

Y M I R L I N K

Second Quarter of the Fiscal Year Ending
December 31, 2024
Summary of Financial Results

August 9, 2024

YMIRLINK, Inc.

Security identifier code: 4372

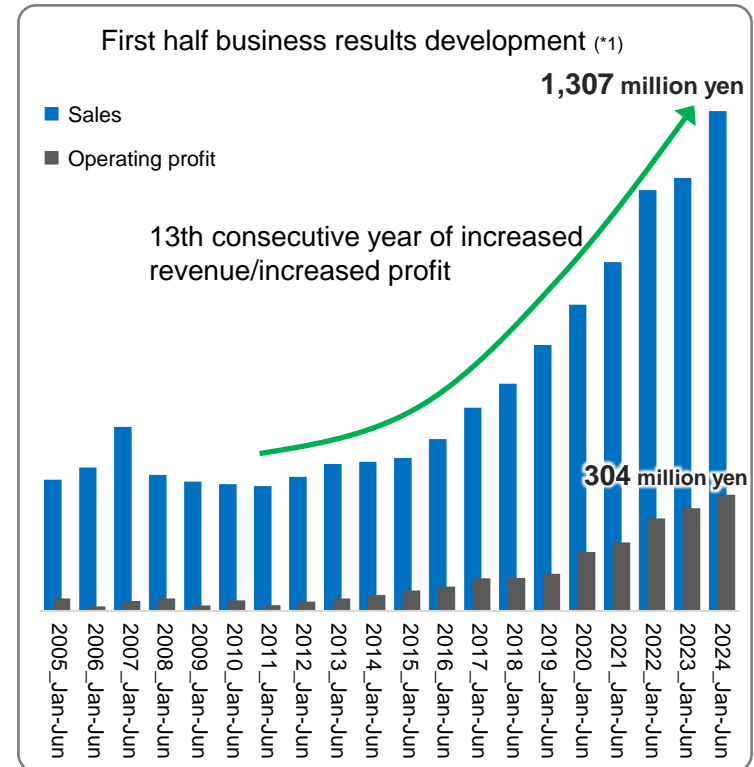
First Half of 2024 (January-June Period) Digest

13th consecutive first half (first six months of the fiscal year) with increased revenue and profit

- ✓ Due to factors including the impact (special demand) of Gmail guideline changes, net sales grew by 15.5% year-on-year
- ✓ Despite increase in labor costs and personnel expenses due to increase in employees, improved employment conditions, and an increase in overtime work, they were covered by increased revenue.

Alliance promotion

- ✓ Our alliance was taken forward with the acquisition of shares in social media marketing pioneer ROC Co., Ltd. (i.e., making it a subsidiary) as well as the start of collaboration with Cybervision Hosting Co., Ltd. and COCOO Corp.
- ✓ Release of Cuenote SMS for Salesforce that links with Service Cloud and Sales Cloud from Salesforce (*2)



*1) Figures prior to the fiscal year ended December 31, 2018 are unaudited figures

*2) Salesforce is a trademark of Salesforce, Inc.

*Google and Gmail are trademarks or registered trademarks of Google LLC.

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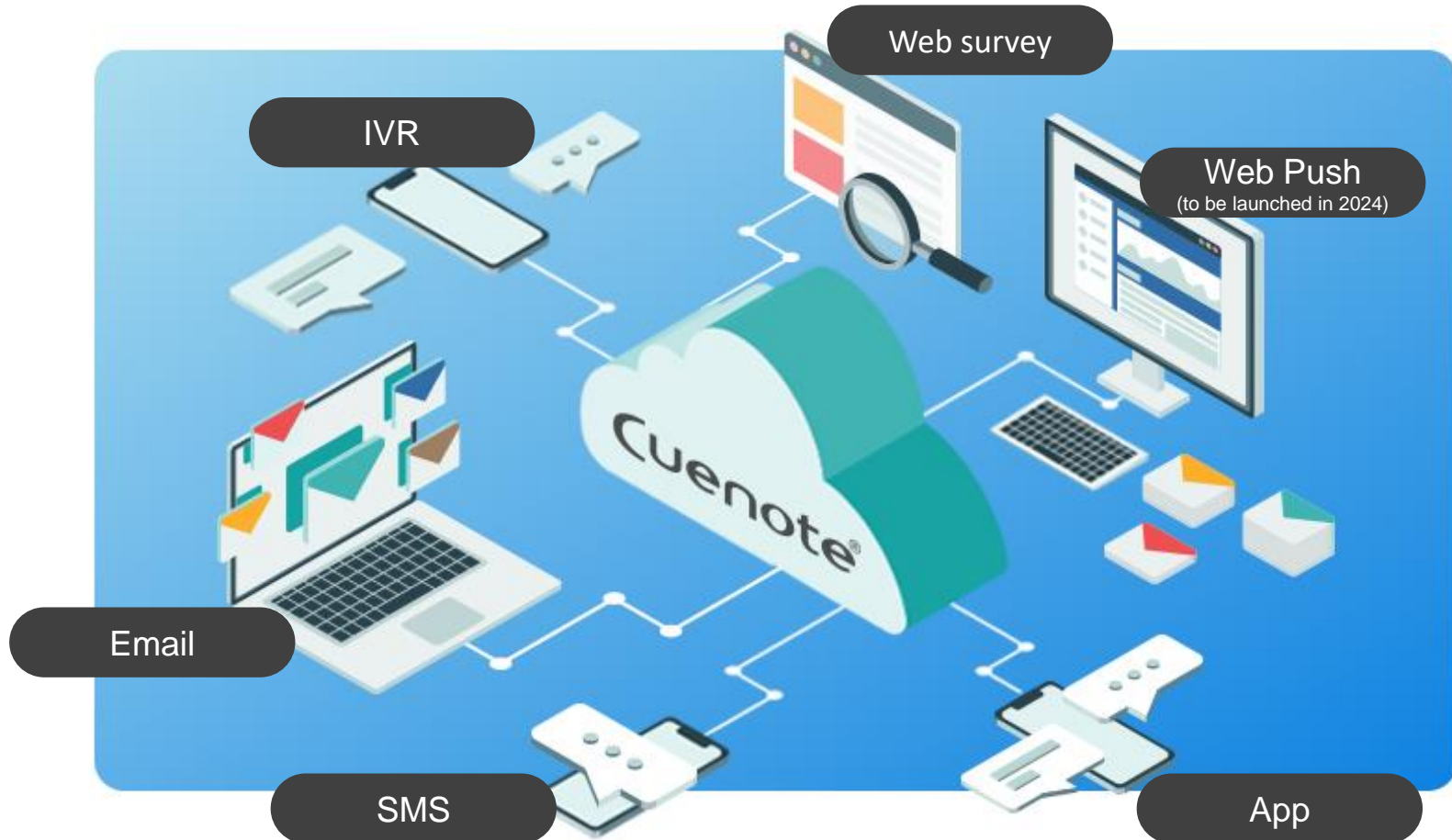


1.

Business Overview

Messaging solution (Cuenote) business

Provides cloud services to support marketing and communication such as transmission, collection and analysis of information utilizing the Internet (web, email, applications, etc.)



Email delivery system
Cuenote® FC



Includes large-scale, high-speed delivery performance and extensive marketing functions

Percentage of sales
67.5%

Online survey and form system
Cuenote® Survey



Creates advanced surveys and secure forms using a web browser
Supports flexible design and multiple languages

Email relay server
Cuenote® SR-S



Relays SMTP through DNS settings
Solves email delivery delay and non-delivery
Includes delivery error reason analysis function

Percentage of sales
18.5%

Safety confirmation service
安否確認サービス
Cuenote®



Linked with weather information, in the event of disaster it automatically confirms safety status of the employees in the affected area

SMS delivery service
Cuenote® SMS



Direct carrier access-type SMS delivery Service
Supports IVR and two-way communication for sending from API and screen

Percentage of sales
11.1%

Authorization service
Cuenote® Auth



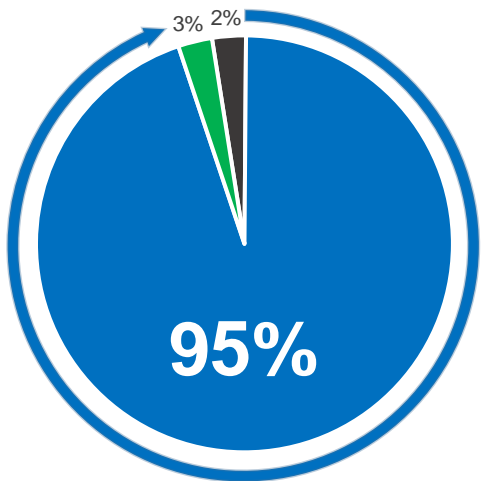
A service that enables the simple implementation of secure multi-factor authentication using SMS/IVR through an API

*The above sales composition ratios are the actual results for the period from January to December 2023.

