IoT OS**

**AI · IoT Platform Service** 

# **OPTIM's Strengths**





**AI · IoT Platform Service** 

**Expanding Optimal Biz to provide AI/IoT SaaS** 

### Agri field:

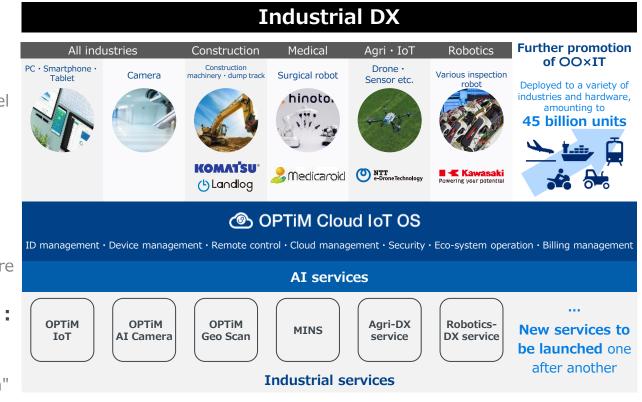
 We provide pinpoint pesticide spraying, pinpoint fertilization, and pinpoint time spraying services, and have established a consumer- and producer-first business model that provides integrated services from cultivation to processing and sales in the largest domestic market for rice.

#### Medical field:

Jointly developed network support system
"MINS" for surgery support robot system
"hinotoriTM" and provided online medical care
platform for the first time in Japan

### **Construction** · Civil Engineering field:

- Providing "OPTiM Cloud IoT OS" through LANDLOG led by Komatsu
- Providing 3D survey service "OPTiM Geo Scan" using iPhone



### **IoT Platform Service**

**OPTIM** Contract

Optimal Second Sight



### AI (Artificial Intelligence) Package Service



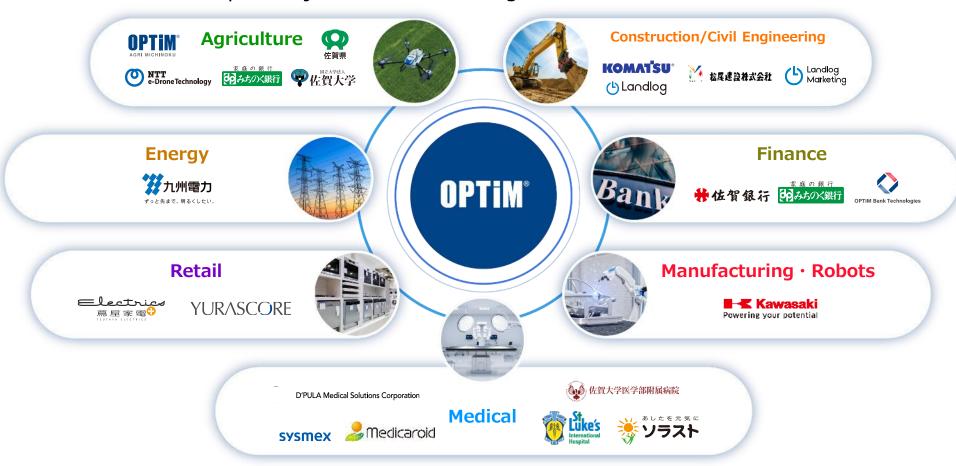


### **IoT Platform Service**



# Become a company that utilizes the AI/IoT platform to transform all industries

Partnerships and joint venture strategies based on the OOxIT vision



# **Remote Management Service**



# Real-time sharing of customer's PC and mobile device screens to quickly and carefully resolve customer issues



### **Optimal Remote**

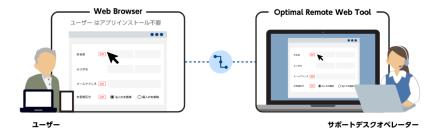
Optimal Remote is a remote support service that allows customers to solve their issues remotely by sharing their PC, smartphone, or tablet screen in real-time.





