

THE LEADER in DIGITAL SHIFT

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| **1. 2019 Q3 Results**

| **2. Growth Strategy**

| **3. References**



| 1. 2019 Q3 Results

OPT Holding, Inc., and its subsidiaries and affiliates (hereinafter, the Group) adopt Japanese generally accepted accounting principles (J-GAAP) and disclose its financial statements in accordance with J-GAAP reporting format; however, the Group uses following non-GAAP indicators in order to more accurately evaluate its results of operations and financial position. Please refer to the definition of each Non-GAAP indicator as stated below. Also reconciliation of GAAP to Non-GAAP indicators of EBIT, EBITDA and Free cash flow are stipulated in this material.

[Definition and formula of Non-GAAP metrics]

1. EBIT(Earnings before Interest and Taxes)

=Net income before taxes + interest payment – interest income

2. EBITDA(Earnings before Interest, Taxes, Depreciation and Amortization)

=EBIT+Other financial gain/loss+depreciation of noncurrent tangible assets+amortization of intangible assets+depreciation of long-term prepaid expense+non-cash gain/loss

3. FCF(Free cash flow)

=Operating cash flow + investment cash flow± one-off cash flow items

4. FMV(Fair Market Value)

=an estimated market value of a property or a liability, based on third-party transaction between a knowledgeable and willing buyer and a knowledgeable and willing seller

5. IRR(Internal Rate of Return)

= Investment return computed assuming the securities (including securities of subsidiaries) held in our portfolio have been sold at the end of the reporting period.

6. AUM(Assets Under Management)

= aggregate amount of (1) book value of subsidiaries' and affiliates' stocks and (2) FMV of operational investment securities and invested securities

Note; The Group discloses those Non-GAAP metrics as important management KPIs from 2018.

[Adjustments for past financial results]

- Consolidated results for 2018 include earnings from the video streaming business of relaido, Inc. (former Skill-Up Video Technologies, Inc.), which belongs to Large Corporations Segment of Marketing Business, and also includes costs and gains incurred by its company-split and business transfer.
- In this material, consolidated results and Marketing Business segment results are compared to the adjusted previous year's results in which the earnings and other related costs and gains related to the transferred business of the former Skill-Up Video Technologies, Inc. were excluded.
- Results for 2019 Q3 are not adjusted, as the business was already transferred in 2018.

Unit: JPY million	2019 Q3			2018 Q3		a-b Adjusted amount
	Actual	Adjusted YoY (%)	YoY (%)	a Adjusted	b Actual	
Revenue	20,877	4.5%	2.8%	19,970	20,314	(343)
Gross profit	3,152	(20.1)%	(21.8)%	3,944	4,031	(87)
Operating income	(420)	-	-	161	134	27
EBIT	(44)	-	-	40	520	(479)
EBITDA	622	(13.4)%	(71.4)%	719	2,176	(1,457)
Quarterly net income attributable to owners of the parent	(16)	-	-	62	56	5

Marketing Business (Adj)

- Large Corporations: Results were weaker than expected, as certain existing clients continued to reduce ad budgets, even though new client acquisitions contributed to the revenue recovery trend. Gross profit margin continued to decline, even though SG&A expenses were reduced.
- Local SMEs: Revenue increased, as existing clients increased ad budgets and new clients were acquired, even though profit decreased as personnel costs increased due to increased new hires.

Revenue JPY 20,576 million YoY 7.8% up
EBITDA JPY 768 million YoY 22.1% down

Synergy Investment Business

- AUM: Decreased from the previous quarter mostly due to the decline in market value of Raksul Inc.
- IRR: Decreased from the previous quarter mostly due to the decline in market value of SoldOut Inc.

AUM JPY 25,320 million JPY 1,684 million decrease from 2019 Q2
IRR 11.3 % 1.7 pt down from 2019 Q2

Consolidated Results (Adj)

- Consolidated revenue increased by 4.5% YoY, as revenue in the Marketing Business increased, but deconsolidation of overseas subsidiaries decreased revenue.
- Consolidated EBITDA decreased by 12.6% YoY, as profit decreased in the Marketing Business even though extraordinary gain was recognized on sale of overseas subsidiary.

Revenue JPY 20,877 million YoY 4.5 % up
EBITDA JPY 622 million YoY JPY 13.4% down

(Unit: JPY million)	2019 Q3	2018 Q3 Adjusted	Change		2018 Q3 w/o adj	Change	
			Amount	YoY (%)		Amount	YoY (%)
Revenue	20,877	19,970	906	4.5%	20,314	563	2.8%
Gross profit	3,152	3,944	(792)	(20.1)%	4,031	(879)	(21.8)%
Operating income	(420)	161	(581)	-	134	(554)	-
EBIT	(44)	40	(84)	-	520	(564)	-
EBITDA	622	719	(96)	(13.4)%	2,176	(1,554)	(71.4)%
Quarterly net income attributable to owners of parent	(16)	62	(79)	-	56	(73)	-
ROE(LTM) ^{※1※2}	1.2%				7.0%	-	(5.8)pts
Free cash flow	(1,599)				1,554	(3,153)	-
Earnings per share EPS (in yen)	(0.72)				2.51	(3.23)	-
Diluted earnings per share (in yen)	(0.75)				2.05	(2.80)	-

※1 ROE=Net income attributable to owners of parent (LTM) ÷ (Average equity amount as of September 30, 2018 and 2019)

※2 LTM=Last Twelve Months

(Unit: JPY million)

	Reporting segment			Others		Consolidated
	Marketing Business	Synergy Investment Business	Total	Corporate Function Cost	Others	
Revenue	20,576	320	20,897	-	(8)	20,877
Gross profit	3,437	(278)	3,158	-	5	3,152
SG&A	(2,767)	(267)	(3,034)	(535)	(2)	(3,573)
Operating income	669	(545)	124	(548)	3	(420)
EBIT	592	(96)	495	(543)	3	(44)
EBITDA	768	311	1,080	(460)	3	622

[Free cash flow]	2019Q3	2018Q3	YoY (Unit: JPY million)
Operating cash flow	(2,008)	(811)	(1,196)
Profit (loss) before income taxes	(49)	513	(562)
Income taxes paid	(682)	(419)	(263)
Change in working capital * 1	(688)	(244)	(444)
Other, net	(587)	(661)	73
Investing cash flow	409	2,366	(1,956)
Proceeds from sales of investment securities	544	180	364
Proceeds from refund of investment securities	30	378	(347)
Proceeds from sale of businesses	0	2,164	(2,164)
Proceeds from sales of shares of subsidiaries resulted in the change in scope of consolidation	292	0	292
Other, net	(457)	(355)	(101)
Free cash flow	(1,599)	1,554	(3,153)
Adjustments * 2	-	-	-
Adjusted Free cash flow	(1,599)	1,554	(3,153)

* 1: Increase / decrease in trade receivables + Increase / decrease in inventories + Increase / decrease in trade payables + Increase / decrease in accrued consumption taxes

* 2: Adjustments: One off cash flow item

[EBITDA]	2019 Q3	2018 Q3	Amount	YoY (%)
Income before Taxes	(49)	513	(562)	-
Interest paid (+)	6	8	(1)	(21.6%)
Interest received (-)	(1)	(1)	-	(19.7%)
EBIT	(44)	520	(564)	-
Depreciation (+)	20	37	(17)	(45.5%)
Amortization of intangible assets(+)	114	223	(109)	(48.9%)
Depreciation of long-term pre-paid expense (+)	0	1	-	(45.5%)
Non-cash profit/loss (+)	531	1,394	(856)	(61.9%)
EBITDA	622	2,176	(1,548)	(71.4%)

Large Corporations

- Results were weaker than expected, as certain existing clients continued to reduce ad budgets, even though new client acquisitions contributed to the revenue recovery.
- Operating income decreased due to a decline in gross profit margin even though SG&A expenses were reduced.
- EBIT increased as impairment (approximately JPY 277 million) was recognized in the same period of the previous year.
- EBITDA decreased by JPY 67 million as compared to EBIT, due to the reversal of the impairment loss recorded in the same period of the previous year.

Local SMEs

- Revenue increased, as existing customers increased ad budgets and new clients were acquired.
- Gross profit margin declined as transactions with low profits margins from projects other than the operational agency services were included.
- EBIT/EBITDA decreased as cost increased due to continued investment into human resources (hiring, training, and pay increase).

Large Corporations

Local SMEs

Segment Total ※

(Unit: JPY million)

	Large Corporations				Local SMEs				Segment Total ※			
	2019 Q3	2018 Q3	Amount of change	% of change	2019 Q3	2018 Q3	Amount of change	% of change	2019 Q3	2018 Q3	Amount of change	% of change
Revenue	15,452	14,983	469	3.1%	5,268	4,238	1,030	24.3%	20,576	19,080	1,496	7.8%
Gross profit	2,465	2,626	(160)	(6.1)%	965	880	84	9.6%	3,437	3,526	(89)	(2.5)%
SG&A	(1,999)	(2,071)	71	3.5%	(760)	(653)	(107)	(16.4)%	(2,767)	(2,744)	(22)	(0.8)%
Operating income	465	554	(89)	(16.1)%	204	227	(23)	(10.2)%	669	782	(112)	(14.4)%
EBIT	471	194	277	142.4%	121	231	(110)	(47.6)%	592	423	169	39.9%
EBITDA	538	735	(197)	(26.8)%	230	257	(26)	(10.4)%	768	987	(218)	(22.1)%

Revenue

- Revenue decreased YoY due to the sale of an overseas subsidiary eMFORCE Inc.

EBIT/EBITDA

- EBIT deteriorated mainly due to the impact from the loss on valuation of fund investments even though extraordinary gain was recorded from sale of an overseas consolidate sub eMFORCE Inc, and overseas affiliate Chai Communication Co., Ltd (approximately JPY 432 million).
- EBITDA improved by JPY 413 million mainly due to the reversal of loss on valuation of fund investments.

(Unit: JPY million)	2019 Q3	2018 Q3	Amount of change	% of change
Revenue	320	920	(599)	(65.1)%
Gross profit	(278)	444	(722)	-
SG&A	(267)	(598)	331	(55.4)%
Operating income	(545)	(154)	(390)	-
EBIT	(96)	57	(154)	-
EBITDA	311	141	169	119.4%

[AUM*1 (FMV*2)]

AUM at the end of 2019 Q3 : JPY 25,320 million

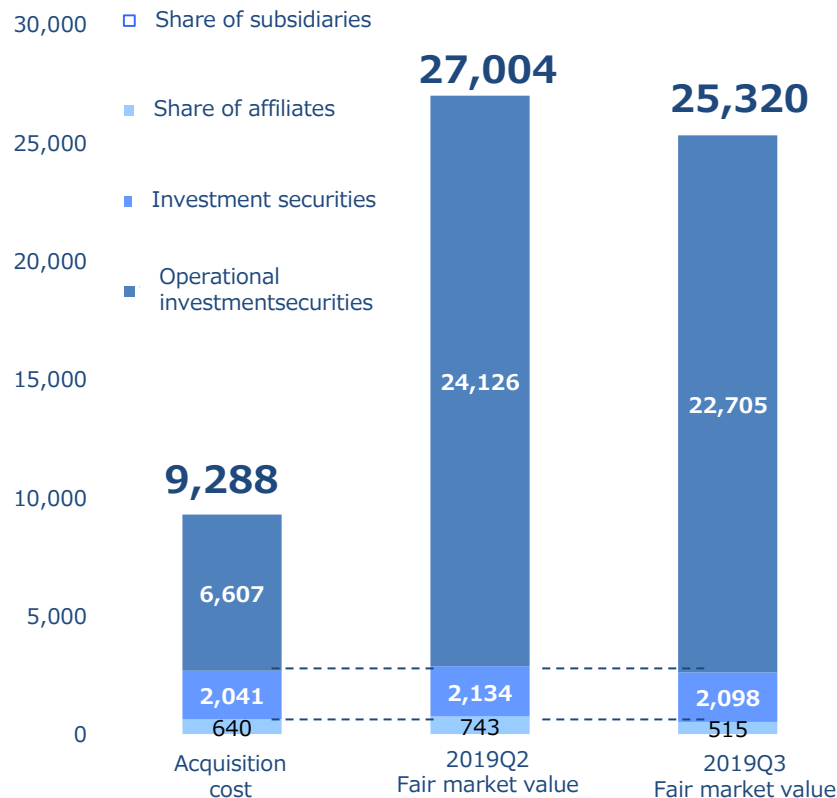
(JPY 16,031 million increase from acquisition cost; up 172.6%)

•Decrease of JPY 1,684M from 2019 Q2 mainly due to change in market value of Raksul Inc. and impairment losses of overseas investments.