YMIRLINK Revenue Structure and SaaS Features

- 1 95% of YMIRLINK's revenue comes from SaaS usage fees (see Figure 1)
- 2 SaaS revenue accumulates easily with an improvement in the contract renewal rates (by minimizing withdrawals from the service) (Figure 2)
- 3 The churn rate for YMIRLINK services remains low at an average of 0.48% per month (Figure 3)

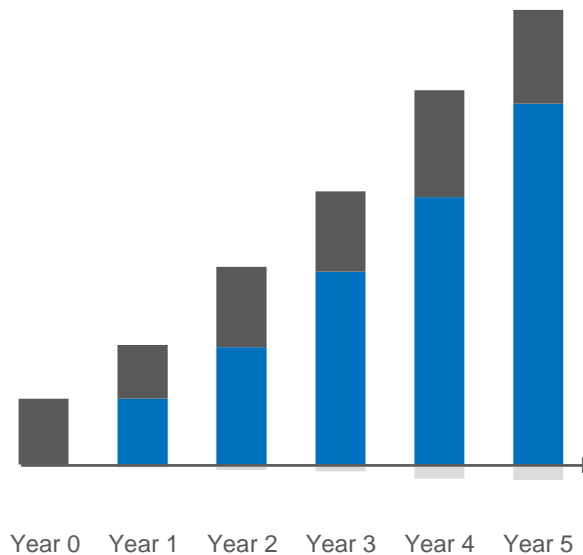
95% comes from service usage fees*1



- One-time fee sales
- Recurring fee sales (Usage fees)
- Recurring fee sales (Maintenance)

Figure 1: YMIRLINK revenue structure

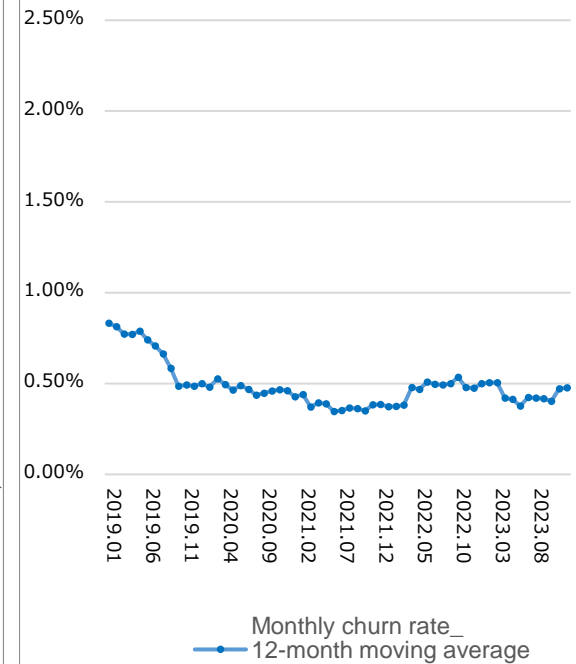
A business model in which revenue accumulates easily



- Renewed contracts
- New contracts
- Cancellations

Figure 2: SaaS features

Low average churn rate of 0.48% per month *2



- Monthly churn rate_
- 12-month moving average

Figure 3: Monthly churn rate for all Cuenote services

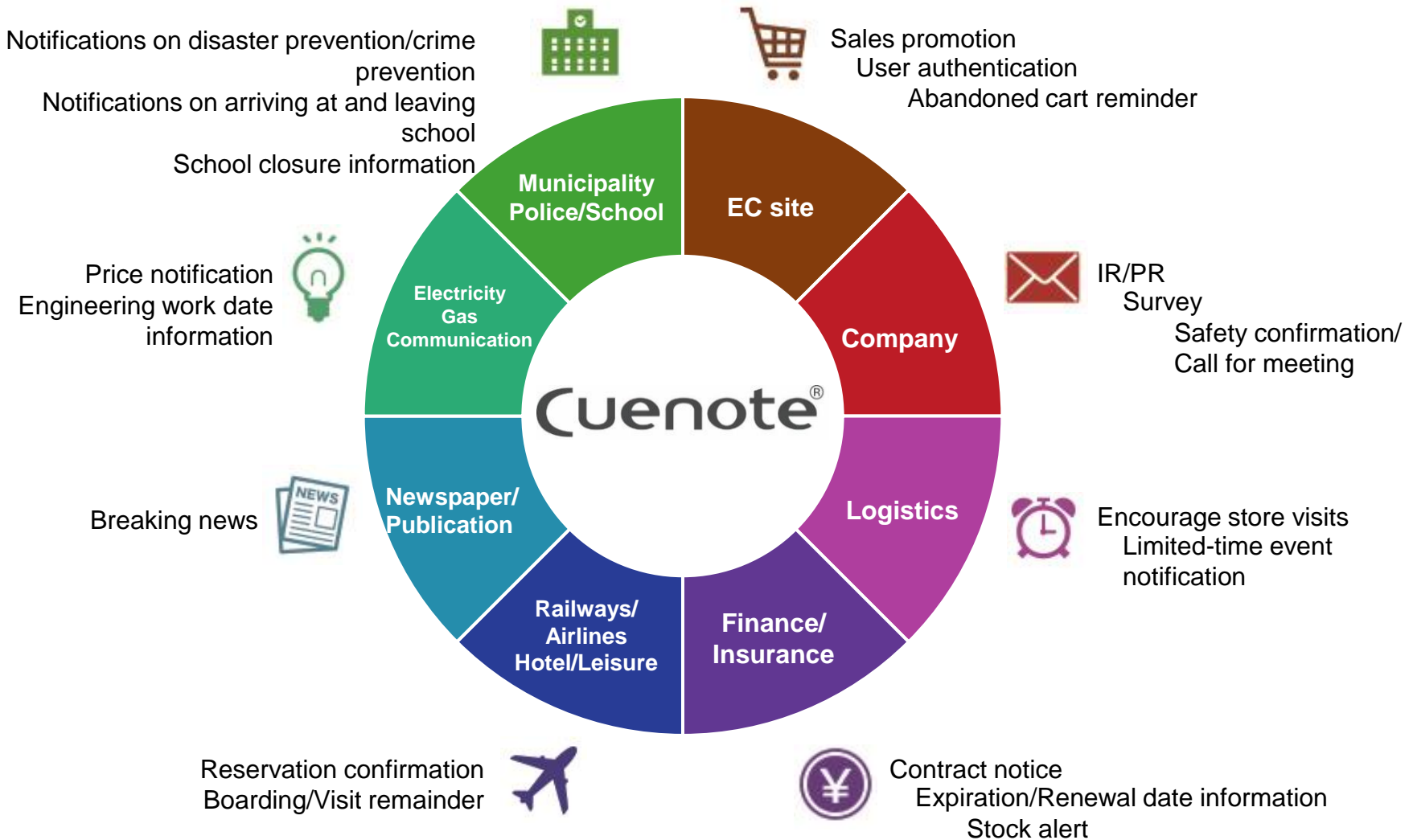
*1 Service fees refers to service fees for SaaS (monthly amount)

*2 This is the 12-month moving average for the churn rate of all Cuenote services from January to December 2023

The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: $\frac{\text{Cancellation amount incurred in the month}}{\text{Contract amount at the beginning of the month}} \times 100$

Where is Cuenote used?

In addition to promotional use, it is used for a variety of purposes and industries



Clients of Cuenote

Since its launch, Cuenote has gained popularity with many clients.
Over 2,400 contracts

Listed companies that use Cuenote
270 companies*

Listed companies



Unlisted companies



Government offices



(Note) The number of core subsidiaries of pure holding companies designated by listed companies and Japan Securities Dealers Association (as of the end of June 2024, according to our research)

2.

Financial results for the 2nd quarter of
the fiscal year ending
December 31, 2024



Earnings summary: Record first half (January-June period) sales and profit were recorded

Net sales

1,307 million yen

Year-on-year **15.5% increase**

Record first half sales

Operating profit

304 million yen

Year-on-year **13.1% increase**

Record high in first half thanks to effects of yield increase

Mail

1,110 million yen

Year-on-year **14.1% increase**

End-of-year MRR: 183 million yen / MRR (*1) growth due to increase in number of contracts

SMS・Auth

167 million yen

Year-on-year **28.8% increase**

End-of-year MRR: 30 million yen / MRR growth due to increase in number of contracts