### **Optimal Remote Web**

Operators do not need to ask users to install a dedicated application but simply ask for a receptionist's number so that they can check the contents of the web page they are viewing.





### Optimal Remote IoT



Optimal Remote IoT is a service that allows you to remotely control a device with an agent installed beforehand from a web browser on the device at hand.



### Optimal Second Sight

This is a remote work support service that can share images of the work site using smart glasses, smart phones, and tablet cameras, and support on-site work using various support functions.



Smart Field is a field data management solution that revolutionizes the field with AI and IoT.

Promoting operational efficiency through smart glasses and smart phones.

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### **Other Service**



#### 人気雑誌読み放題







# Unlimited reading of more than 1,000 magazines\* for only 550 yen (tax included)!

- · Wide variety of lineup
- There's always a magazine you want to read!
- From popular genres to niche genres, find your favorite magazines! You can also read articles you missed in back issues later.

X As of August 31, 2021

### "Boredom" caused by waiting time for customers is replaced by "enjoyment"

 Tabuho Spot is a corporate service for "Tabuho (unlimited use of TABLET)," a fixed-rate unlimited reading service of electronic magazines. Businesses such as beauty salons, restaurants, hospitals, and lodging facilities can apply for Tabuho Spot to provide "Tabuho" free of charge to customers visiting their stores

Unlimited use of PC software powered by OPTiM is an all-you-can-use PC software service that allows you to use a variety of software genres, from entertainment to dictionaries, as you wish for a fixed fee.





# **Competitive Advantage**

# **OPTiM's Strengths**



Characteristics (strengths)	Content
Robust technology innovation capabilities	Inventiveness to create from 0 to 1. OPTiM proactively secures intellectual property rights. (The first venture company to receive the Intellectual Property Achievement Award from the Japan Patent Office. The Company's President ranked No. 1* for the scale of patent assets held by individuals in the field of information and communications.)
2. Advanced technological capabilities	Realizes new concepts with advanced technological capabilities in AI, IoT, Cloud, Security, and Robotics
3. Service planning, development, and operation capabilities	Possesses planning capability to take products realizing new ideas and generalizing them as package services. Has the ability to plan, design, develop and operate with functions, price and service models that match customers' needs
4. Strong license income	Robust license revenue based on SaaS/subscription model (a model that allows customers to receive a service for a certain period of time by paying a fee). These services include Optimal Biz, a mobile device management SaaS service that has had the No. 1 market share in Japan for 11 straight years, along with other services. The average cancellation rate is approximately 0.5%.
5. Plentiful customer base	A cumulative customer base of roughly 180,000 companies that it has acquired over the years through direct sales as well as large partners.
6. Business creation capabilities	Commercializes new products or services with many partners, including industry leading companies, telecommunications carriers and printer manufacturers, or vastly expands business through business creation capabilities



# **Growth Strategy**

### **Continued Investment in Growth This Fiscal Year**



# Major investments needed for the TAM160 trillion yen\* market and their uses

- 1) Investment to expand connected devices and covered industries through the further promotion of OO×IT
- 2) Investment to develop Industrial Killer Services
- 3) Investment to develop new Corporate DX Services for a customer base of 180,000 companies
- 4) Invest in AI/IoT platform "OPTiM Cloud IoT OS", to realize the above
- 5) Further investment in talented people who realize the above

