

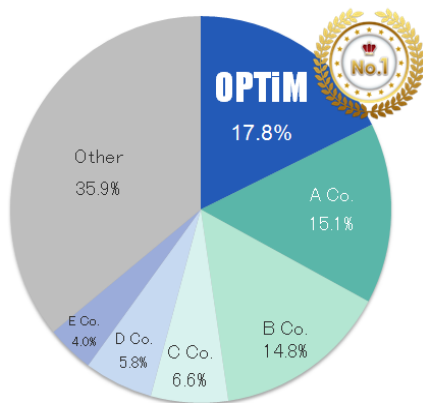
**OPTiM's MDM/PC Management Service, Optimal Biz,  
Obtains the #1 Sales Revenue Share  
Top Sales Revenue Share in Japanese EMM Market for the Second Year in a Row**

TOKYO, Japan (April 8, 2016) - OPTiM Corporation (TSE: 3694), a market leader in IoT platforms, has achieved the number one sales revenue share in the EMM<sup>※1</sup> market for the second year in a row according to research by International Data Corporation Japan (IDC Japan).<sup>※2</sup> In their September 2015 report "Japan Enterprise Mobility Management Solution 2015-2019 Forecast and 2014 Analysis," IDC Japan found that OPTiM's MDM<sup>※3</sup>/PC management service, "Optimal Biz," had the largest share of sales revenue in the EMM cloud-based service solutions market.<sup>※4</sup>

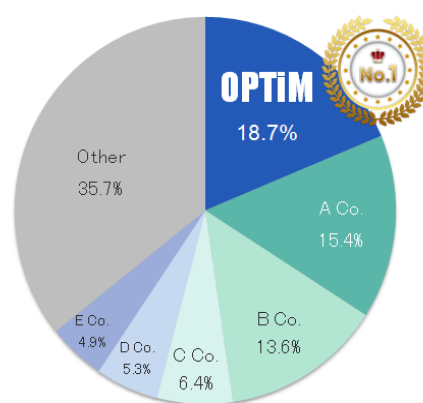
In the same report, analysis for the present and future of the packaged software and cloud-based services in EMM solutions market was conducted. This research was focused on services that contained MDM, MAM<sup>※5</sup> and MCM<sup>※6</sup> functions. It was found that Optimal Biz obtained a 17.8% sales revenue share of the market in 2013, and an 18.7% share in 2014.

Furthermore, Optimal Biz was also found to have the number one sales revenue share during 2014 in the Mobile Management Tools EMM Market<sup>※7</sup> by Fuji Chimera Research Institute's "2015 Whole View of Smart Device Related Business for Enterprises," published on July 30, 2015. Along with these publications, Optimal Biz has obtained the top share in numerous reports of the smart device management solutions market.

Japanese Enterprise Mobility Management Cloud Service Market **2013 Sales Revenue**



Japanese Enterprise Mobility Management Cloud Service Market **2014 Sales Revenue**



Source: IDC Japan, September 2015  
"Japanese Enterprise Mobility Management Solutions Market 2014 and 2015-2019 Predictions"  
(J15370107)

In their analysis of OPTiM, IDC Japan found that "with being listed on the TSE Mothers Market in October 2014, the trust in the company from current customers and knowledge of the company from the general public grew, along with the company gaining more investors. Furthermore, OPTiM also started to provide software services for tablets distributed to every incoming freshman in Saga prefectural high schools, starting the company's expansion into the educational field." IDC Japan concluded their research with the prediction that OPTiM will continue to "create stronger partnerships for further software integration, and expand sales channels."

### ■ About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

### ■ About Optimal Biz

Optimal Biz is a device management and security support service for MDM/PC management service for enterprise-use smart devices, enabling IT administrators to provide security and management to connected devices from a web browser. Optimal Biz offers several powerful advantages, including unique features like Zone Management and device-detection technology, both of which use OPTiM's proprietary technologies. It also has the industry's highest number of supported models thanks to strong alliances with device manufacturers, a hierarchical management function which helps administrators efficiently manage a large number of devices, and a management screen with an intuitive user interface.

- ※1 EMM stands for "Enterprise Mobility Management," a platform that provides comprehensive security management features of MDM/MAM/MCM (device/application/content).
- ※2 Headquartered in Chiyoda-Ku, Tokyo, Japan; CEO: Takeuchi Masato
- ※3 MDM stands for "Mobile Device Management," an enterprise solution that collectively manages all employee smart devices and offers security when a device is lost or stolen. MDM provides features such as remote lock and prevention of malicious application launch.
- ※4 Source: "Japan Enterprise Mobility Management Solution 2015-2019 Forecast and 2014 Analysis" (J15380107), published in September 2015 by IDC Japan.
- ※5 MAM stands for "Mobile Application Management," an enterprise solution that collectively manages business applications on mobile devices.
- ※6 MCM stands for "Mobile Contents Management," an enterprise solution that securely shares files of corporate internal materials by mobile devices.
- ※7 Source: 2014 actual result of "Mobile management tool (EMM) market," "2015 Whole View of Smart Device Related Business for Enterprises" issued in July 2015.

### ■ About OPTiM Corporation <http://en.optim.co.jp>

OPTiM is a leader in internet-based services that improve its clients' interactions with technology in all aspects of everyday life. Its services include Optimal Biz, a cloud device management service, Optimal Remote, a remote management service, Optimal Support, a setup support service, and the Unlimited content and software suite series. Its business partners include NTT, KDDI, Canon, and Fuji Xerox. Based in Tokyo, Japan, its corporate motto is, "We make the net as simple as breathing."

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