Survey and other services

29 million yen

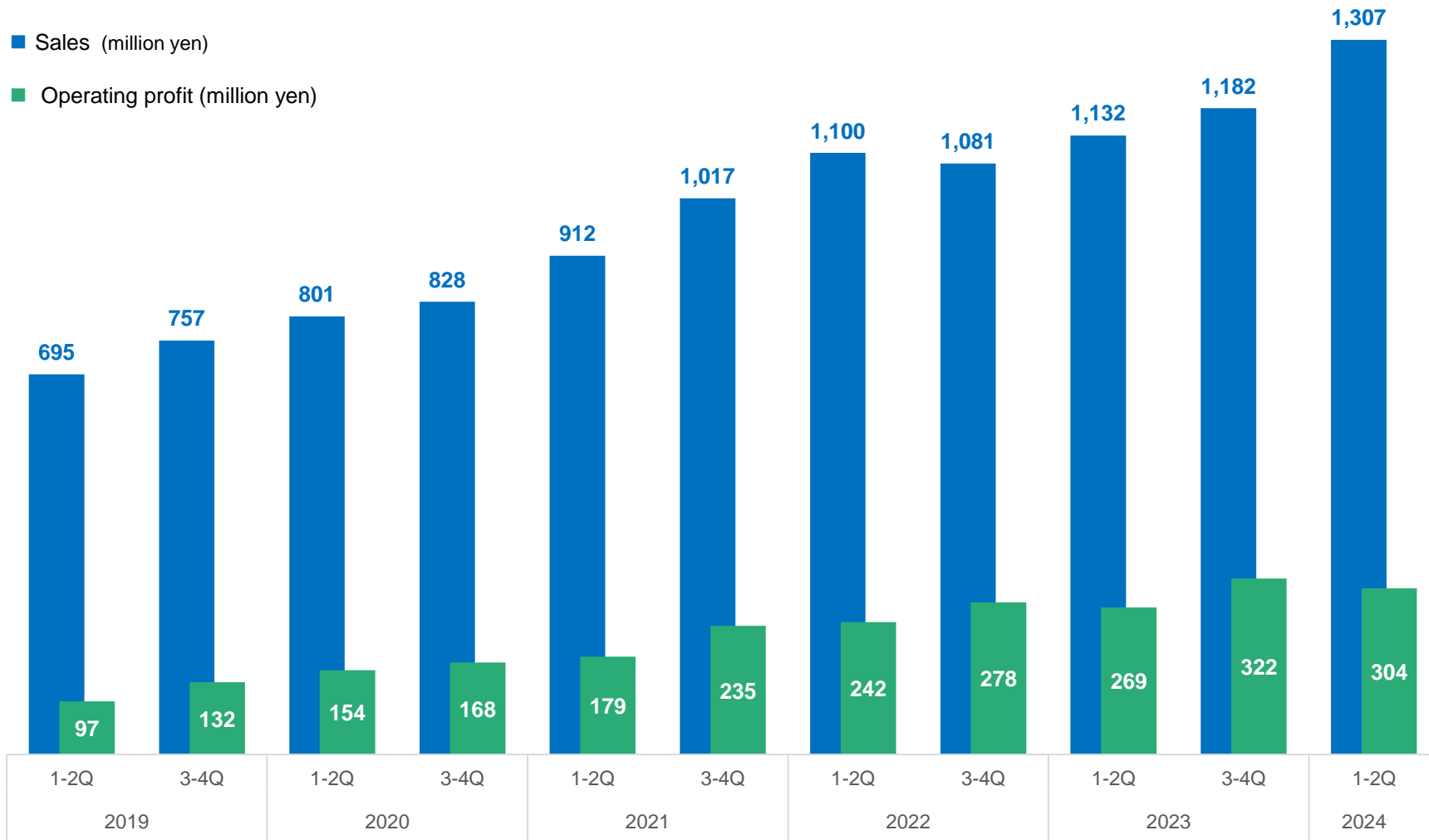
Year-on-year **0.9% increase**

End-of-year MRR: 4 million yen / 8.1% increase year-on-year

(*1) MRR(Monthly Recurring Revenue):
Revenue from contracts that stipulate services or use for a certain period of time, such as sales from SaaS service usage and maintenance service for purchase type software

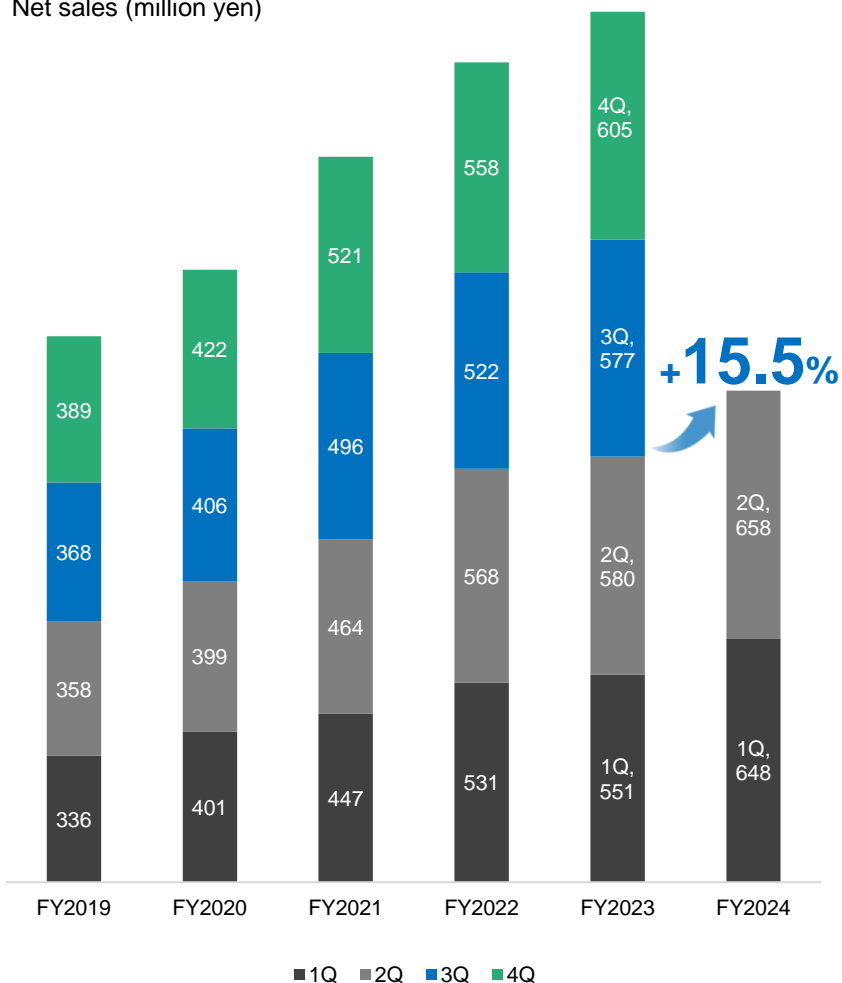
Half-year business results development

 Sales and operating profit both reached record highs for the first half

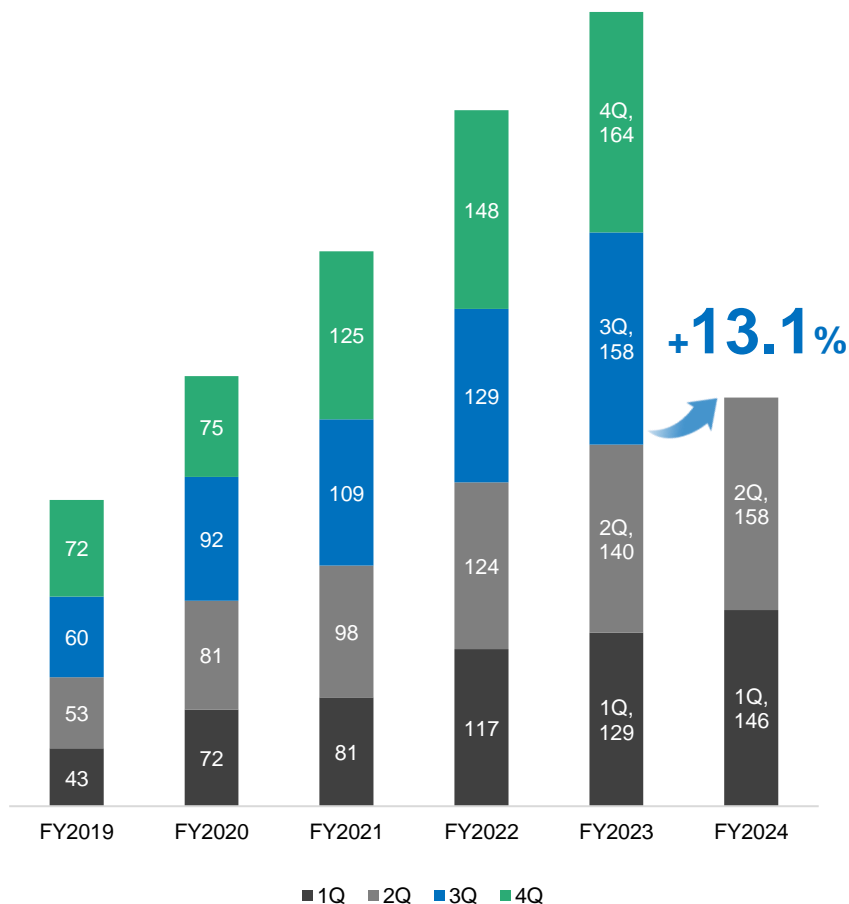


Business Results Development (up to the most recent quarter)

Net sales (million yen)