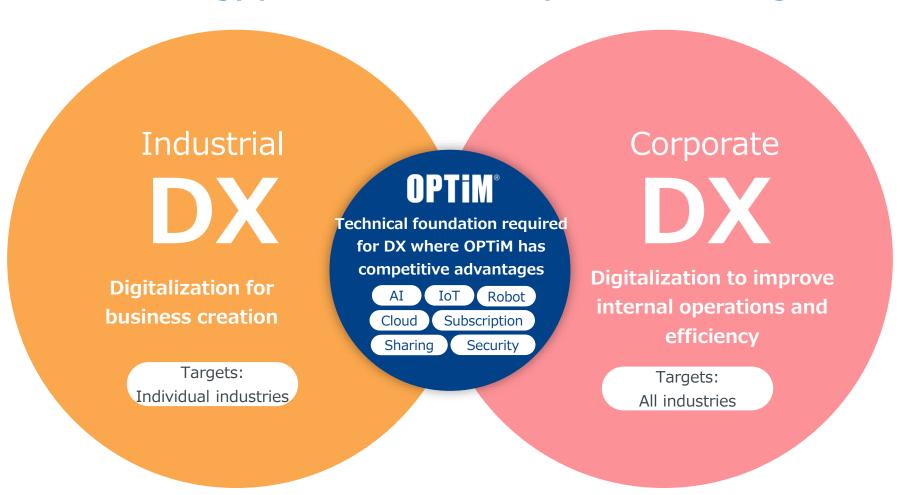
# Toward the TAM of 160 trillion yen

Continue aggressive growth investment while securing profits

### **Investment Direction**



# Promoting two DXs based on technology platform with a competitive advantage



# **Industrial DX Strategy**



# **Toward the Further Promotion of OOxIT Concept**

### **Medium-Term Management Plan**

**OPTIM** 



We will reinvent all industries into the fourth industrial revolution by combining each industry with IT (AI, IoT, etc.) through "OO x IT".

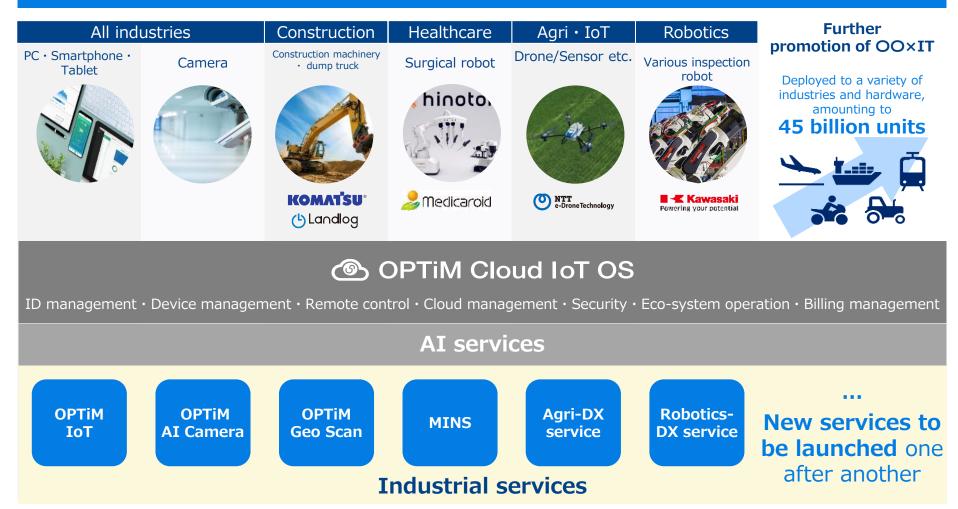
From the materials for the financial results briefing for the second quarter of the fiscal year ending March 31, 2021

# **Industrial DX Strategy**



Industrial DX realized by OPTiM Cloud IoT OS one after another

# **Industrial DX**



# **Industrial DX Progress**



FY2021 FY2022 01 Q2 Q3 Q1 04 Q2

#### **IoT Platform Service**



Promotion of use of domestic drone services: Agri

Established NTT e-Drone Technology

POC by fixed-wing drone

POC of smart house cultivation

Smart rice 2022 sales starts

"Pinpoint Time Spraying" service provision started

Certified as "IT Intoduction

Subsidy 2021", Adopted in

Assessment" carried out by

Development Bureau, MLIT in

Achieved No.1 market share in eight categories by Deloitte Tohmatsu MIC

"Digitalization of Disaster

the Kyushu Regional

Kumamoto pref

Marunouchi district

Safie integration



**Healthcare** 

OPTIM



D'PULA Medical Solutions Corporation

( NTTe-DroneTechnology

"Online Healthcare platform"

version upgrade

"Pocket Doctor" joint research with Kobe University "Reiwa 3rd year disaster prevention drill" conducted by Kyushu Service provision started

Regional Development Bureau, MLIT

Scan X integration Certified as "IT Intoduction Subsidy 2022" Compliant with the

Ministry of Land, Infrastructure.