[IRR (Internal Rate of Return)]

Decreased from 2019 Q2 mainly due to the decline in the market value of SoldOut Inc.

(Unit: JPY million)



2019 Q3	(Reference) 2019 Q2
11.3%	13.0%

From 2nd quarter of 2018, IRR of invested assets is disclosed for improving transparency of return on investments

Note; 1. AUM : Aggregate amount of (1) book value of subsidiaries and affiliates' stock and (2) fair market value (FMV) of operational investment securities and invested securities

2. FMV : an estimated market value of a property or a liability, based on third-party transaction between a knowledgeable and willing buyer and a knowledgeable and willing seller

SG&A costs increased due to investments for mid-to-long term growth on human resources (hiring and training), group-wide management systems, and granting of restricted stocks to selected employees.

(Unit: JPY million)	2019 Q3	2018 Q3	Change amount
SG&A	(535)	(450)	(85)
Operating income	(535)	(450)	(85)
EBIT	(531)	(322)	(208)
EBITDA	(448)	(288)	(160)

Definition of Corporate Function cost

The definition of this Corporate Function cost has changed since 2018 as follows.

- ✓ Personnel cost at administrative division at OPT Holding
- ✓ Overhead cost to manage OPT Holding's administrative division except personnel cost.
- ✓ Expense for several services provided to Group companies by OPT Holding is included.

* Reasons for the discrepancy between SG&A costs and EBIT include non-Operating income and losses.

* Reasons for the discrepancy between EBIT and EBITDA include costs of stock compensation plan (since 2018 Q3).

- ✓ Sale of a part of the shares of RAKSUL INC. held by the Group in the overseas market resolved at the Board of Directors meeting on November 13, 2019.

Summary of Sale

- Company name: RAKSUL INC.
- Number of shares to be sold: 1,087,200 shares
- Sale price decision date: November 14, 2019
- Settlement date: November 18, 2019

Impact on Business Results

- The estimated impact on 2019 Q4 results
 - Increase in revenue JPY 3,631 million
 - Increase in operating income JPY 2,886 million
- AUM/IRR is expected to decrease in the future as the fair market value of shares of RAKSUL INC. will have significant impact on AUM/IRR.

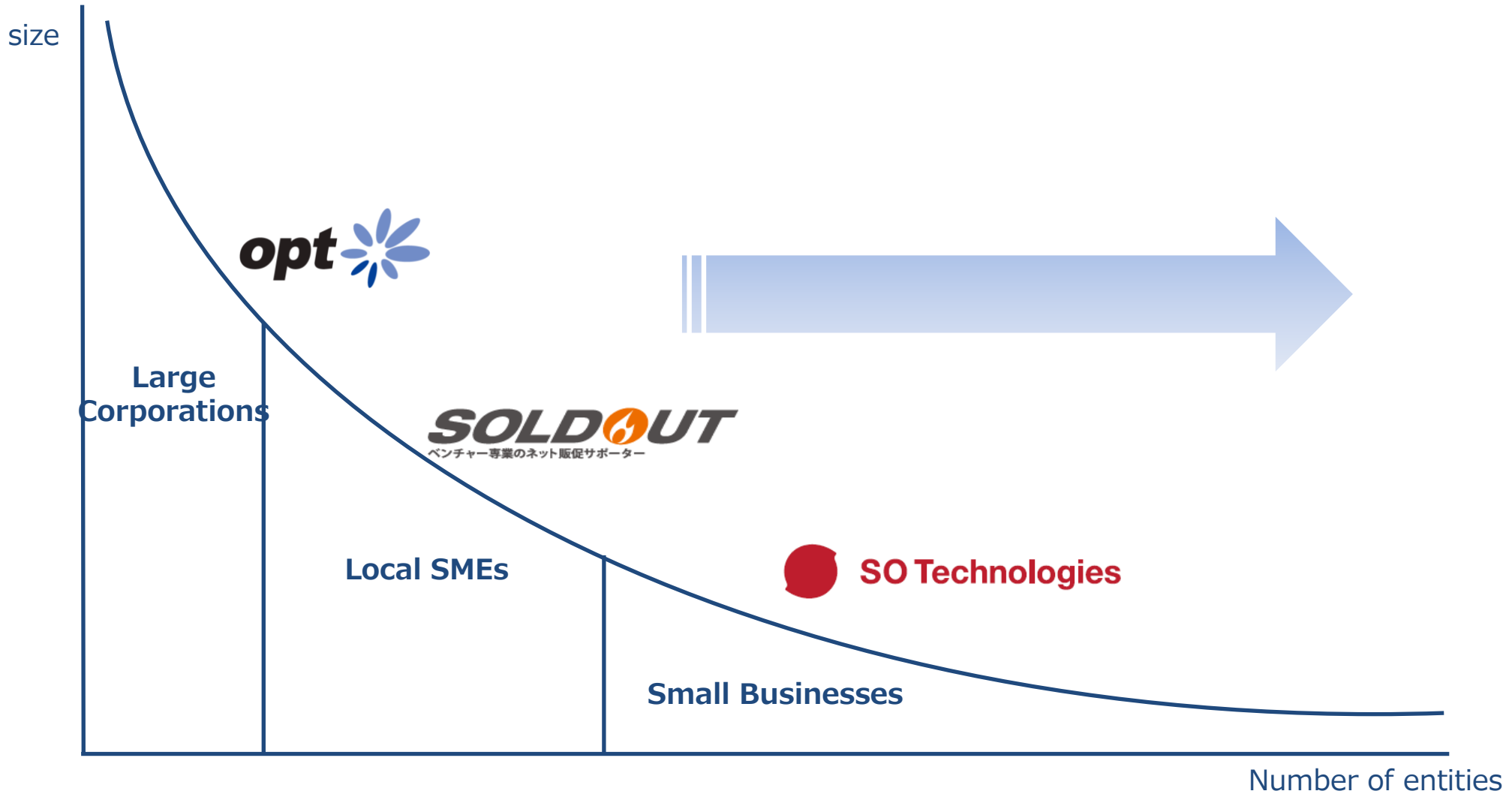
Q	A
Background of the sale	Having been considering the opportunity of the sale, decided to sell a part of the shares of RAKSUL this time.
Reason not to sell on IPO	Decided it was not appropriate time in view of various factors such as stock valuation.
Number of shares to be sold at this timing	Determined based on the stock price movement of RAKSUL and its impact on our business results.
The remaining shares	No decision has been made at this point.
Use of cash proceeds from capital gain	Growth investments to achieve our goal of digital shift.
Shareholder return from the sale of Rakusul shares	The returns to shareholders based on the one-time capital gain will be deliberately considered.
Exit plan for capital gain investment	Basic policy is to sell at the time of the investee's IPO or at a time deemed to be appropriate.



| 2. Growth Strategy

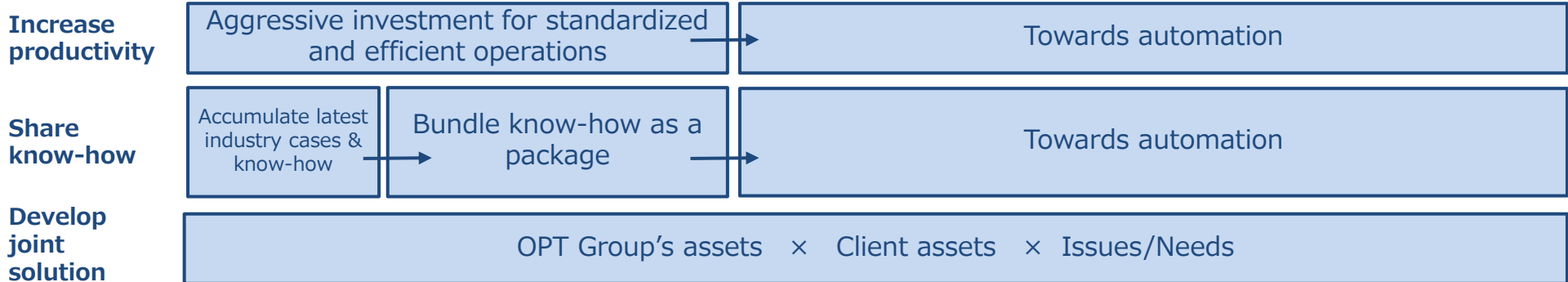
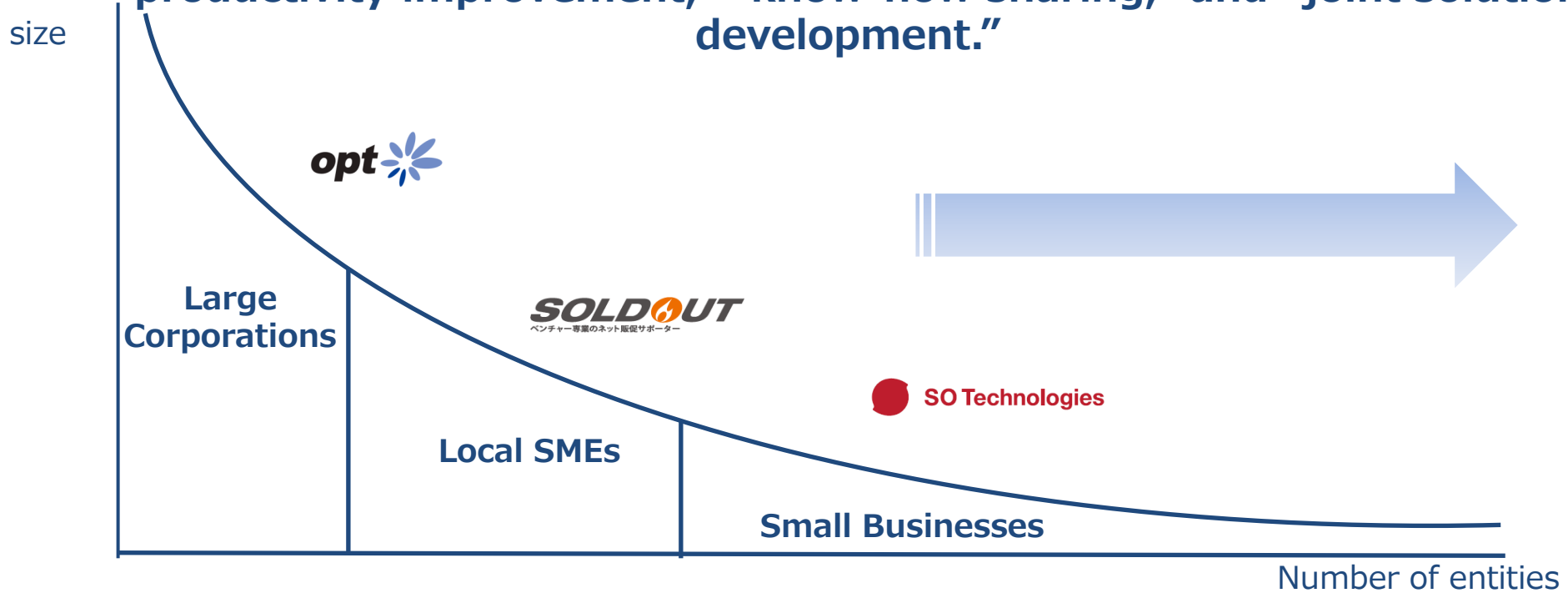
- 1) Marketing Business Growth Strategy
- 2) AI Platform Business Growth Strategy

Use group assets to solve marketing issues for all types of clients



2-1. Marketing Business Growth Strategy

Improve profitability through group collaboration leveraging "productivity improvement," "know-how sharing," and "joint solution development."