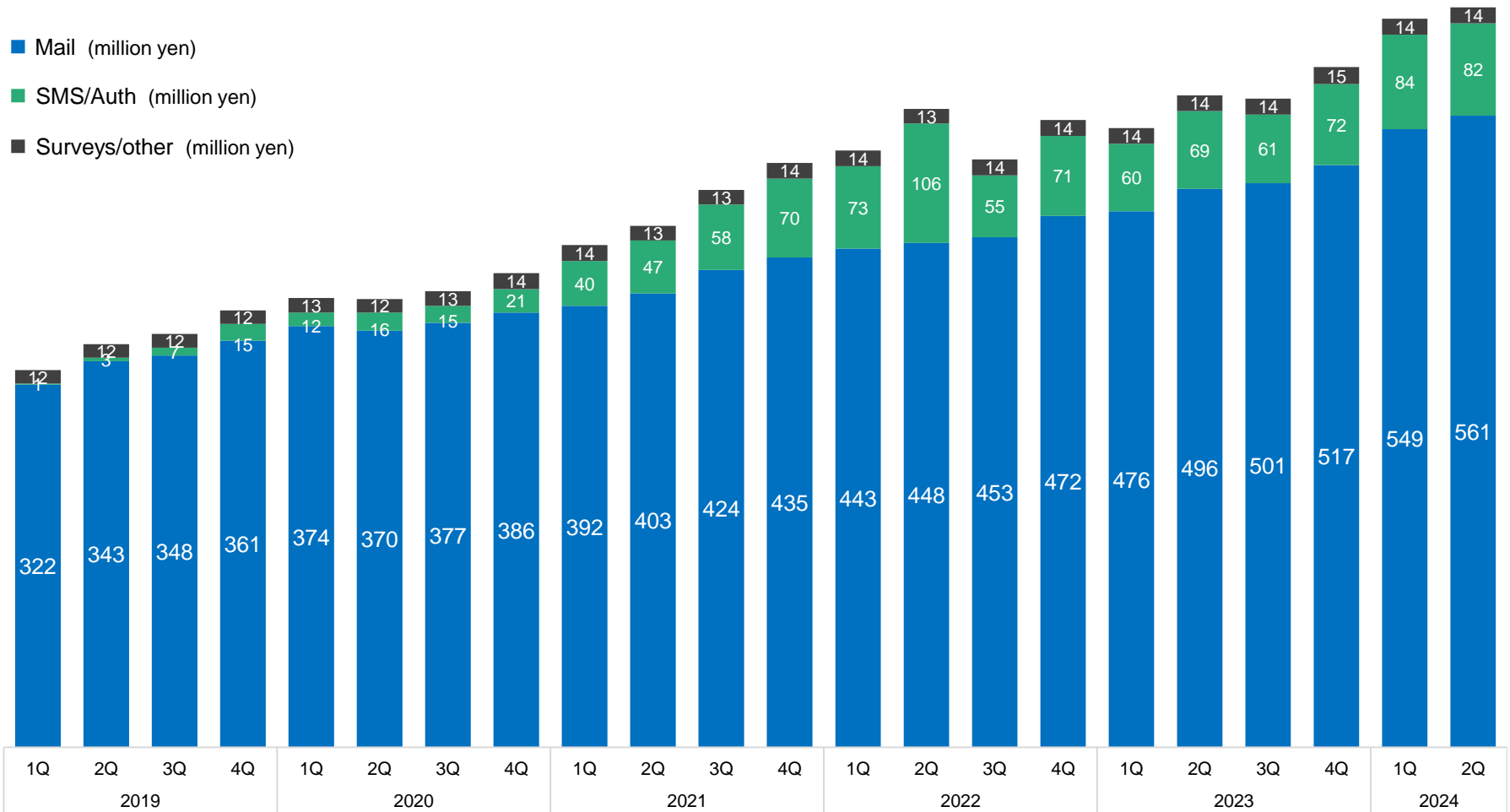


Operating profit (million yen)



Quarterly Sales Development (by Service)

 Year-on-year revenue increase for both mail and SMS, mail sees MRR growth and has also benefited from license sales



Main service highlights Mail

- ✓ Enterprise plan continues to be well received on the back of heightened needs for throughput, availability, robustness, and confidentiality

» Main enterprise deployments in first half of 2024
 Information and communications industry (telecommunications service providers, ISP, Sier), electricity/energy, healthcare-related business
 Wholesale/retail, human resources service, finance (banks, credit card companies), convenience stores

- ✓ Growing demand due to changes in the Google guidelines for email senders

Technical requirements for sender authentication
 Technical requirements to maintain safety in communication
 Technical and operational requirements taking recipients into account

The amount of orders for Cuenote SR-S in the first half leaped to roughly treble that of average years

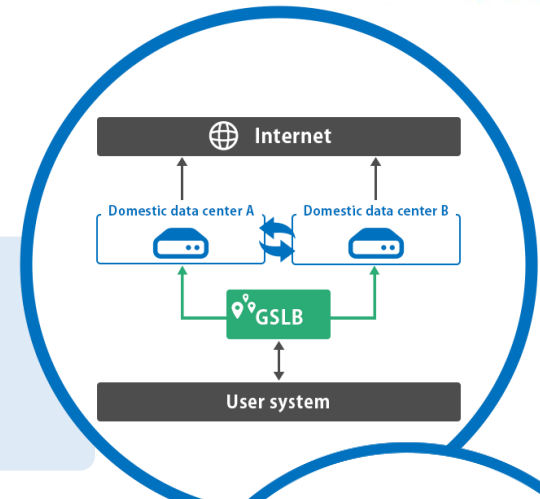
- ✓ Promotion of Alliances

Start of setup and operation support service for DMARC and BIMi through collaboration with Cybervision Hosting

Start of Cuenote Concierge service through collaboration with COCOO Corp.

- ✓ Publishing of customer stories

Publishing of customer stories from Mercari, the Association for Promotion of Advanced Broadcasting Services, and Mainichi Kikaku Service



A how-to from cybersecurity professionals!

Gmail

Support for new guidelines

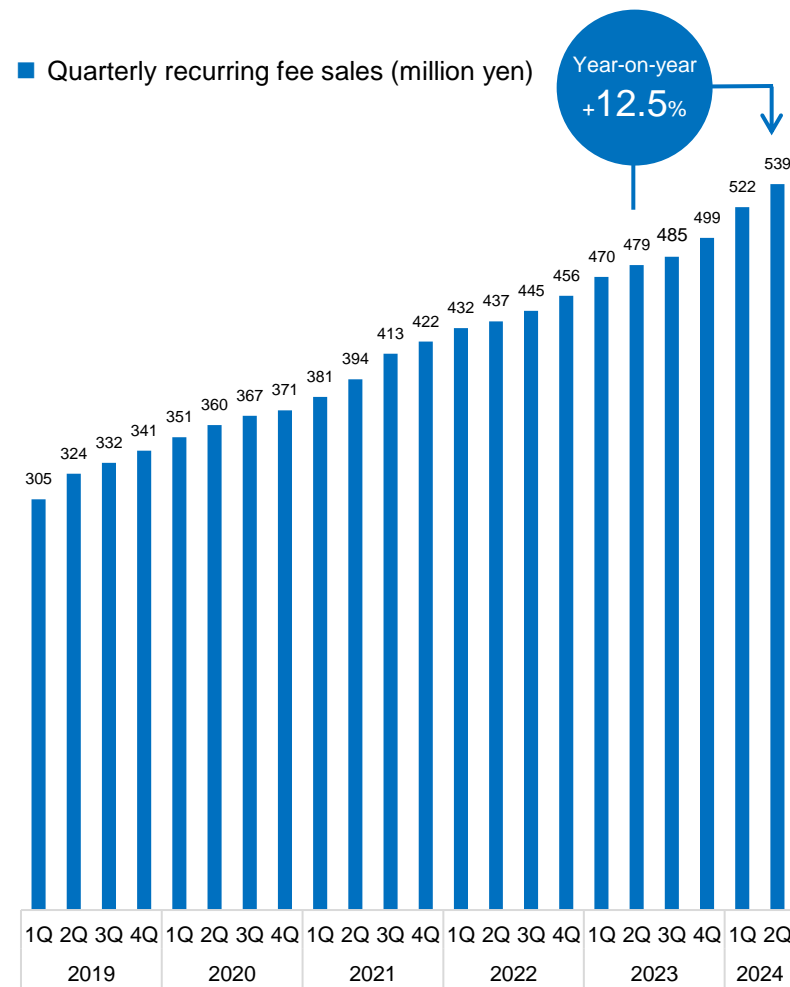
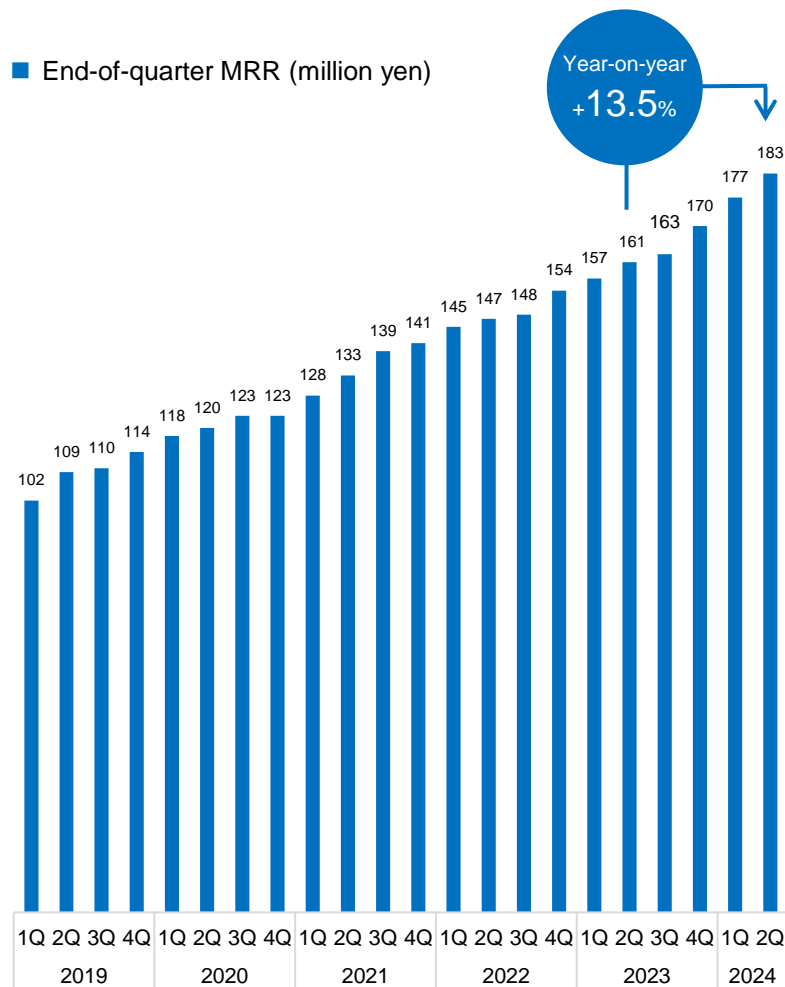


サイバービジョン
 スタディオン × Y M I R L I N K
 BrandKeeper BMS



Mail End-of-quarter MRR (*1)/Quarterly recurring fee sales

MRR at the end of the fiscal year increased by 13.5% over the same period in the previous year to 183 million yen, and second quarter recurring fee sales saw a 12.5% year-on-year increase to 539 million yen.