Geo Design available

Transport and Tourism's quidelines Geo Design available



PC·Smartphone

Tablet

**Construction/Civil Engineering** 

KOMATSU

Marketi∩g

Camera

(L) Landlog

All industries

Beta version provided free of charge as 松尾建設株式会社 "OPTIM Land Scan"

OPTIM Geo Scan

High-precision 3D surveying

Service provision started

OPTIM® | OT Cloud device management service

Achieved No.1 market share in five

categories by Deloitte Tohmatsu MIC Research Institute Co., Ltd

for Shinjuku MYLORD Provision for AKIBA-AKIBA.

Research Institute Co., Ltd Provision for one x one JR central POC

New feature New feature added

Provision for IIDA festival

Geo Point

available

Certified as "IT Introduction Subsidy 2022" New feature

added Provision for Saga airport,

Kumamoto castle

OPTIM°AI Camera Visualize congestion to avoid 3Cs

Wide area mode/API linkage added congestion map

Provided for Ueno Zoo

ArgosView integration

#### **Remote Management Service**





RealWear smart glass support

Second Sight: Xacti support **SPIDERPLUS** considering service cooperation

Smart Field: Xacti support

# **Industrial DX Strategy: Agriculture**



#### Efforts so far

Establishing a consumer- and producer-first business model. Rice is the largest single crop in the domestic market. Providing integrated services from cultivation to processing and sales (EC)



Establishing a consumer- and producer-first business model for "smart rice," which we grow and sell in partnership with producers.



Managing "SMART AGRI", the future media of Agri/IT. More than 2,200 organizations, mainly producers, have joined the Smart Agriculture Alliance, which was launched by OPTiM. Working together to promote the DX of agriculture as a whole.



Conducted many advanced joint research with Ministry of Agriculture, Forestry and Fisheries, local governments, and producers

Developed unique DX (AI and IoT) services to improve efficiency and add value to the entire agriculture and food industries



Providing pinpoint pesticide spraying and fertilization technology using drones (world's first, patented)



Providing "Agri Field Manager," a service that analyzes images and sensors in the field using AI and IoT



Providing Drone-Based Seeding Technology



Providing a Wide-Area Field Management System Using a Glider-Type Drone

### **Future Developments**

#### DX of the entire rice industry

Providing DX services that cover the entire process from cultivation to processing, distribution, and sales of "smart rice" for which we have established know-how through cultivation and sales.



TAM approx.

trillion yen\*

\*\*Source: Yano Research Institute, "The Actual Situation and Future Prospects of the Rice Business and Rice Market, 2020 Edition" Market size of the rice market

#### Expansion of sales of agricultural DX service

We will provide a number of DX services through various channels to improve the efficiency and add value to cultivation, which has entered the stage of practical application.













TAM approx. 38.85

billion yen\*

\*\*Calculated by quoting "Next-generation farms," "Agricultural robots," and "Production platforms" from the market size forecast in "Food & Agritech in 2030" (edited by NAPA).

# **Industrial DX Strategy: Healthcare**



#### Efforts so far

Collaborative development of network support system "MINS%" for surgical support robot system "hinotori ™ surgical robot system"



MINS% will enable: "Real-time collection of hinotori™ operating status and error information", "Live distribution and viewing of operating room images", "Three-dimensional reproduction of operating status by digital twin", etc. %Medicaroid Intelligent Network System

#### Online Healthcare Platform

- ·February 2016: Announced "Online Healthcare Pocket Doctor"
- •February-September 2020: Providing "Pocket Doctor" free of charge to medical institutions to contribute to countermeasures against new coronavirus infections
- ·April 2020: Announcing the OEM provision of an online healthcare platform
- ·July 2021: Kobe University begins joint research on a new medical treatment format using "Pocket Doctor" and wearable electrocardiograph "duranta".





