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Press Release

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## **Ad Delivery Linked with Location Information Launched at Free Wi-Fi Spots**

- Free Wi-Fi for inbound tourists available at more than 50 michi-no-eki facilities -

WirelessGate, Inc. (Head Office: Shinagawa-ku, Tokyo, Representative Director and CEO: Takehiro Ikeda, hereinafter "WirelessGate"), a wireless broadband service provider, has made progress with its free Wi-Fi service that was initially announced on February 12, 2016. The service is now available to inbound tourists at michi-no-eki (roadside stations) around the country.

WirelessGate has joined forces with XS Inc. (Head Office: Osaka-shi, Osaka, Representative Director: Keisuke Shibata, hereinafter "XS"), a company developing a comprehensive platform business for michi-no-eki (roadside stations). Together, they are helping michi-no-eki stations around the country install and operate Wi-Fi infrastructure. Now, the Wi-Fi service is available at more than 50 michi-no-eki stations.

Maverick, Inc., (Head Office: Shinjuku-ku, Tokyo, Representative Director: Isamu Birumachi, hereinafter "Maverick"), a company running a business for the demand side platform (DSP\*1), has joined this new three-company collaborative effort. The service is linked to location information and uses free FON Wi-Fi devices installed at michi-no-eki stations.

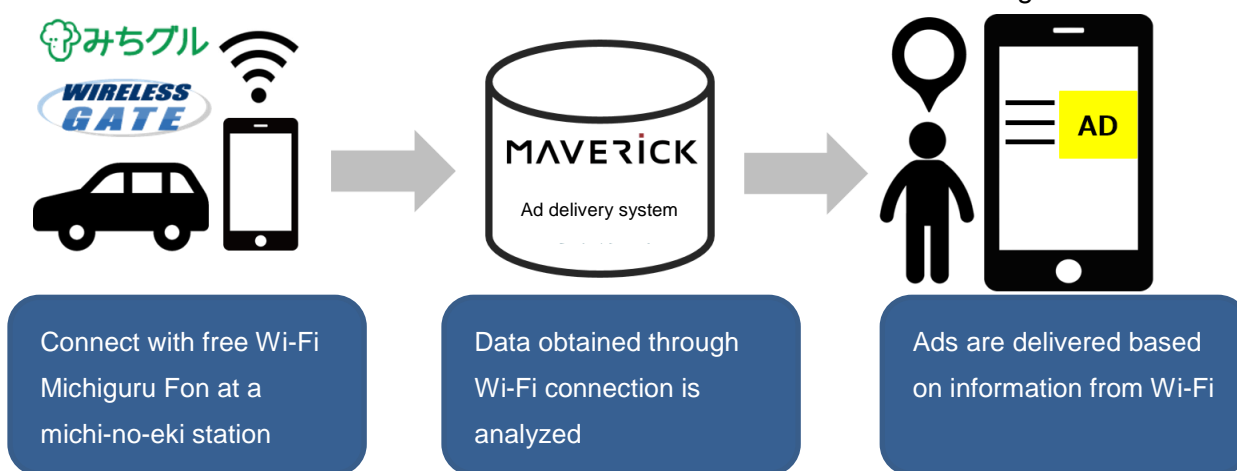
Using this linkage with location information, the new ad service indicates free Wi-Fi access points as Michiguru Fon, and provides Wi-Fi users with an information delivery service through Michiguru, a site that is run by XS and provides information about michi-no-eki stations.

Visitors to michi-no-eki stations can connect to Michiguru Fon to gain access to a wealth of information about michi-no-eki stations, such as local cuisine, comments from other visitors, and much more. They can also use a dedicated page to buy food ingredients that cannot be purchased anywhere else. Incorporating Wi-Fi location information provided by Maverick, an ad serving system will be effectively utilized in order to offer a more optimal service.

WirelessGate will continue applying the know-how and systems it owns, as well as those owned by the XS and Maverick, in an effort to make the Wi-Fi service available at 100 michi-no-eki stations across the country by the end of this year. In addition, the installation and operation of Wi-Fi infrastructure will be strengthened for Japanese tourist spots that target inbound visitors.

■Outline of Maverick’s location information-linked service

The service enables community-based delivery of ads on Michiguru (website) through the use of location information about connected Wi-Fi and DSP\*1 and RTB\*2 technologies.



(\*1) DSP (Demand Side Platform)

A system for advertisers developed to facilitate the unified management of efforts such as optimizing the delivery of multiple ads and verifying their effects

(\*2)RTB (Real Time Bidding)

Each time an ad is displayed, the system analyzes information such as the users browsing the ad, the page showing the ad, and the frequency of its display per user. As a result, bidding and delivery can be made available in an auction form only if it is deemed to be optimal.

- Wi-Fi infrastructure has been introduced at the following michi-no-eki stations (partial excerpt).

\*As of June 22

Name	Location
Ichigonosato Yoshimi	Yoshimimachi, Hiki-gun, Saitama
Ibukinosato Shunsaino-mori	Maibara-shi, Shiga
Mizunosato Hidakagawa Ryuyu	Tanabe-shi, Wakayama
Aito Marguerite Station	Higashiomi-shi, Shiga
Washinosato	Naka-cho, Naka-gun, Tokushima
Kitakata Yocchimiroya	Nobeoka-shi, Miyazaki
Shinshinotsu	Shinshinotsu-mura, Ishikari-gun, Hokkaido
Ota	Ota-shi, Gunma
Oritsume	Kunohe-mura, Kunohe-gun, Iwate
Yoneyama	Tome-shi, Miyagi
Airandoudatsu	Mima-shi, Tokushima
Toyamago	Iida-shi, Nagano
Fukushima Towa	Nihonmatsu-shi, Fukushima
San Pin Nakatsu	Hidakagawa-cho, Hidaka-gun, Wakayama
Araginosato	Aridagawa-cho, Arida-gun, Wakayama
Yuhi Park Misumi	Hamada-shi, Shimane
Kuchikumano	Kamitonda-cho, Nishimuro-gun, Wakayama
Katsuragi-Nishi	Katsuragi-cho, Ito-gun, Wakayama

- Michiguru, a site featuring user comments about michi-no-eki stations



Michiguru delivers information about the local cuisine and food ingredients available at michi-no-eki stations. This gourmet site is designed, run, and belongs to michi-no-eki fans, and it allows users to search for the nearest michi-no-eki station, post information and comments, and view rankings.

URL: <http://michiguru.com/>

## Future prospects

This release will exert a minor influence on our consolidated performance for the term ending in December 2016. If any other influence on the prospects of our consolidated performance is expected, it will be swiftly disclosed.

WirelessGate aims to expand the Wi-Fi infrastructure and improve the level of service by utilizing the communication service it can have as an aggregator (business operator of integrated radio communication) to ensure that wireless broadband can be easily kept available.

(Reference) Consolidated earnings forecast of the current year (announced on February 12, 2016) and actual consolidated performance from the previous fiscal year

	Consolidated net sales	Consolidated operating profit	Consolidated ordinary profit	Net income attributable to owners of the parent
Consolidated earnings forecast of the current year (December 2016)	12,832 million yen	1,250 million yen	1,067 million yen	660 million yen
Consolidated performance of the previous fiscal year (December 2015)	11,311 million yen	1,065 million yen	1,062 million yen	684 million yen