(*1) MRR(Monthly Recurring Revenue): Revenue from contracts that stipulate services or use for a certain period of time, such as sales from SaaS service usage and maintenance service for purchase type software

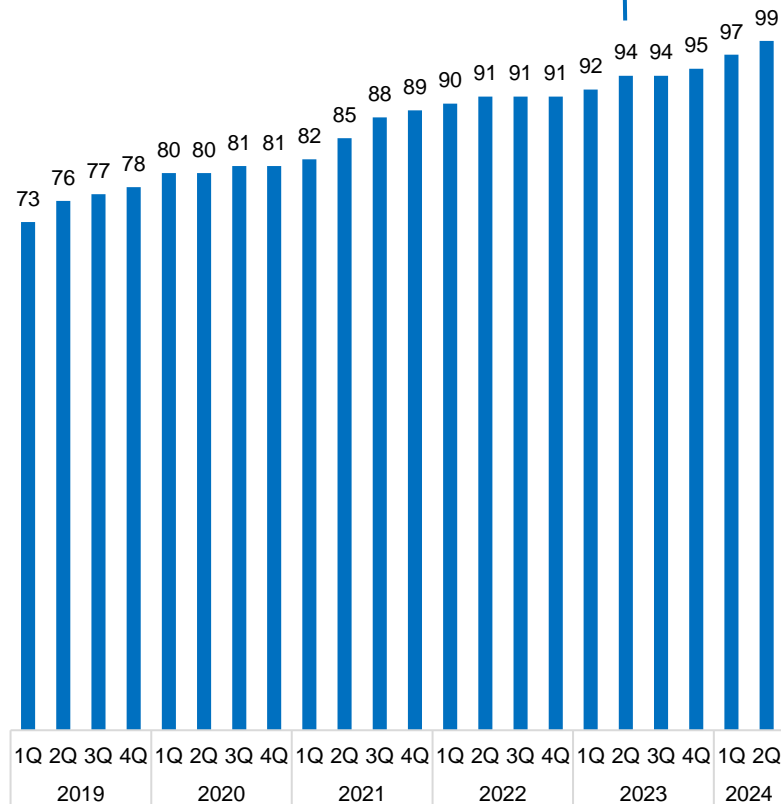
Mail Average usage amount/Monthly churn rate

Average usage amount (*1)

5.5% growth in average usage amount due to increase in enterprise plan contracts

■ Average usage amount (thousand yen)

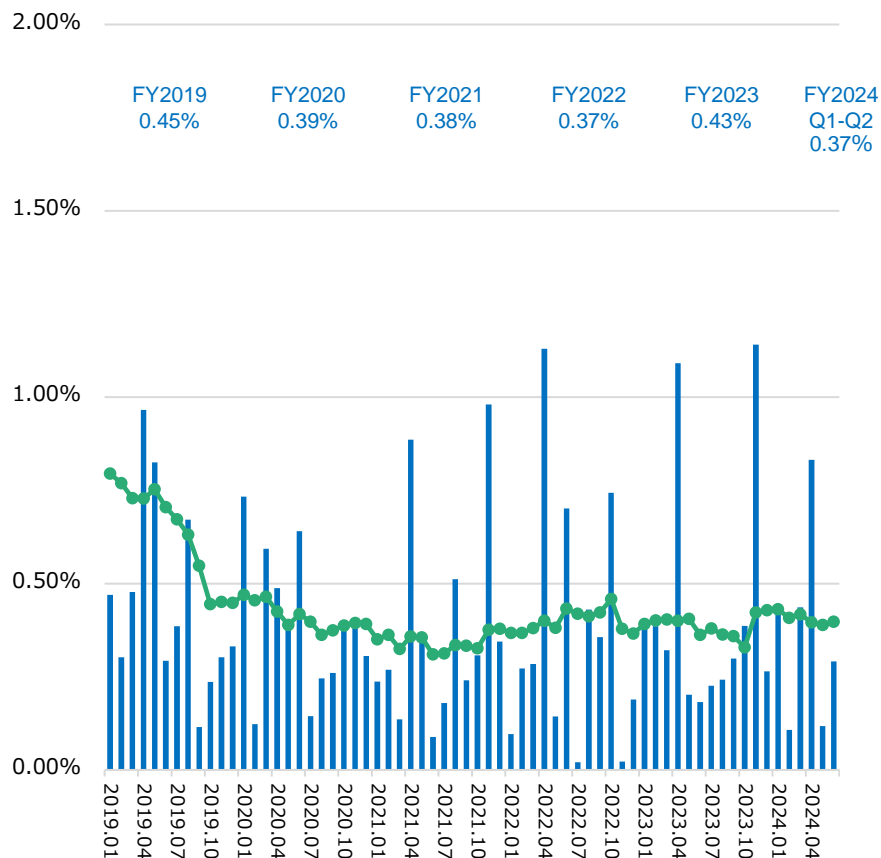
Year-on-year
+5.5%



Churn rate (*2)

The monthly churn rate for the first half (Q1-Q2) was low at an average of 0.37%

■ Monthly churn rate
● 12-month moving average



(*1) One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract
This is calculated by the formula: [Total full-year recurring fee sales / Total number of full-year contracts]

(*2) The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

Main service highlights SMS/Auth

- ✓ First half sales increased by 28.8% year-on-year due to an increase in contracts

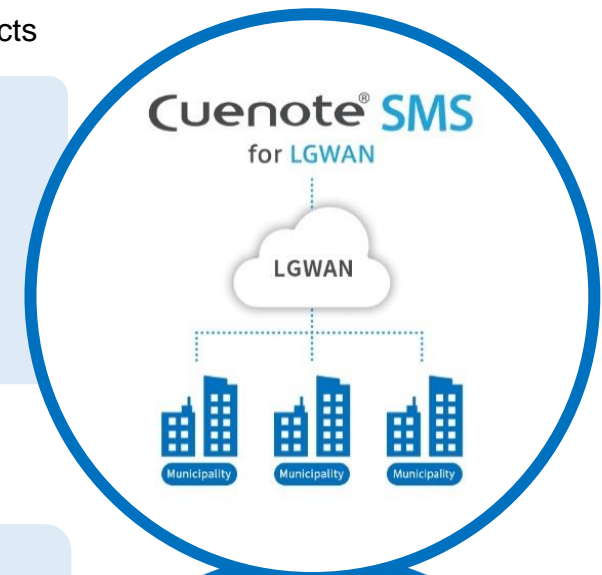
» Main deployments in the first half of 2024

Identity verification: Market platforms, machinery and equipment wholesale

Notifications/contact: Worker dispatch, chemical industry, real estate, lodging, tutoring schools, retail, medical care, local governments

Promotions: Automobile sales, real estate, gas, retail

Prompts and reminders: Gas, unions



- ✓ Publishing of customer stories

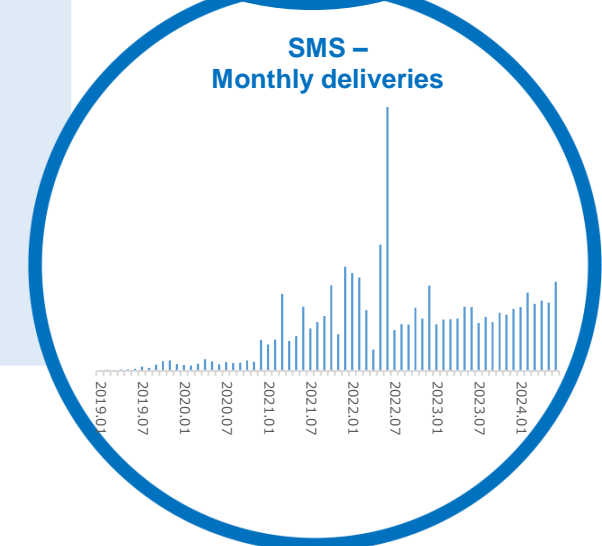
Linking with OSORA, call service for inbound sales provided by Scene Live
Publishing of customer story on introduction of Cuenote SMS for LGWAN at Kariya City Council in Aichi Prefecture