### **Future Developments**

Expanded sales as a DX service for operating rooms

- Progressive introduction of MINS in line with the expansion of hinotori ™ shipments※
- \*Establish a business foundation in Japan (10 billion yen in FY Mar.24) (From Sysmex Corporation FY03/2021 Financial Results Briefing)
- hinotori<sup>®</sup> filed for gynecology and gastroenterology indications (as of October 31, 2021)
- Expanding to hospitals nationwide, mainly for total prostate cancer resection, etc.(some examples)
  - September 2021: 1st case at Fujita Medical University Hospital
  - November 2021: 1st case at Musashino Tokushukai Hospital
- Joint development and deployment of DX services for operating rooms
  - ·Expand the competitiveness of hinotori™ itself
  - ·Creation of new business related to operating rooms

Application to fields where needs are increasing by coronavirus

Widely deploy online healthcare platform to related services

TAM approx. **150** 

billion yen

Total of online healthcare services, online medication guidance, online services for corporate health insurance such as health quidance, etc.

\*\*1 Estimated figures for 2024. From the research firm Seed Planning, "Results of a Survey on the Current and Future Market for Online Medical Services (July 2020).

※2 Multiply the total number of prescriptions nationwide, which is approximately 800 million (based on the Ministry of Health, Labor and Welfare's "Trends in Medical Expenditures for Drug Dispensing (Computerized Processing) in the Fiscal Year 2018"), by the unit price of 430 yen for medication guidance and assume that 10% of these prescriptions will go online.

※3 The number of establishments with 50 or more employees is approximately 164,000 (based on the 2010 Basic Survey on Industrial Safety and Health and the 2014 Economic Census (including some estimates)). Estimated at 50,000 ven per month per facility.

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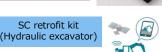
# Industrial DX Strategy: Construction/Civil Engineering



#### Efforts so far

#### LANDLOG promotion with Komatsu



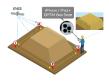


- Promote business and development of LANDLOG by providing OPTIM Cloud IoT OS together with EARTHBRAIN.
- Management and analysis of devices such as excavators, dump trucks, drones, and various edge devices
- Collaborate in business and support dissemination of LANDLOG through LANDLOG Marketing.

# Develop and expand sales of DX services for construction and civil engineering



- "OPTIM Geo Scan", a 3D surveying application using the iPhone, officially released.
  - Obtained NETIS certification and compatible with finished shape management guidelines from the Ministry of Land, Infrastructure, Transport, and Tourism
  - Released "OPTIM Geo Point", a GNSS surveying and pile driving application (free option)
  - Released "OPTiM Geo Design", a Civil engineering graphic data creation application (free option) with update(3D point cloud data can be used to create drawing)









### **Future Developments**

#### DX of the construction and civil engineering industry

- Continue to promote LANDLOG business and development with EARTHBRAIN by providing OPTIM Cloud IoT OS.
- Further development of OPTiM Geo Scan
   The first LiDAR surveying application using a mobile device in Japan to comply with the Ministry of Land, Infrastructure, Transport and Tourism's "Guidelines for Formwork Management Using 3D Measurement Technology (Draft)".

This facilitates its use throughout the entire construction process from the start of construction to the end of inspection at sites of all sizes, enabling its introduction at even more sites.