Investments to drive growth

AI Investment on process automation/efficiency optimization (with Signate)

Digital talents hiring/training and enhanced workforce development
(Professionalization and expertise improvement)



Expected results : Strengthened client relationships and improved quality of services

New client development

Expansion of digital shift support services for existing clients

Joint peoduct/service with development clients

Investments to drive growth

Strengthen Local Support Structure
(Alliances/local hub openings)

Partnering with platformers
(Further strengthened position of the No. 1 partner in Local SMEs)



**Expected results : Expansion of market share
in local SMEs segment**

**Sustain high revenue
growth rate**

**Rapidly deploy latest
technology to local
regions**

**Assist in revitalizing
local regions**

Stimulate local SMEs through digital shift

Investments to drive growth

Strengthen software development capabilities
(Expand engineer pool)

Accumulate know-how in digital marketing “to bring in more clients”



Expected results : Provide digital marketing to wider client base

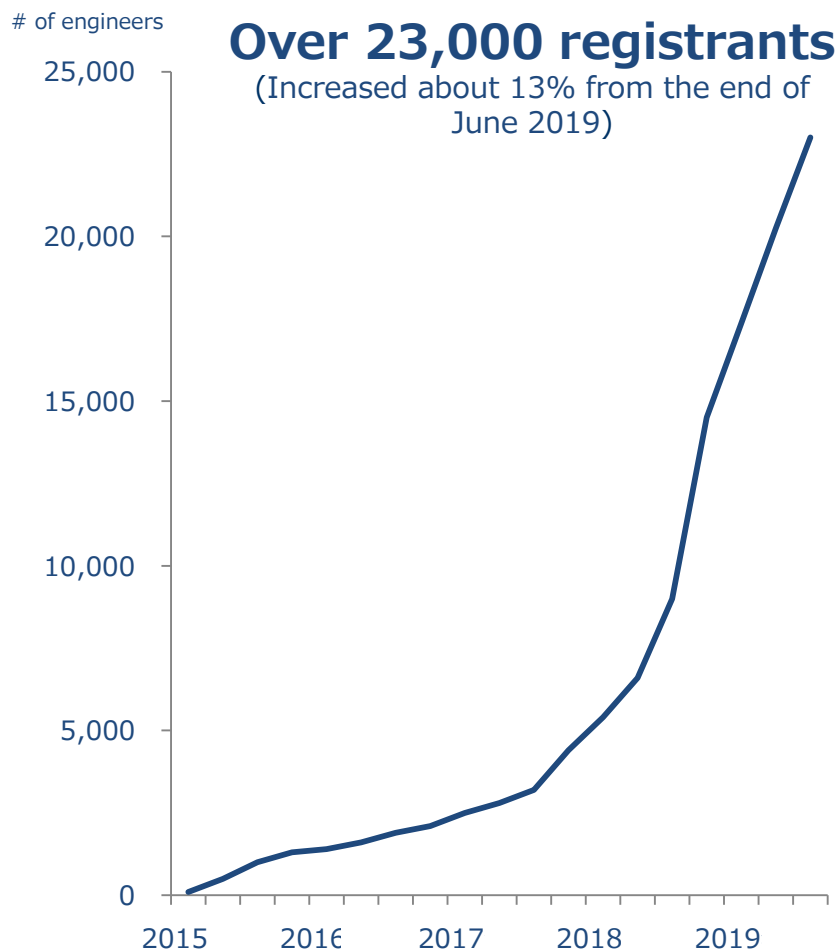
Automated digital marketing by using Ad/SNS
Deploy SaaS

Reach out to small businesses with small marketing budget who cannot afford digital marketing

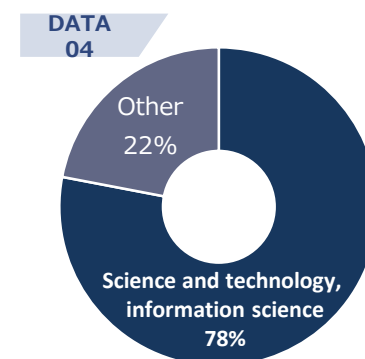
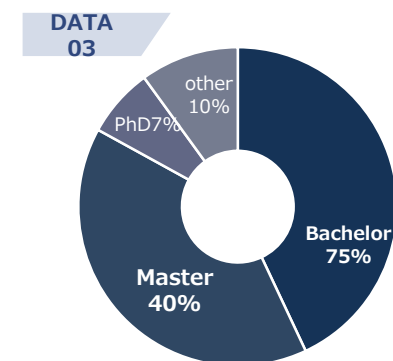
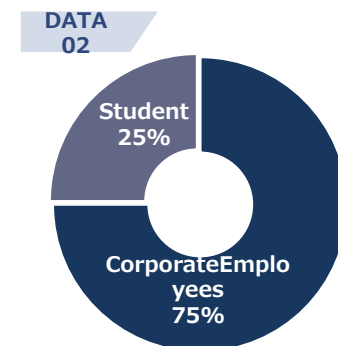
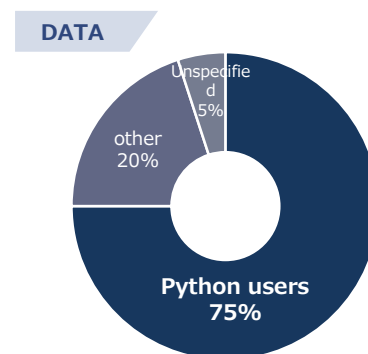
Structurally change business model into high profit margin model

**“Cascade-down the ability to generate profit to all areas of Japan”
through Digital Shift**

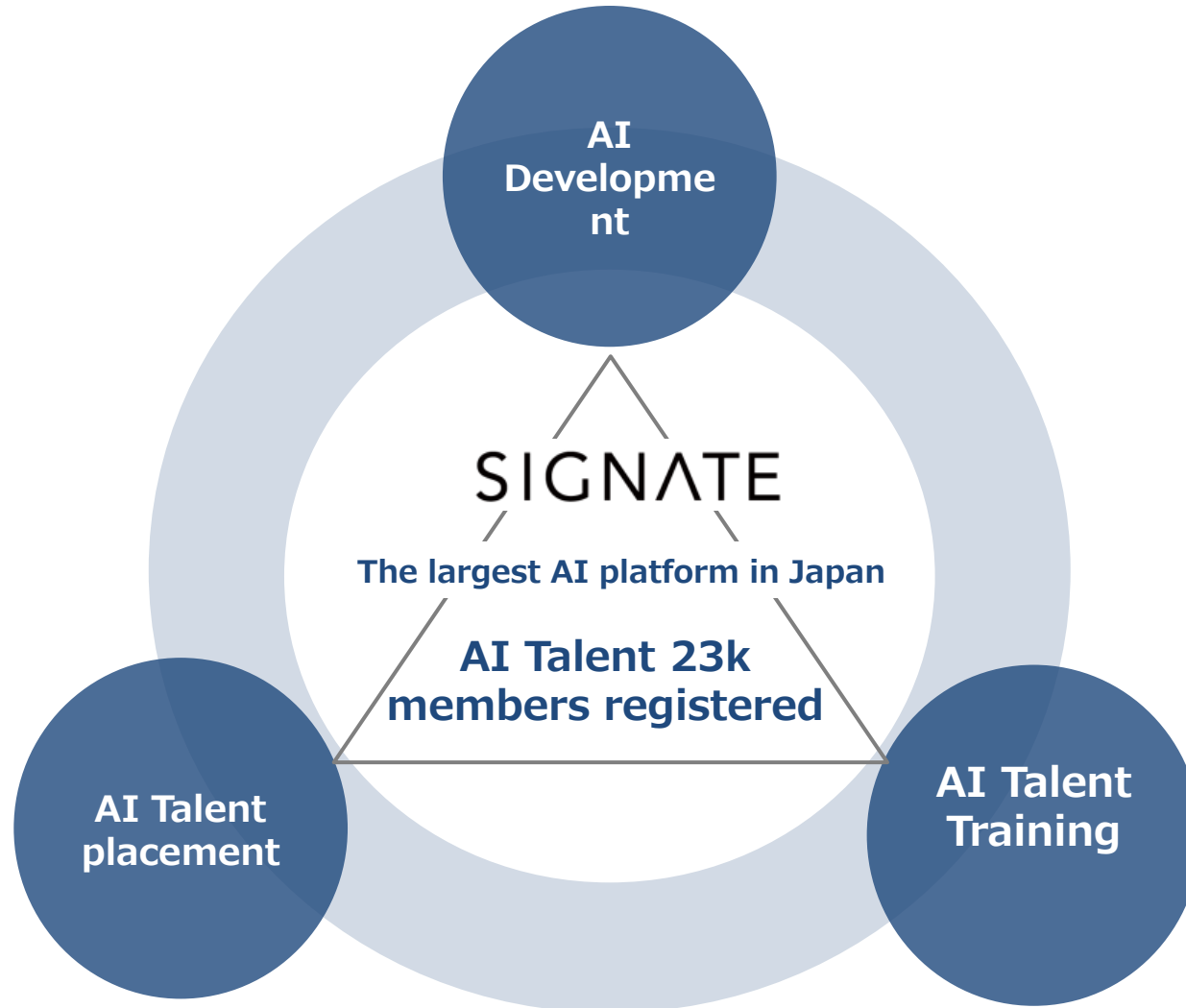
The biggest data scientist/AI engineer registered platform in Japan



* As of the end of September 2019



Three business pillars: AI system development, AI talent placement, AI talent education



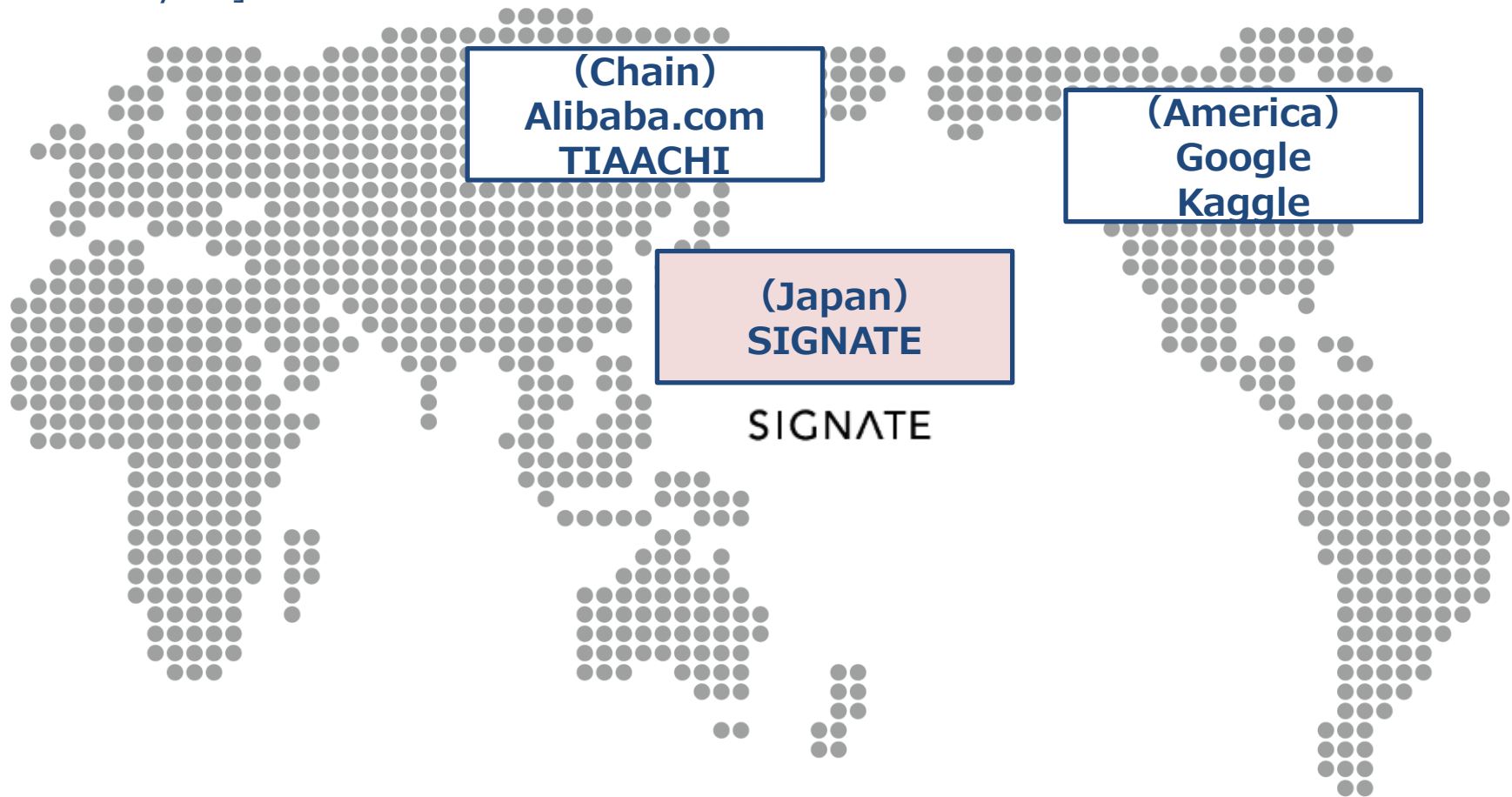
Solve many client issues



2-2. SIGNATE's Positioning in the World

A mega platformer exists in each major country.
SIGNATE is the largest and only mega platformer in Japan.