Main Reasons for Deployment Decision

- ✓ Peace of mind in terms of security
- ✓ 30% cost reduction, half the work
- ✓ Quick process from consideration to deployment

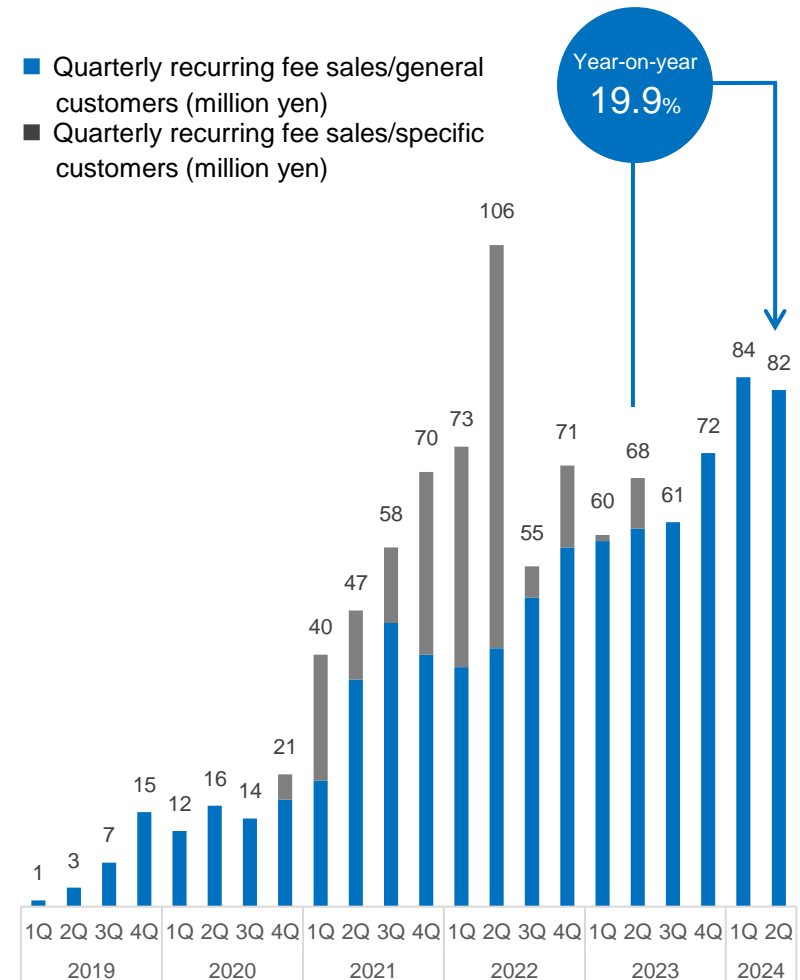
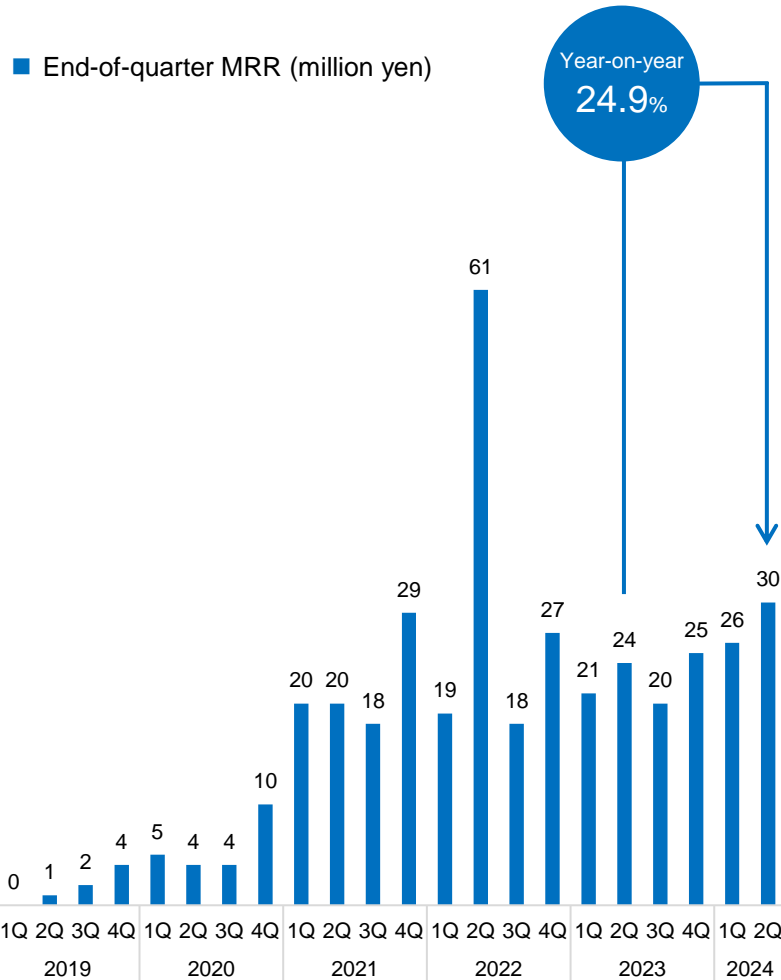
*Examples of use available on product website



- ✓ The monthly churn rate for the first half (Q1-Q2) of 2024 remained low at the average of 0.12%.

SMS/Auth Quarterly MRR/Quarterly recurring fee sales

End-of-quarter MRR and quarterly recurring fee sales both grew year-on-year due to increased users

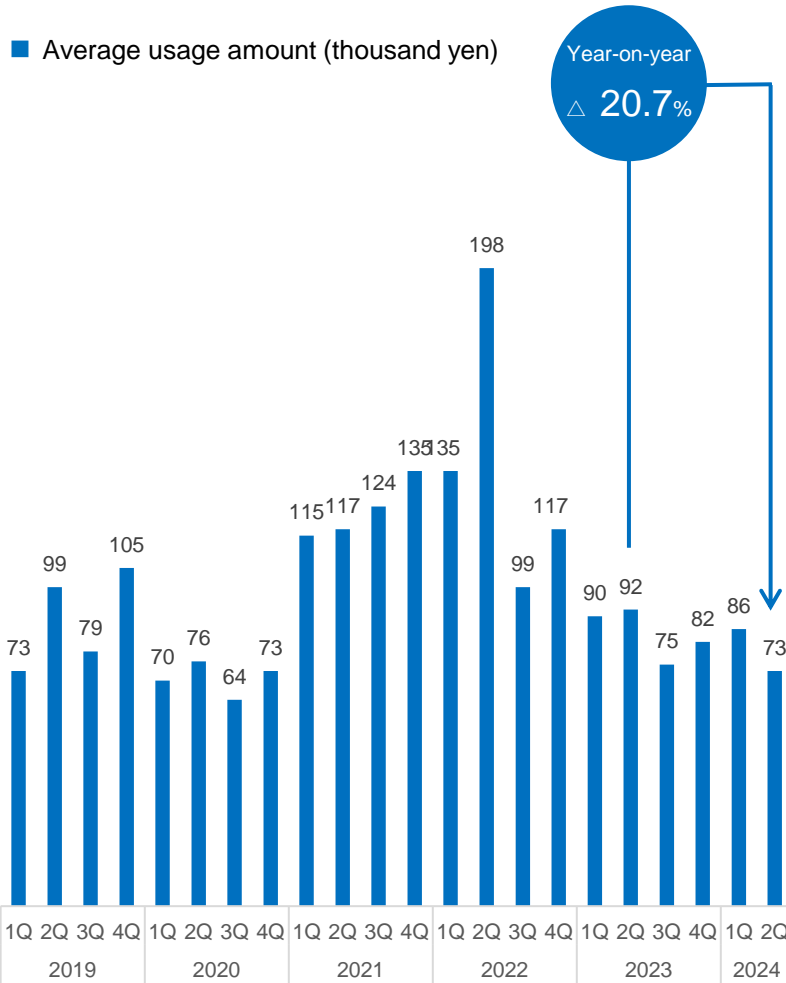


The number of monthly deliveries may increase or decrease due to seasonal factors such as peak season and off-peak season or environmental factors such as climate and disasters.