#### Expansion of sales of killer DX service for construction and civil engineering

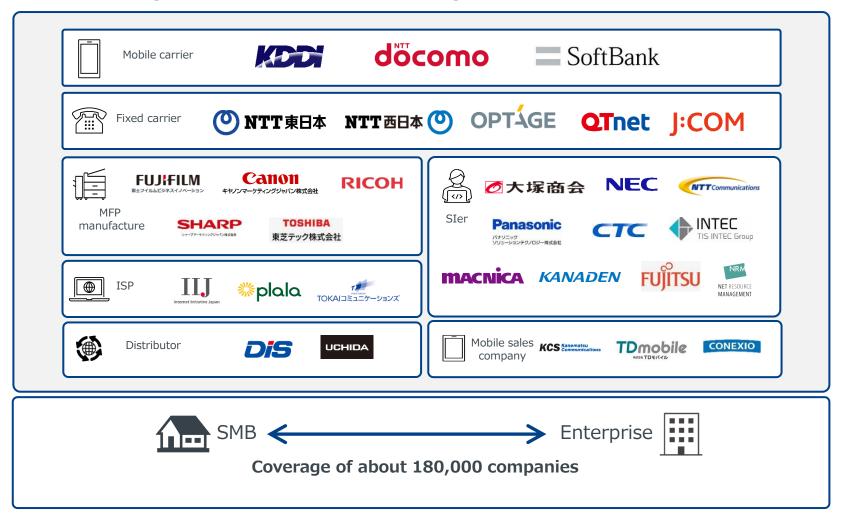
- Development and deployment of construction and civil engineering DX services centered on OPTiM Geo Scan
- Provide services to 360,000\* target construction-related companies\*.

TAM
360
billion yen

## **Corporate DX Strategy**

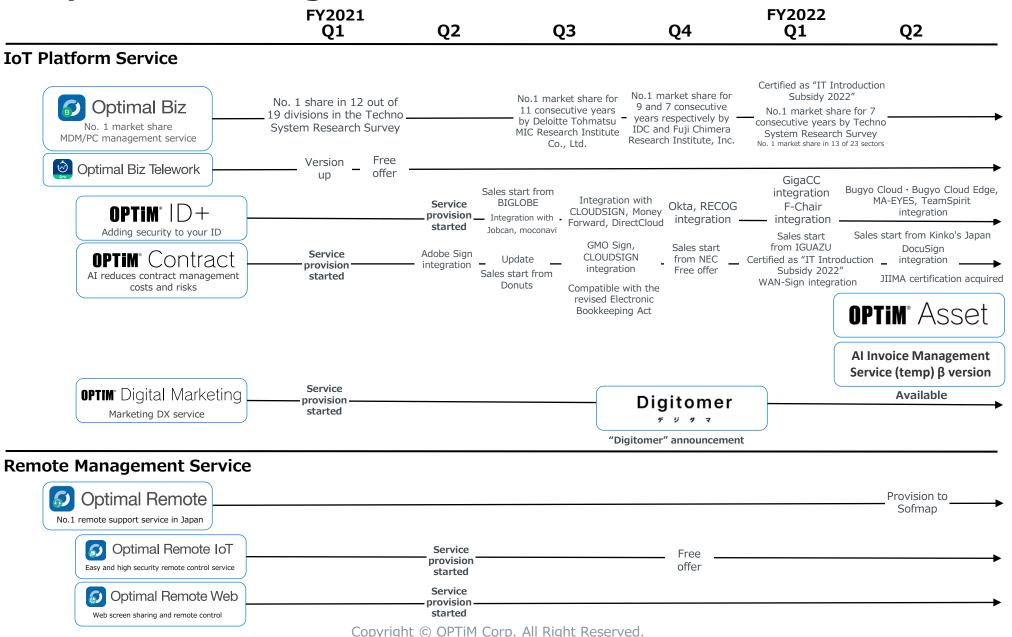


Partner strategy to build a customer network of about 180,000 companies centered on Optimal Biz customers



# **Corporate DX Progress**







45 billion units $^{*1} \times 300$  JPY/month =

( IoT device shipment forecast ) (Optimal Biz Average Monthly Price)

TAM approx. 160 trillion yen\*2

# Domestic market TAM approx. 9 trillion yen TAM approx. 3.6 trillion yen\*3 by acquiring a 40% share of the domestic market

<sup>× 2 :</sup> Calculated based on the Optimal Biz pricing, an average monthly price of 300 yen per device and annual price of 3,600 yen per device.

st 3 : Estimated domestic market based on global market TAM and Japanese GDP ratio; Optimal Biz share is about 40%.