[Global Players]

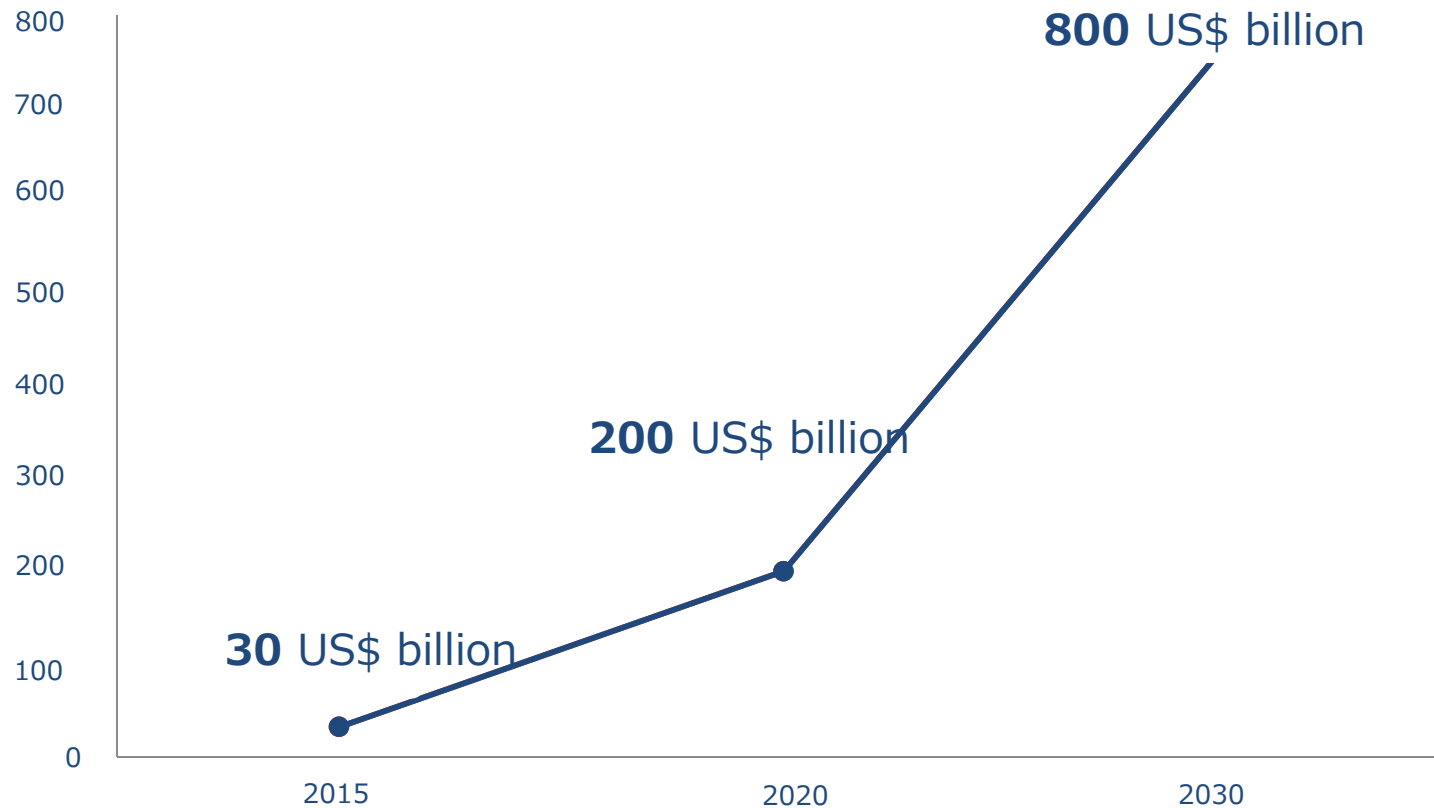




AI business market will reach JPY 80 trillion yen in 2030

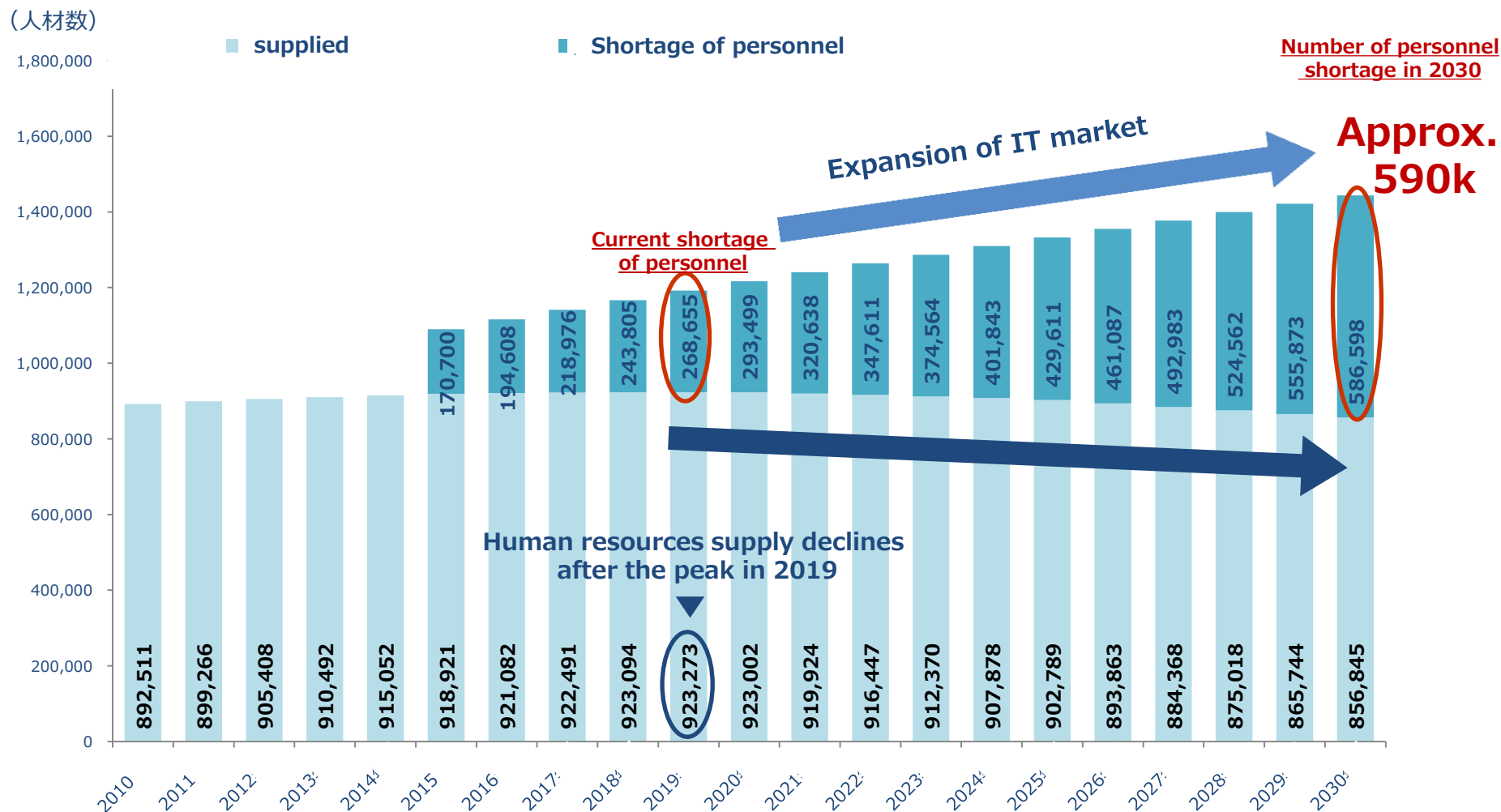
[Global AI market growth forecast]

(Unit: US\$ billion)