SMS/Auth Average usage amount/Monthly churn rate

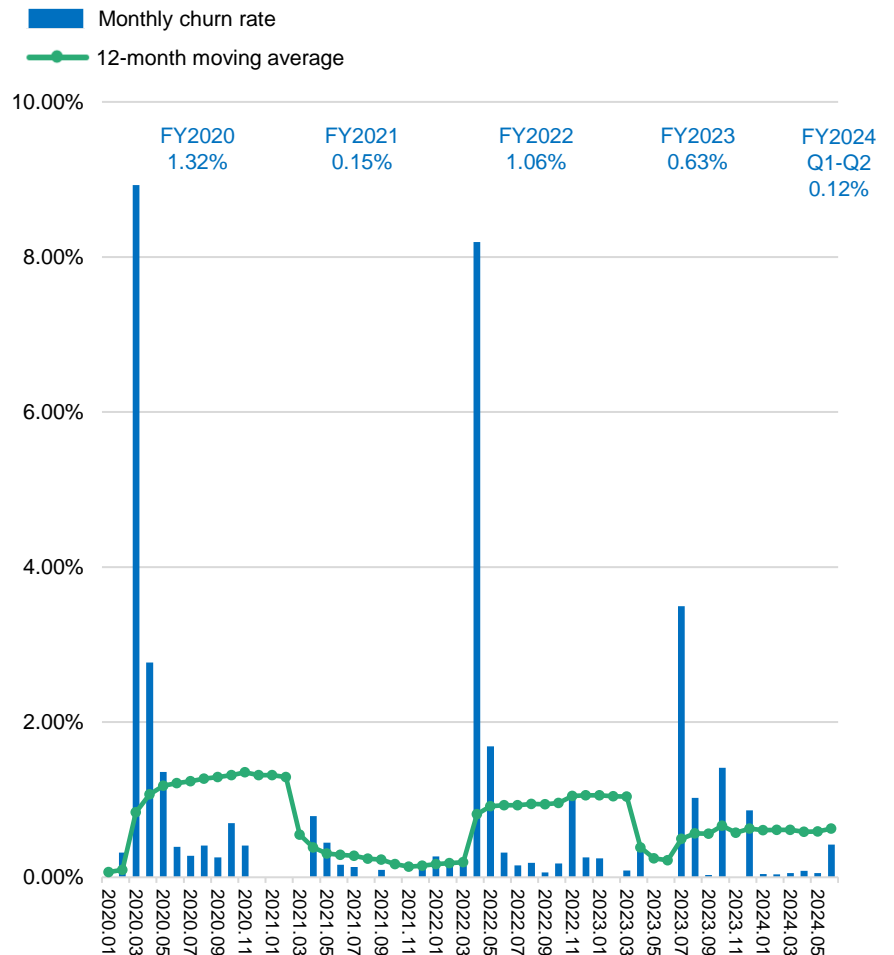
Average usage amount for SMS/Auth (*1)

Decrease of 20.7% in average usage amount due to an increase in small-scale delivery customers



SMS/Auth churn rate (*2)(*3)

The monthly churn rate for the first half (Q1-Q2) was low at the average of 0.12%.



(*1) One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract. This is calculated by the formula: [Total full-year recurring fee sales / Total number of full-year contracts]

(*2) The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

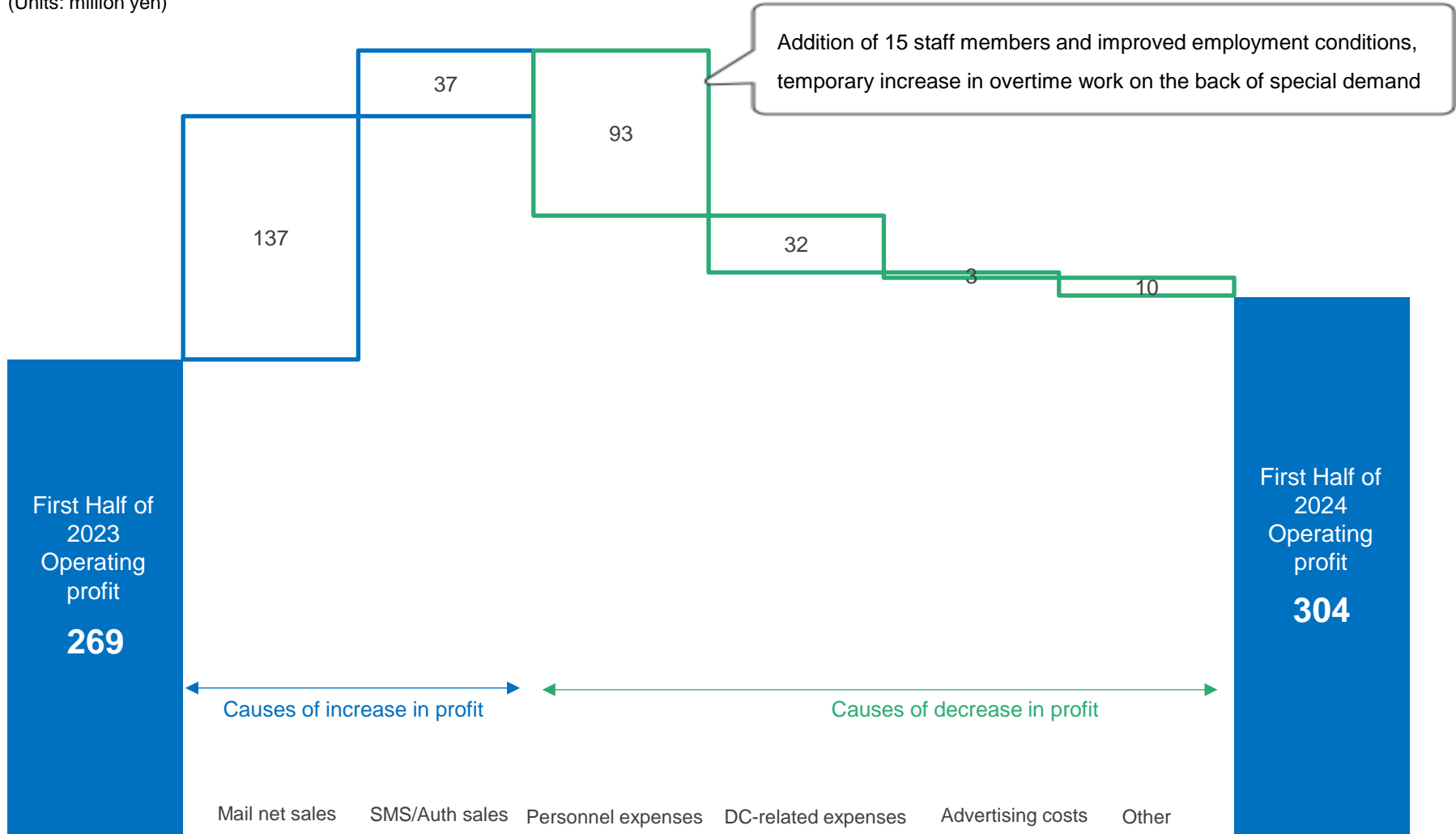
(*3) Since SMS is mostly pay-per-use based on the number of deliveries and monthly usage amounts vary, the churn rate is calculated after determining the average usage amount before the clients left the service

Income statement


	First Half of 2023 (Jan-Jun)	First Half of 2024 (Jan-Jun)	Rate of increase/decrease	Increase/ decrease
Net sales	1,132 million yen	1,307 million yen	15.5 %	175 million yen
Cost of sales	361 million yen	446 million yen	23.5 %	84 million yen
Gross profit	770 million yen	861 million yen	11.7 %	90 million yen
Gross profit ratio	68.1 %	65.9 %	△ 2.2 pts.	—
Sales, general and administrative expenses	501 million yen	556 million yen	11.0 %	55 million yen
Operating profit	269 million yen	304 million yen	13.1 %	35 million yen
Operating profit ratio	23.8 %	23.3 %	△ 0.5 pts.	—
Ordinary profit	269 million yen	304 million yen	12.9 %	34 million yen
Current net profit	186 million yen	210 million yen	13.0 %	24 million yen
Current net profit ratio	16.4 %	16.1 %	△ 0.4 pts.	—

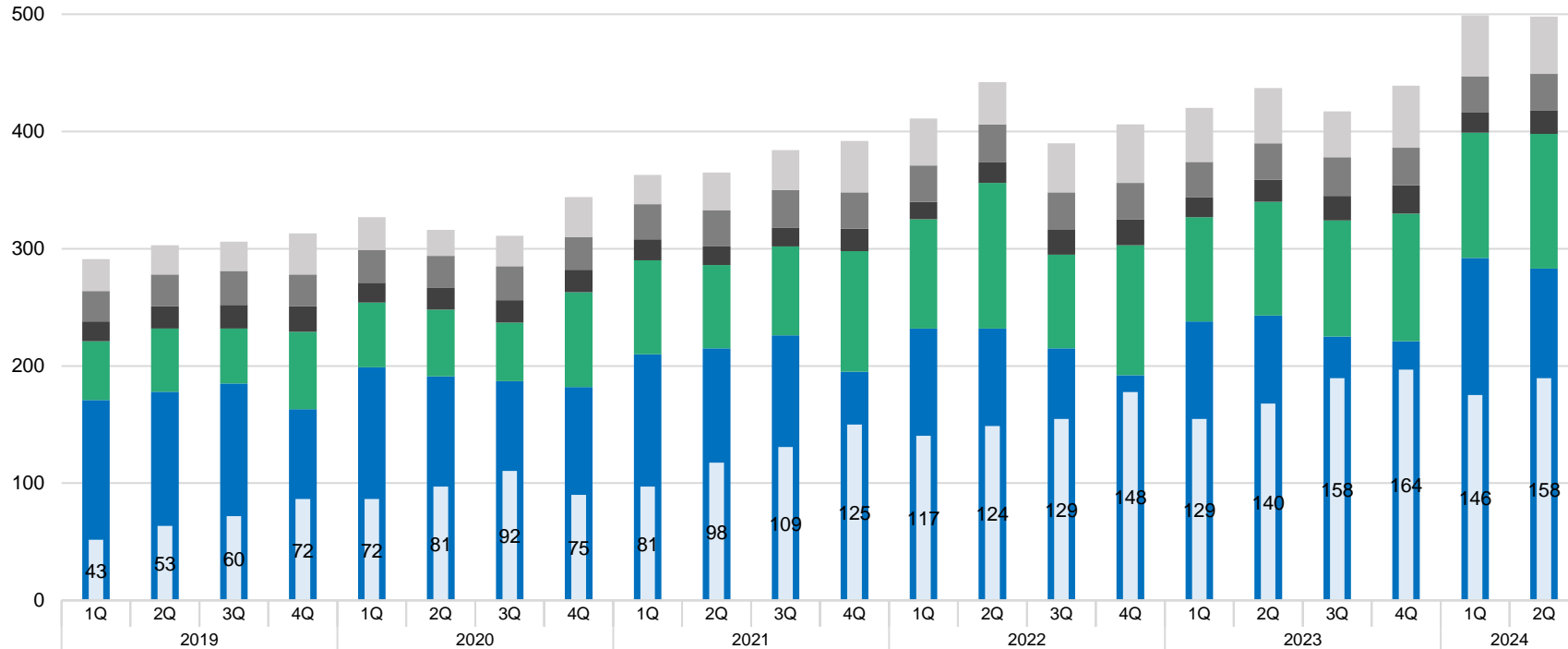
Causes of increase/decrease of operating profit