# FY03/2023 Financial Forecasts

# FY3/2023 Financial Forecasts – Sales Plan



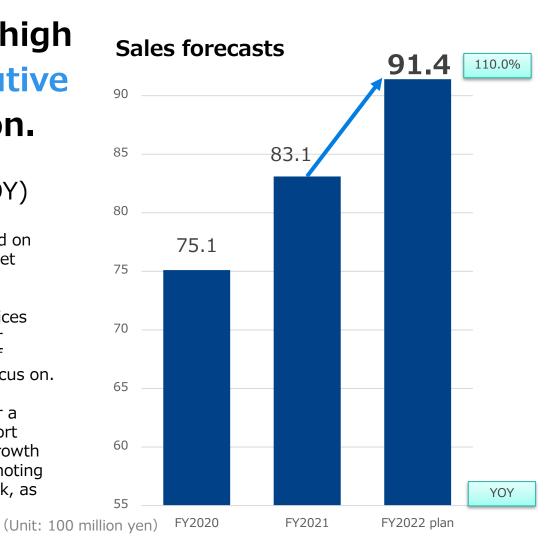
# We aim to achieve record-high sales for the 23rd consecutive year since our foundation.

# **9.14 billion yen**(110% YOY)

Our business model is based on a sales structure centered on stock-type license revenues, and our position in the market remains strong, and we expect this trend to continue.

In the previous fiscal year, we examined our current services from various perspectives, including market potential, our superiority in the market, market share, and the status of competitors, and determined the priority of services to focus on.

Based on these priorities, we plan to make this fiscal year a year of raising the level of stock-type sales that will support stable growth in the future by aggressively investing in growth to strengthen the development of killer services and promoting sales of killer services by utilizing our strong sales network, as we did in the previous fiscal year.



# FY3/2023 Financial Forecasts – Profit Plan

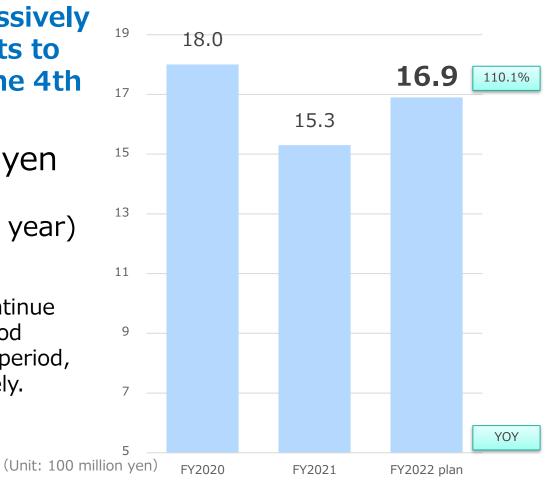


### **Operating Profit Forecasts**

We will continue to invest aggressively in growth while securing profits to become a leading company in the 4th Industrial Revolution.

Operating Profit 1.69 billion yen (Operating margin 18.6%) (110.1% compared to the previous year)

In the current fiscal year, we intend to continue to invest aggressively in growth, and if good investment opportunities arise during the period, we intend to invest flexibly and aggressively.



# FY3/2023 Financial Forecasts



To become a leading company in the 4th Industrial Revolution, we will aggressively invest in growth.

In terms of sales, we aim to achieve record-high sales for the 23rd consecutive year since our establishment.

As for profits, we aim to achieve 110.1% of the previous year's operating profit while aggressively investing in growth.