IT needs increase, and IT personnel shortage will become more serious



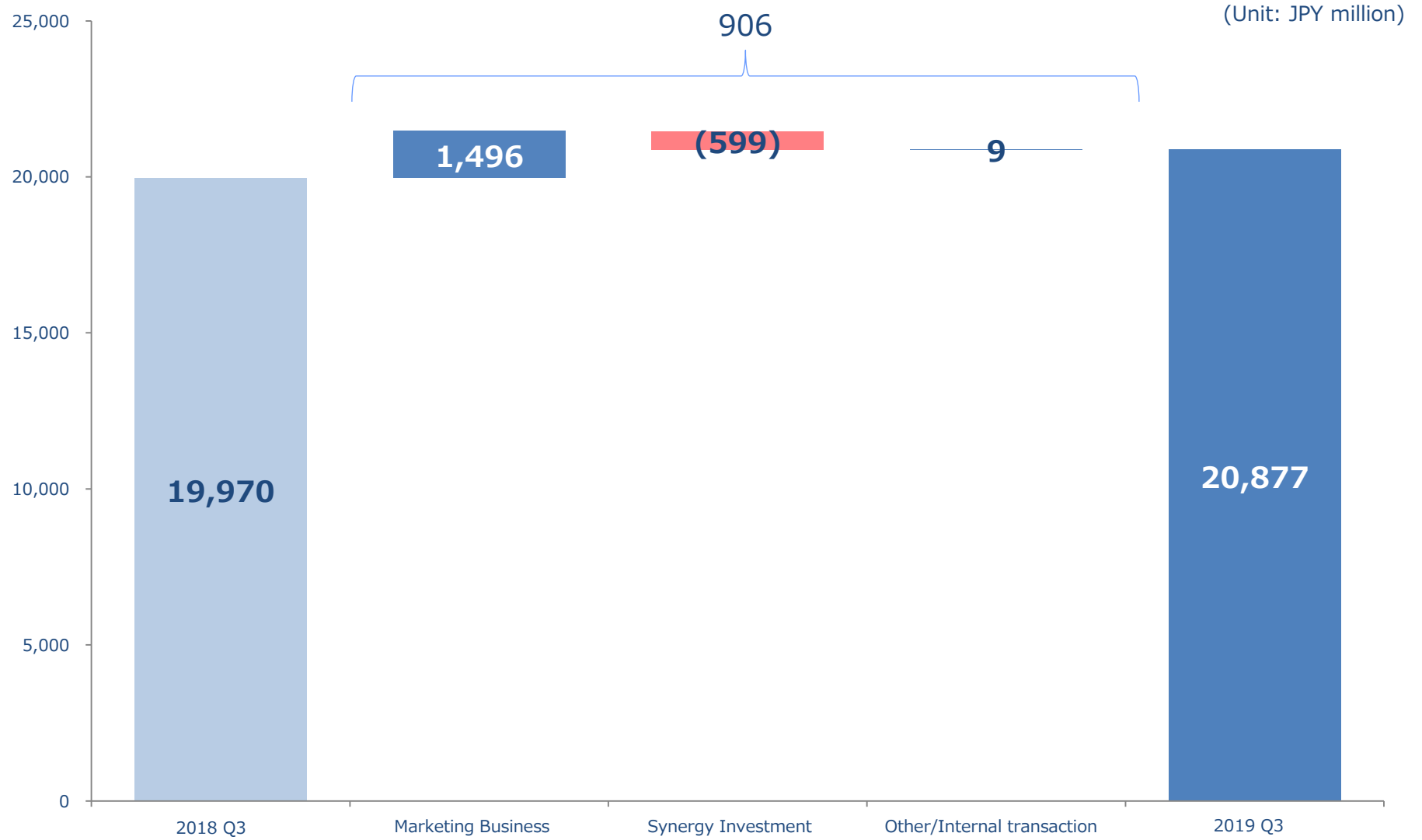


| 3. References

- 1) Financial Indicators
- 2) Business Topics

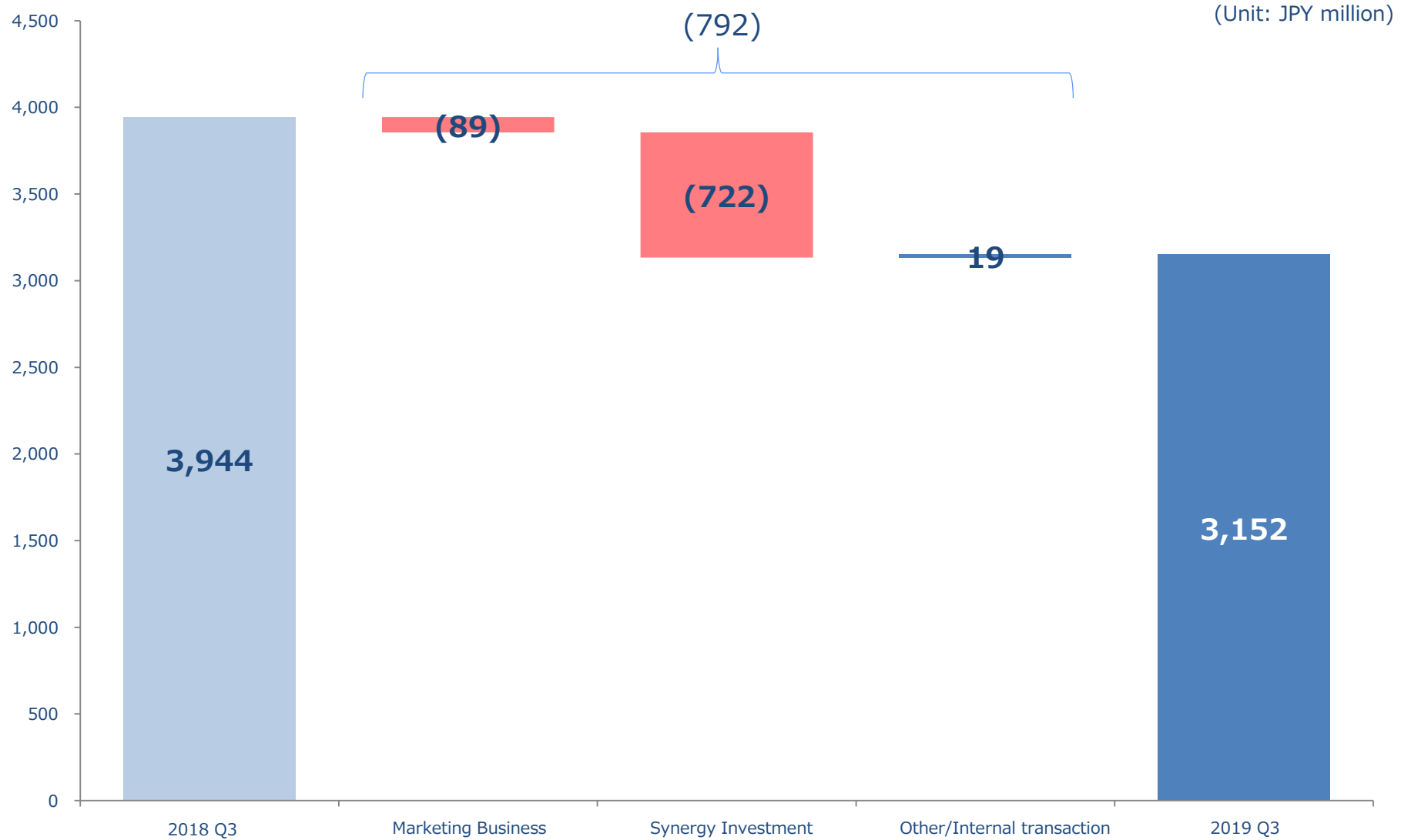


2019 Q3 Consolidated Revenue by segment (Adjusted)





2019 Q3 Consolidated Gross Profit by segment (Adjusted)



2019 Q3 Consolidated EBIT by segment (Adjusted)





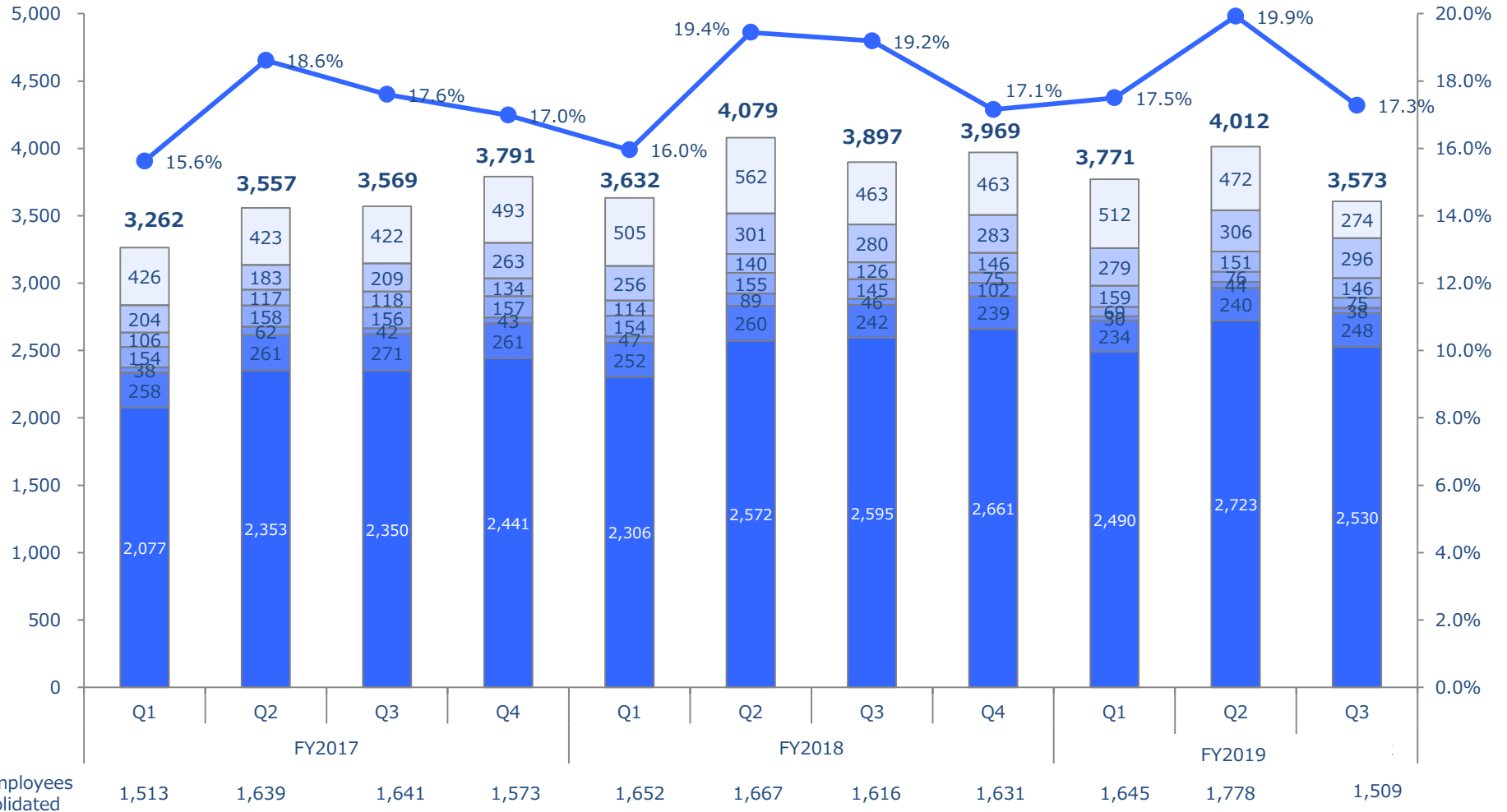
* EBITDA: Before allocation of Corporate Function costs

Quarterly Consolidated SG&A Movement

Continued investment on human resources (hiring/training) for mid-to-long term growth and enhancing group-wide management system increasing SG&A.

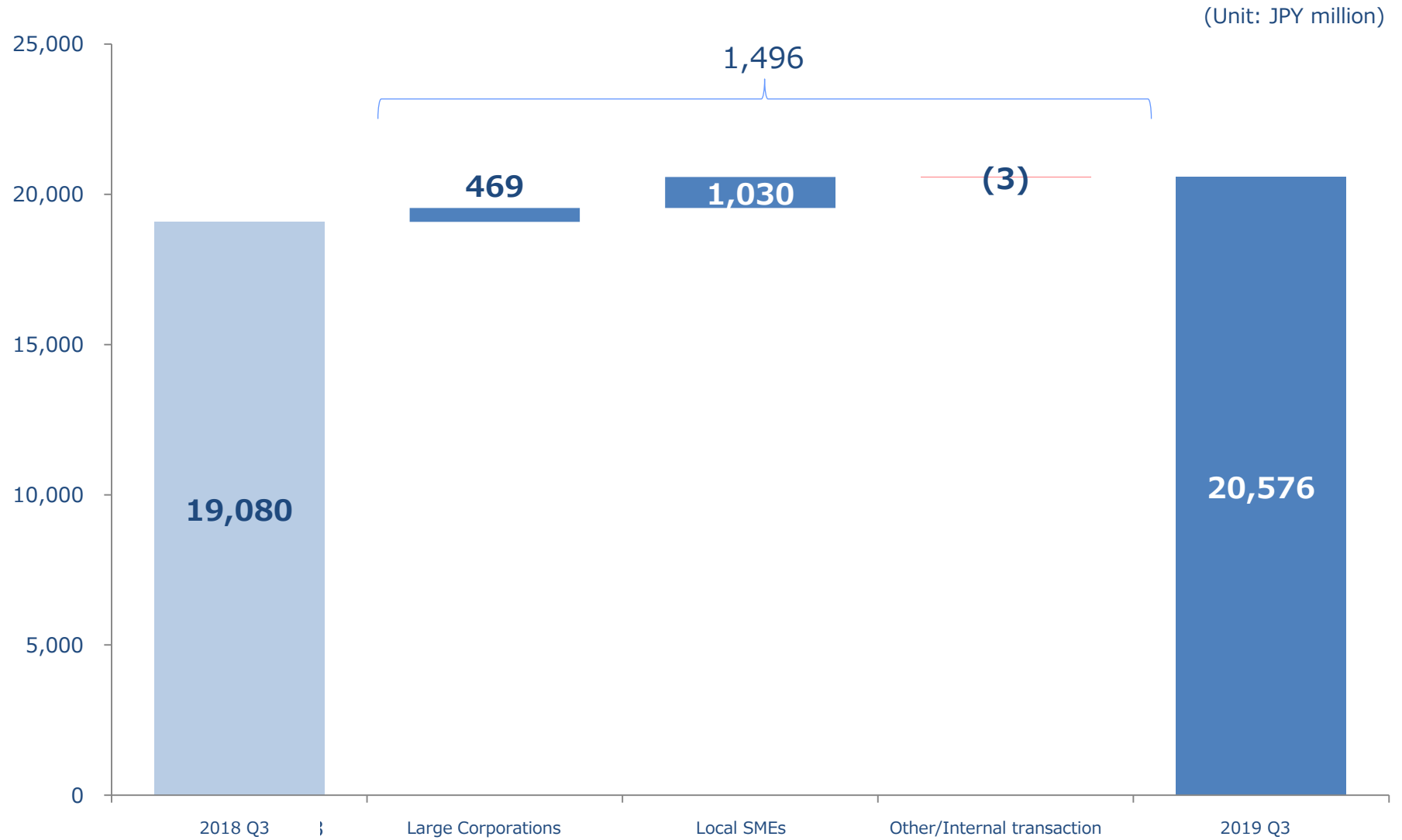
(Unit: JPY million)

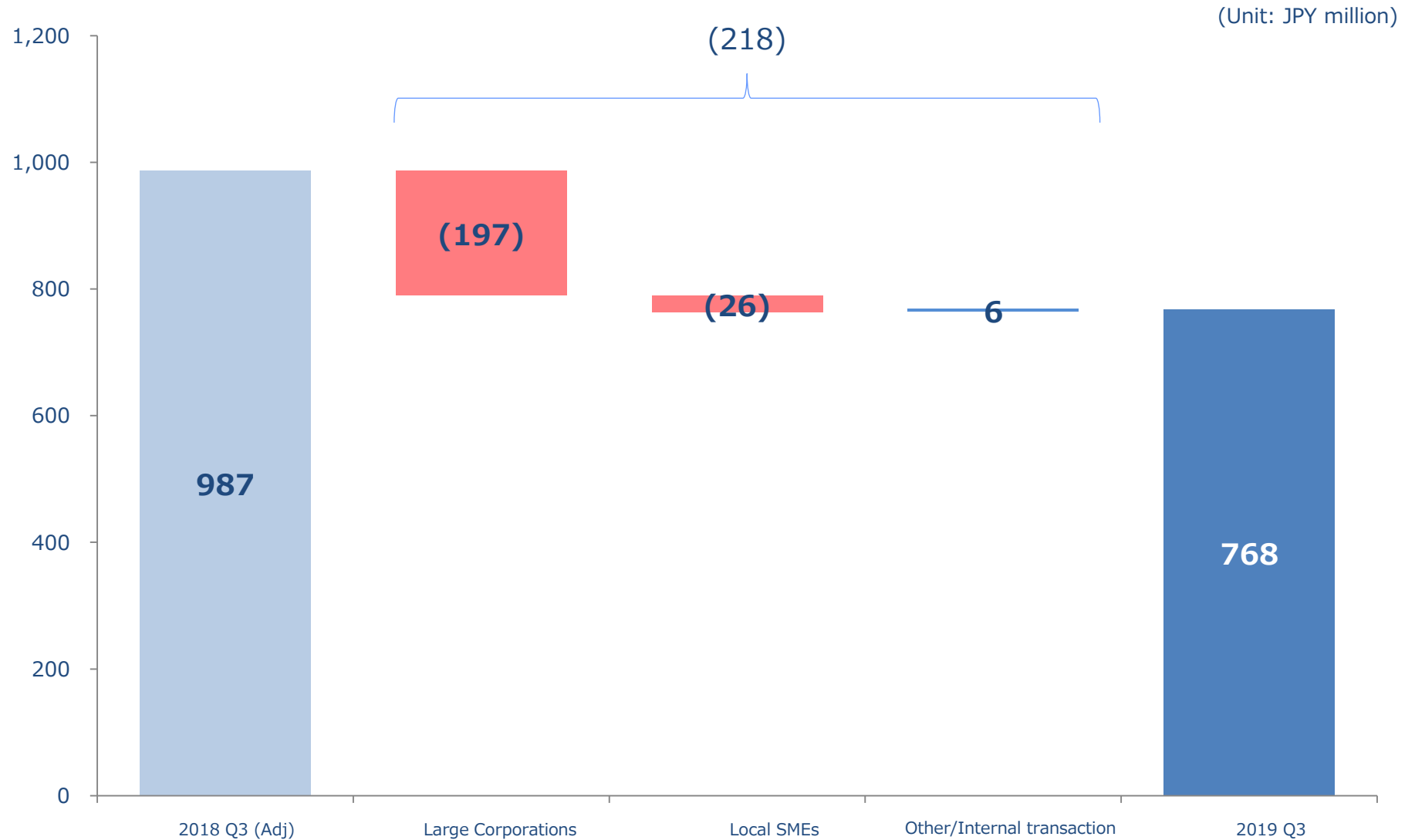
in million yen



Note; Employee include regular employees and contractors.

2019 Q3 Breakdown of Marketing Business Breakdown of Revenue (Adjusted)

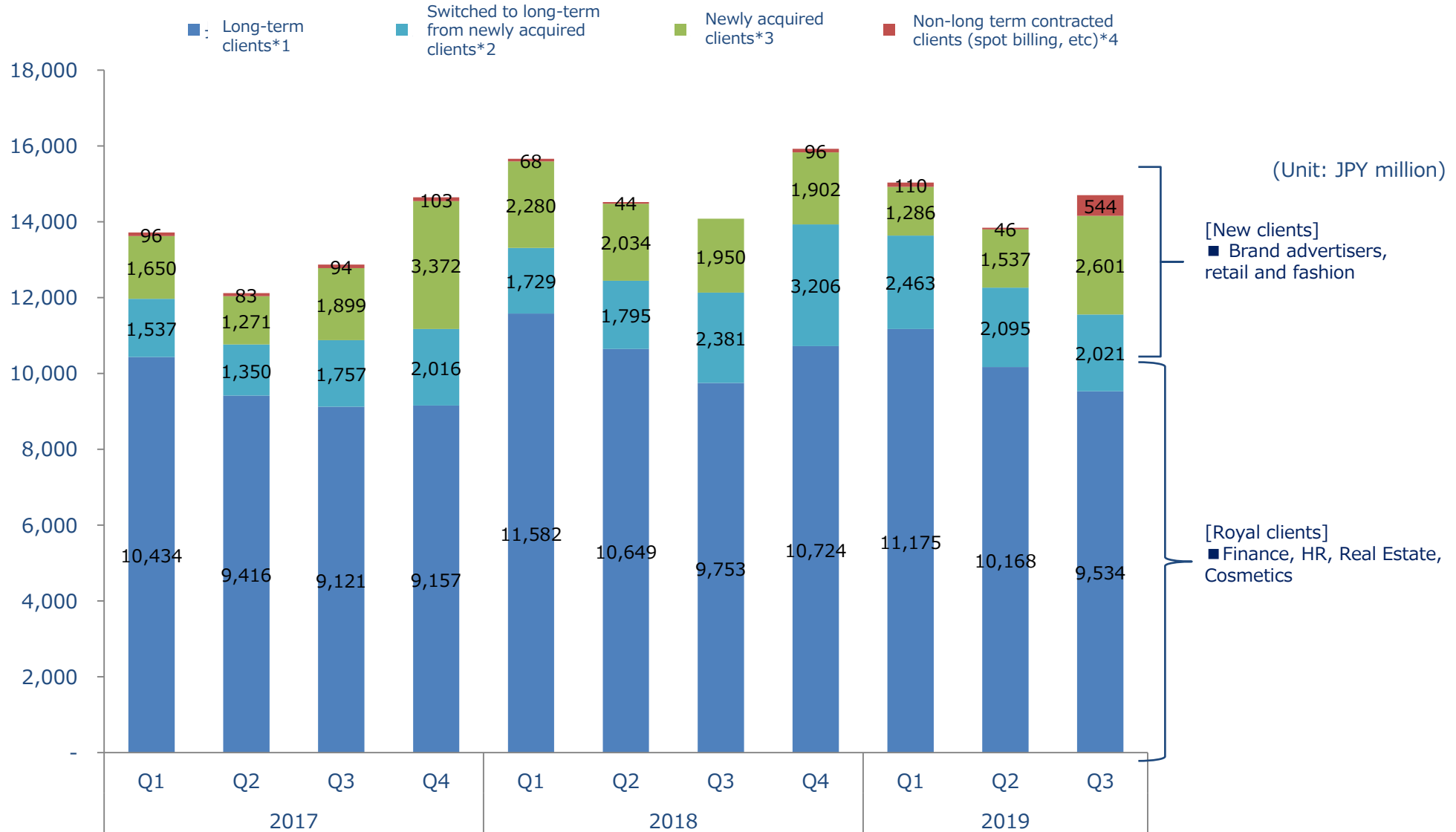




* EBITDA: Before allocation of Corporate Function costs



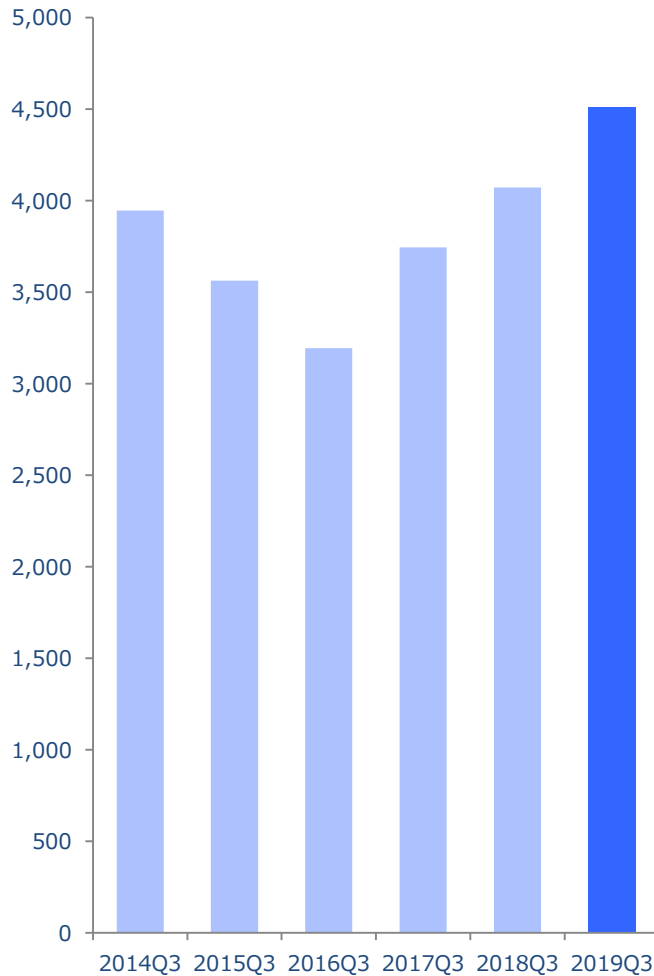
OPT Inc. Quarterly Revenue Movement by Client Segment



The category above is defined based on service period; *1: More than 24 months *2: 12 months ~ 24 months,*3: 1 month~12 months, *4: Less than 1 month

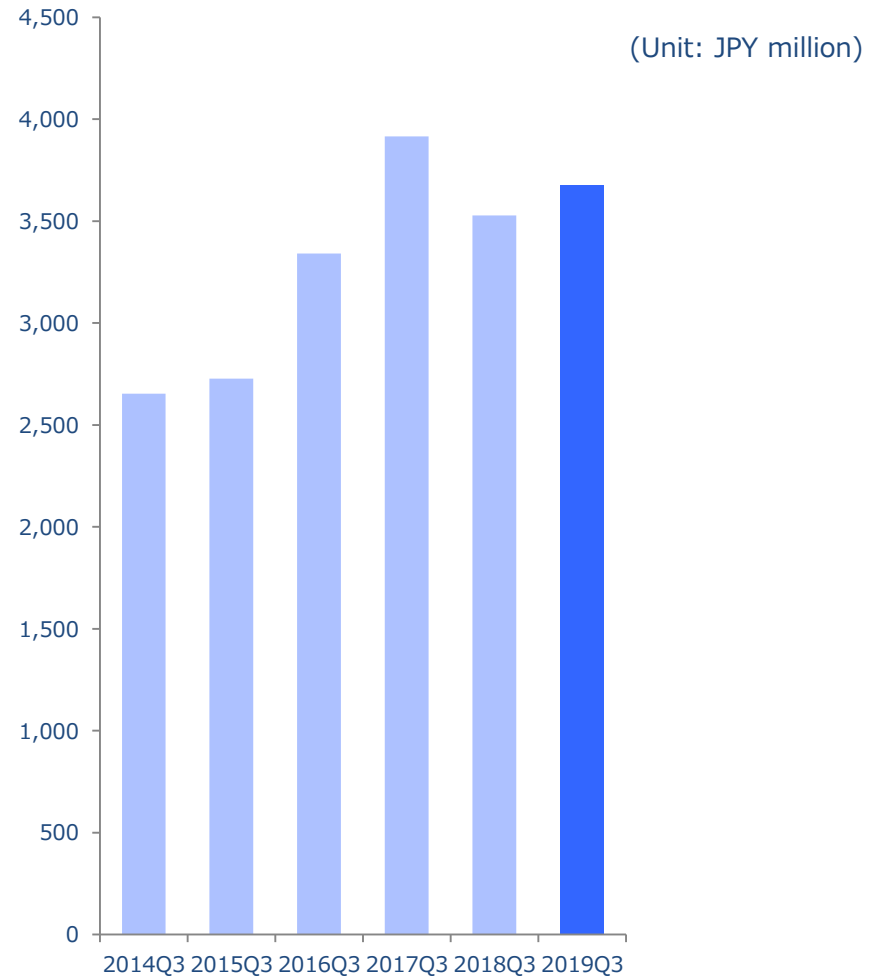
[Listing Ad] YoY : 10.7% up

Increased transaction volume due to increased placement of listing ads by new clients



[Ad-network Ad] YoY : 4.2% up

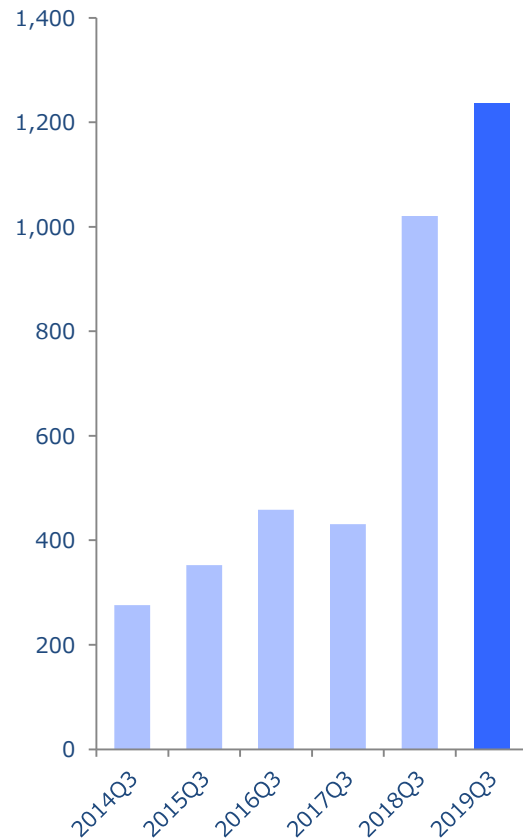
Increased slightly by new clients, even though transaction volume of a part of existing clients decreased



[Video Ad]

YoY: 21.2% up

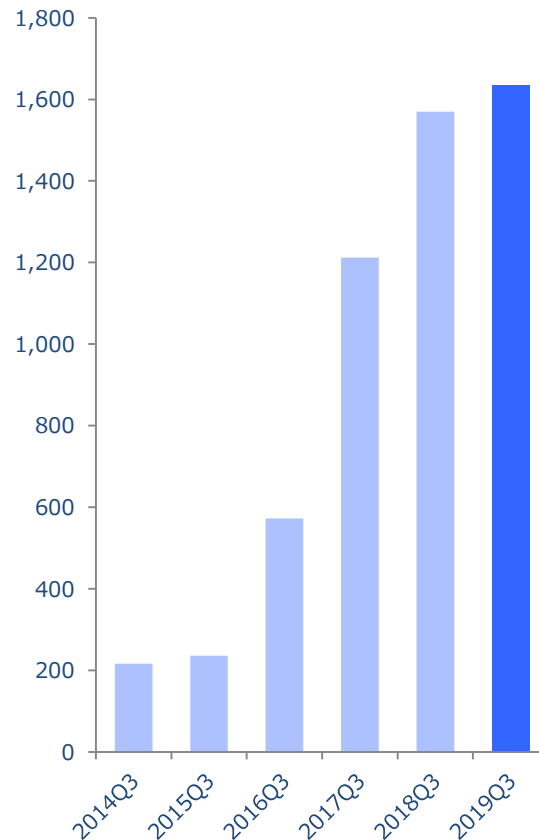
Increased transaction volume due to impact from new clients



[SNS Ad]

YoY : 4.1% up

Increased social ads by new clients, but growth slowed down in line with decreased transaction volume of a part of existing clients

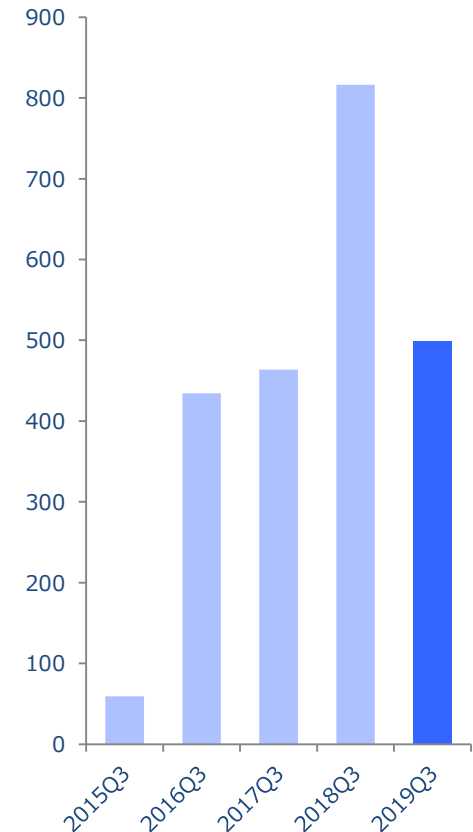


[LINE Ad]

(Unit: JPY million)

YoY : 38.8% down

Decreased in line with decreased transaction volume of a part of existing clients



KPIs on track; aiming for continued higher growth

[# of companies × Unit Price]

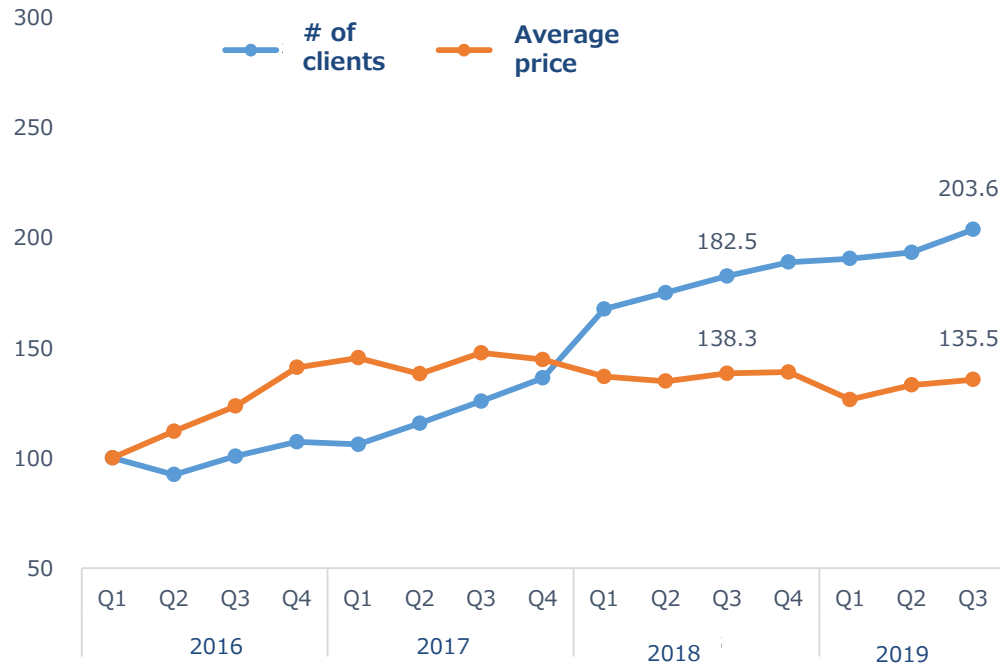
- The number of clients: steadily increasing (YoY **11.6% up**)
- Average price: increased in revenue from medium-sized clients. (YoY **2.1% down**)
(The unit prices steadily increasing for medium-priced transactions.)

[Duration of contracts (continuity)]

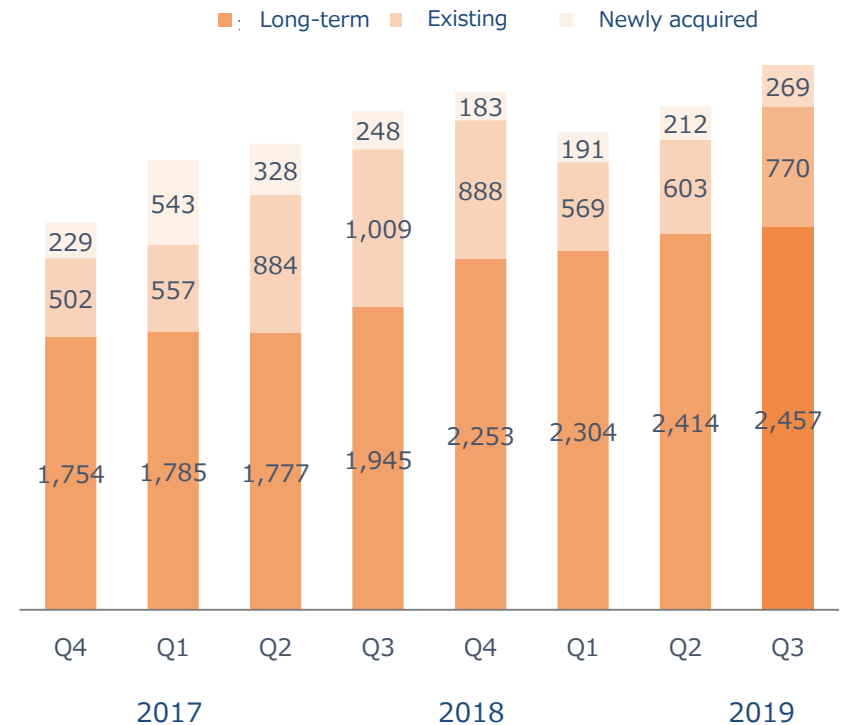
“Long-term duration” transactions are increasing. (YoY **+26.3pts**)

1 to 3 month business are defined as new, 4 to 12 month as existing, 13 month and more as long-term.

Trend of total sales, # of company, and price
(2016=100)



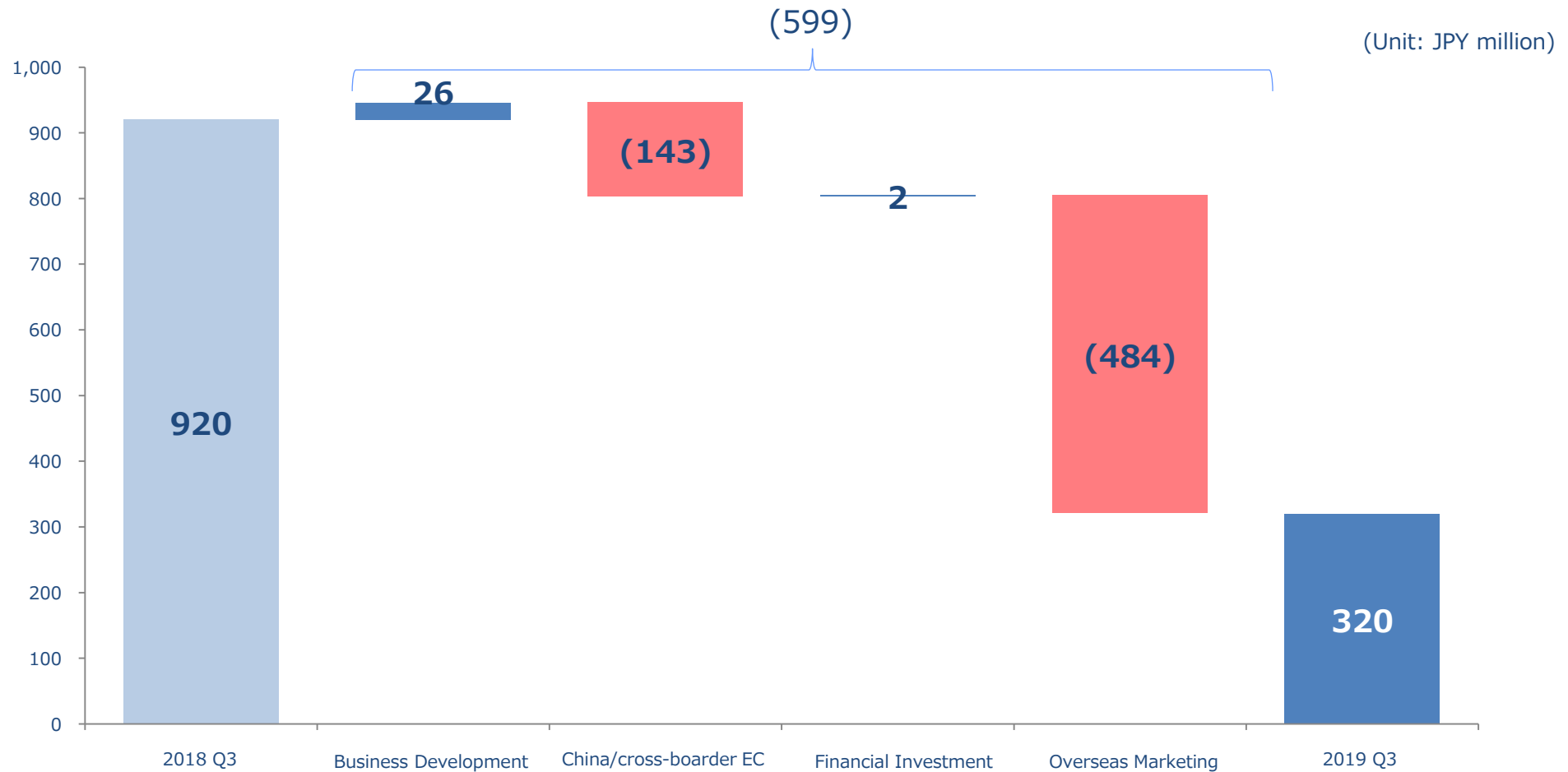
Distribution by duration of contracted period



Note: Out of digital marketing business, extracted companies engaged in mainly ad business. Therefore the growth rate is different from corporate growth rate.

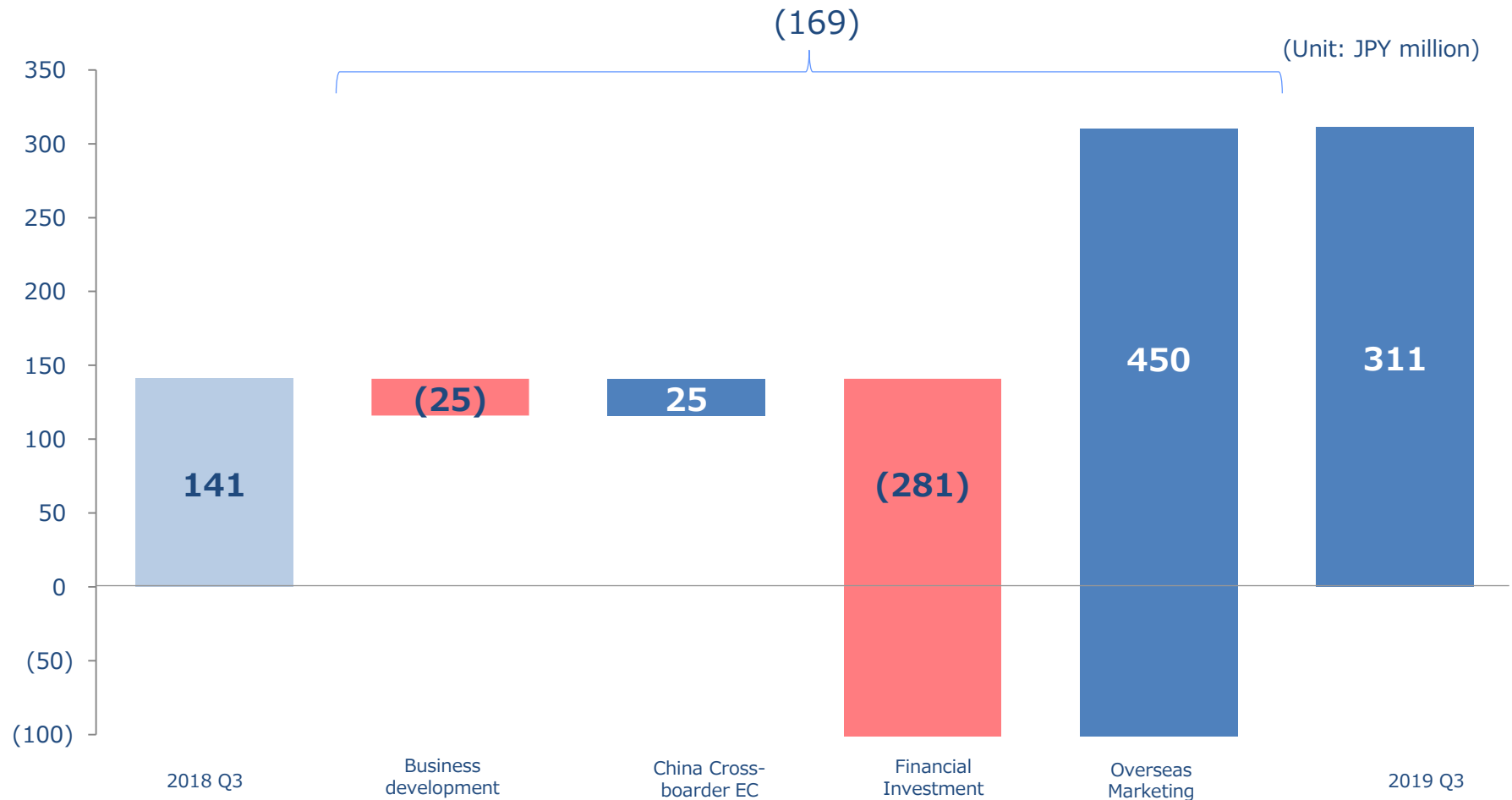
2019 Q3 Synergy Investment : Breakdown of Revenue (Adjusted)

- | | | | |
|-------------------------------|--|------------------------------|---|
| Business Development | SIGNATE's revenue is steadily increasing | Financial Investments | No capital gain from own fund |
| China/cross-boarder EC | Delayed transition to general trading business | Overseas Marketing | Decreased revenue due to the sale of overseas subsidiary eMORECE,INC. |



2019 Q3 Synergy Investment : EBITDA Breakdown (Adjusted)

- Business Development**: Reduced due to SIGNATE/digital shift related cost
- China/cross-boarder EC**: Increased due to reduction in SG&A
- Financial Investments**: Reduced due to impairment loss
- Overseas Marketing**: One time gain from sales of overseas subs (eMFORE and Chai)



* EBITDA: Before allocation of Corporate Function costs

1) Shares of consolidated Subsidiaries and affiliates: book value.

2) Operational investment securities and other investment securities; calculated depending on the classification

Classification	Valuation method
① Notes and securities of which investment amount is small	Acquisition cost
② Listed companies' shares	Closing price at the end of September 2019
③ Securities (except ① or ②) with the recent financing	Based on value on the recent financing
④ Securities except above	CMV* ¹ , DCF* ² , or net asset method* ³ depending on each company's status.

*1: CMV (comparable multiple valuation) method

Applied to issues for which competitors are set in SPEEDA, an information analysis tool.

*2: DCF (discounted cash flow) method

Applied to issues for which competitors are not set in SPEEDA and with reasonable business plans using KPIs or any other basis for calculation are available. If there are any discrepancies between the actual performance and the business plan, it will be adjusted by the plan achievement ratio.

*3: Net asset method

Applies to issues for which: (I) no specific business plan is available, (ii) a company with going concern, or (iii) the FMV estimate by the CMV or DCF method falls below shareholders' equity attributed to us.

KPMG AZSA LLC has provided us with guidance and advice in calculating FMV for the investment business.

item		contents
Investment		Those invested in or after 2003 (including securities of operational investment securities, investment securities, shares of subsidiaries and shares of affiliates)
Reference date for calculation		End of reporting period
Method	Impaired investment	Calculated as if they were sold at the net asset value after impairment.
	Investment with recent financing	Calculated as if they were sold at the refinance valuation if refinance happens within last one year.
	IPOed investment	Calculated as if they were sold at the market value as of the reference date.
	Fund	Calculated with the amount collected until the end of the reporting period and the book value as of the end of reporting period.
	Others	Any other investment with no change in their acquisition cost due to sale, impairment, financing, IPO or the like are calculated as if they were sold on the reference date at the acquisition cost.
Income taxes		Income taxes are included.

Jointly developed AI car repair estimate service for automobile accidents, the first in the liability insurance industry

~Just snap with a smartphone, for a repair quote estimate in 30 seconds~

Jointly developed the “SOMPO AI repair quote” tool, an AI based real-time car repair estimate service to be started in Nov. 2019 by Sompo Japan Nipponkoa

“SOMPO AI repair quote” screenshots



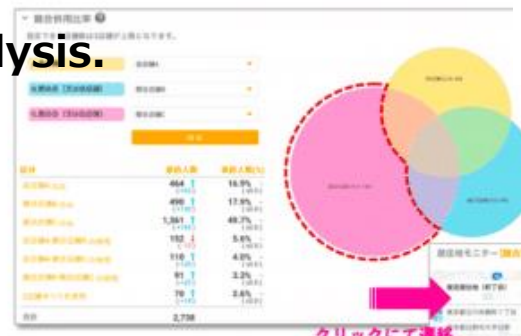
Artificial intelligence (AI) analyzes images of cars taken by customers and estimates the car damage amount in real time. It can be used through the “Accident Response Service” offered by Sompo Japan Nipponkoa's official LINE account. The chat system uses the LINE Messaging API distribution tool "TSUNAGARU" provided by our company.

“ToSTORE analysis” to visualize consumer behavior and store issues Launched the standard version to accelerate digital shift support for in-store operators

Services limited to certain areas were expanded nationwide. The business area analysis module adopted in the standard version could estimate the size and information of visitors of competitor stores (assumed location of residence, assumed work location, etc.) on a map, so specific measures such as target areas to attract customers could be easily found.

Overview of toSTORE analysis. Standard version

t@STORE analysis.



[Competitor comparison module]*available in freemium & standard versions

1. Few visitors to store and issues with attracting clients. Attract clients from competitor store C from standpoint of scale.

[Competitor comparison module]*available in freemium & standard versions

2. Specify target area based on predicted location of residence/work of visitors to competitor store C.



1. Expanded area of analysis across Japan (freemium version includes 6 prefectures)
2. Increased number of target users (approx.10 times vs the freemium version)
3. Business area analysis module function added (assumed location of residence and work)
(reference) please see <https://tostore.jp/analysis/>

Reorganization of the Large Corporations Sub-segment ~Towards Group Optimization~

- Conducted an absorption-type corporate split of Crossfinity Inc., OPT Holding's consolidated subsidiary, and succeeded a part of the business (Oct. 1, 2019)
- Conducted a reorganization to achieve group synergies and efficiencies by integrating operations and services and started to operate under a new structure.

"OpenChat"

- Started implementation/management consulting services for "OpenChat" offered by LINE
- Opt's social media consultants support the design and operations of the talk-room in OpenChat used by companies.
- Stimulates conversation between fans of advertiser's brands and enables various social marketing measures such as accumulating the voices of users, etc.

Amazon Ad Automation Tools

- Developed and started to offer Amazon sponsored product ad automation tools
- Achieved enhancement of cost-benefit of ads with automated bidding/keyword refinement

Data Intelligence Team

- Established an AI R&D team through Opt Technologies, an organization of Opt engineers, to improve internal productivity and expand marketing support for advertisers.
- AI R&D and data analysis useful for in-house automation tools and marketing and promotion for advertisers.



Data Intelligence Team

Auto Tagging AI

- Accelerated improvement of creative ad operations through in-house developed Auto Tagging AI
- Reduced creative analysis tasks by approximately 30% and improved advertising cost-effectiveness

「Handy CEM」PoC

- Started PoC (proof of concept) of "Handy CEM," an AI-based tool that analyzes customer loyalty and automatically proposes appropriate communication plans.
- Based on our knowledge and know-how of CEM coupled with AI realized CEM that can be easily practiced.



Established an operation center for operational ads in Shimanto, Kochi Prefecture

- Established an operational center for operational ads, “Shimanto Digital Operation Center” in Shimanto, Kochi Prefecture.

<Purpose of establishment>

- Strengthen support system for Internet advertising operations with diversifying needs
- Support local cities away from the Tokyo metropolitan area



Provide digital support in 5 cities in the Northeast region of Japan

- As a business partner of the “Business Partnership Agreement for Revitalizing the Local Economy Community” sponsored by Facebook Japan and five cities in the Northeast region of Japan (Morioka in Iwate Prefecture and Yokote, Yuzawa, Daisen, and Semboku in Akita Prefecture), we are providing on a continuous basis digital support.

Signed a strategic partnership agreement with companies in Gunma Prefecture

- Signed a strategic partnership agreement with Joetsu Printing Industry to promote digital innovation for companies in Gunma Prefecture.

<Purpose of partnership>

- Improve problem-solving capabilities through print media x digital
- Contribute to the promotion of digitalization in local markets



SO Technologies, Inc. commenced operations

- SearchLIFE Co., Ltd. and TechLoco, Inc., consolidated subsidiaries of SoldOut, Inc., merged on July 1, 2019 and started operations as “SO Technologies, Inc.”.
- In pursuit of the vision to “Create a digital platform to attract clients making it easy for anyone and anywhere in Japan transforming passion to earning power,” we develop services with high value by leveraging accumulated know-how and technology.



List of awards and certifications by media type (as of the end of September 2019)

Media Type	Awards	Status	
		OPT Inc.	SoldOut, Inc.
Google	Search Innovation Award※ 1	–	Finalist in the Search Advertising Division
	GrowingBusinesses Online Awards※ 2	–	Ranked first domestically in Japan
Yahoo!JAPAN	Special Certified Partner※ 3	Advertising Operations Partner	Advertising Operations Partner
	Search Advertising Award※ 4	–	First place in the Hokkaido area
	Preferred Partner Program※ 5	–	ATOM Certified
Criteo	Criteo Certified Partners※ 6	Four stars (★★★★)	Two stars (★★)
LINE	LINE Ads Platform Division Sales Partner※ 7	Silver	Silver Certified as the Best SMB Partner
	LINE Account Connect Division Technology Partner※ 7	Diamond	–
	LINE Account Connect Division Sales Partner※ 7	Silver	–
FacebookK	“Business Partner of Business Partnership Agreement on Revitalization of Local Economy and Local Community” concluded by Facebook Japan and Kobe City ※8	–	Business support partner Certified
Indeed	2019 first half Strategic Products Award Featured Employer Division※ 9	–	First place

※ 1 : The Search Innovation Award is presented in the Premier Partners Awards 2018 event sponsored by Google Partners.

※ 2 : The award is presented to agencies honored with a Premium Badge in the global Google AdWords Agency Contest.

※ 3 : A “Special Certified Partner” conducts marketing methods requiring specialization and advertising operations under the “Yahoo! Marketing Solutions Partner Program” certified by Yahoo Japan Corporation.

※ 4 : The “Search Advertising Award” is sponsored by Yahoo Japan Corporation, certifying agencies that continuously sell ad products.

※ 5 : The “Preferred Partner Program” is a system supporting the operational efficiency of Yahoo! promotional advertisements presented by Yahoo Japan Corporation.

※ 6 : Agencies that continuously sell ad products offered by CRITEO and pass a certification test are certified as Criteo Certified Partners (star agency system)

※ 7 : The award is presented under the “Line Biz-Solutions Partner Program” division to partners certified for sales and development of corporate services offered by Line Corporation

※ 8 “Business Partner of Business Partnership Agreement on Revitalization of Local Economy and Local Community” concluded by Facebook Japan and Kobe City

※ 9 : The award recognizes achievement in the proposals/operations for the “Featured Employer” provided by Indeed Japan Co., Ltd



THE LEADER in DIGITAL SHIFT

~Support, Innovate, and Create Digital Revolution~