(Units: million yen)



Growth of quarterly operating expenses and operating profit

 The period in question saw an increase in employees and improved employment conditions, which, among other factors, led to an increase in personnel expenses

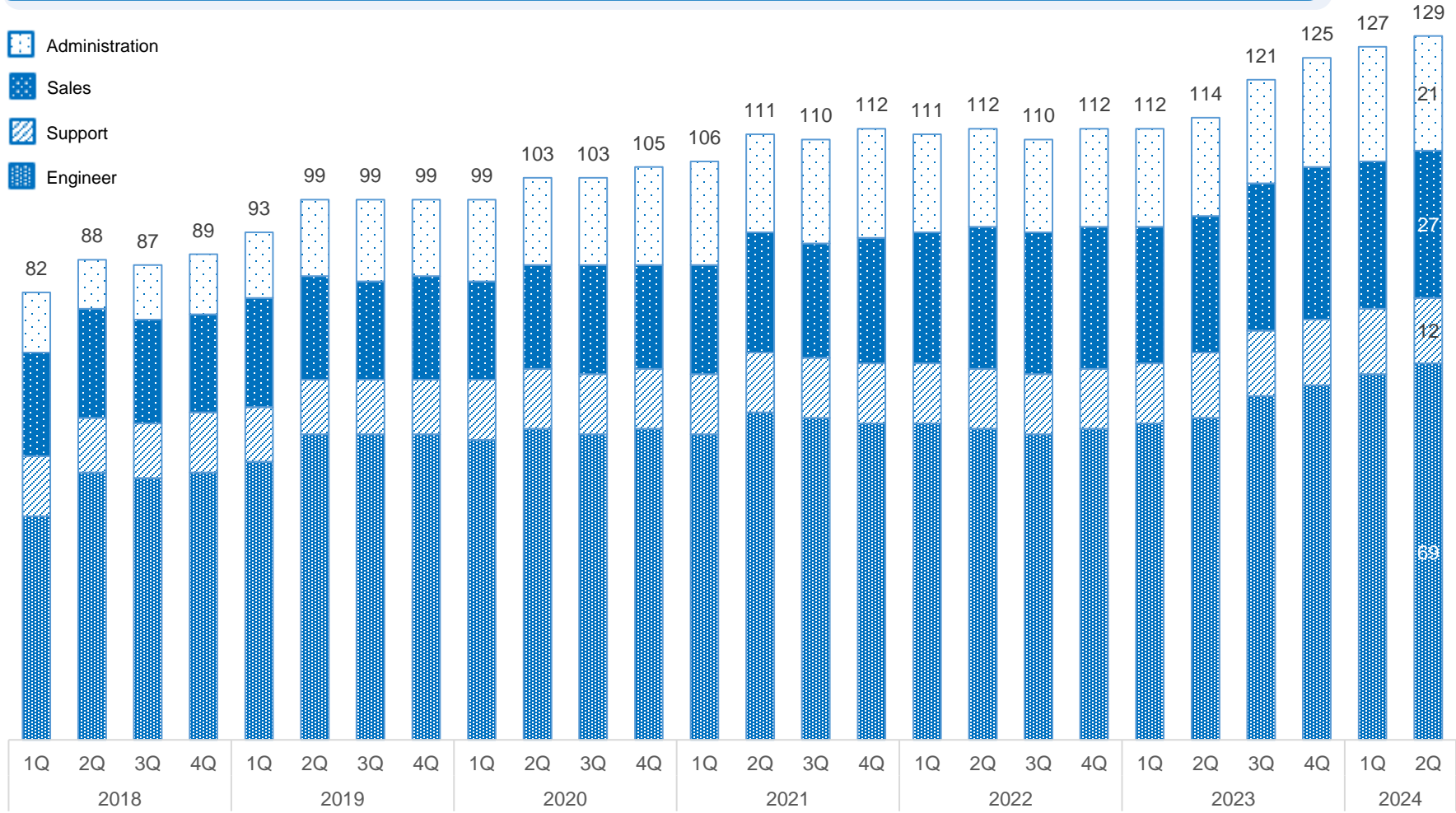


Other	27	25	25	35	28	22	26	34	25	32	34	44	40	36	42	50	46	47	39	53	52	49
Rent and utility expenses	26	27	29	27	28	27	29	28	30	31	32	31	31	32	32	31	30	31	33	32	31	31
Depreciation expenses	17	19	20	22	17	19	19	19	18	16	16	19	15	18	21	22	17	19	21	24	17	20
Server/DC, stocking, etc.	50	54	47	66	55	57	50	81	80	71	76	103	93	124	80	111	89	97	99	109	107	115
Personnel expenses	171	178	185	163	199	191	187	182	210	215	226	195	232	232	215	192	238	243	225	221	292	283
Operating profit	43	53	60	72	72	81	92	75	81	98	109	125	117	124	129	148	129	140	158	164	146	158
Operating profit ratio	12.9%	15.0%	16.3%	18.6%	18.1%	20.4%	22.8%	17.9%	18.1%	21.1%	22.1%	24.1%	22.2%	21.8%	24.8%	26.6%	23.5%	24.2%	27.4%	27.1%	22.6%	24.0%

Number of employees



Four more employees have joined since the end of the previous period to make the total 129 (tech staff +4, administration +1, sales -1)



Balance sheet

	Fiscal year ended December 31, 2023	Fiscal year ending June 30, 2024	Increase/decrease
Current assets	2,466 million yen	2,733 million yen	267 million yen
Fixed assets	314 million yen	350 million yen	35 million yen
Total assets	2,780 million yen	3,083 million yen	303 million yen
Current liabilities	406 million yen	496 million yen	89 million yen
Fixed liabilities	- million yen	- million yen	- million yen
Total liabilities	406 million yen	496 million yen	89 million yen
Total net assets	2,374 million yen	2,587 million yen	213 million yen
Equity ratio	85.4 %	83.9 %	△ 1.5 pts.

(Current assets)

- Liquid assets +268 million yen

(Fixed assets)

- Long-term prepaid expenses +9 million yen
- Deferred tax +26 million yen

(Current liabilities)

- Accounts payable – trade +7 million yen
- Accounts payable, etc. +31 million yen
- Tax payable +11 million yen
- Advances received, etc. +39 million yen

Topics: Resolution passed on acquisition of shares in TOPIX Corporation/ROC inc. (disclosed on June 14, 2024)

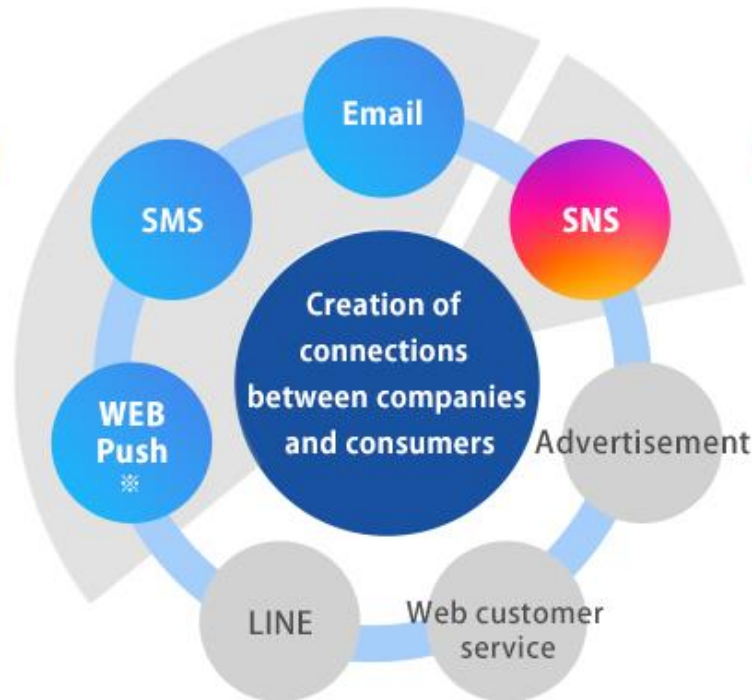
Resolution passed on acquisition of shares in ROC inc., which provides social media solutions (due to take place on September 2, 2024)

Y M I R L I N K

Messaging business

ROC

SNS promotion business



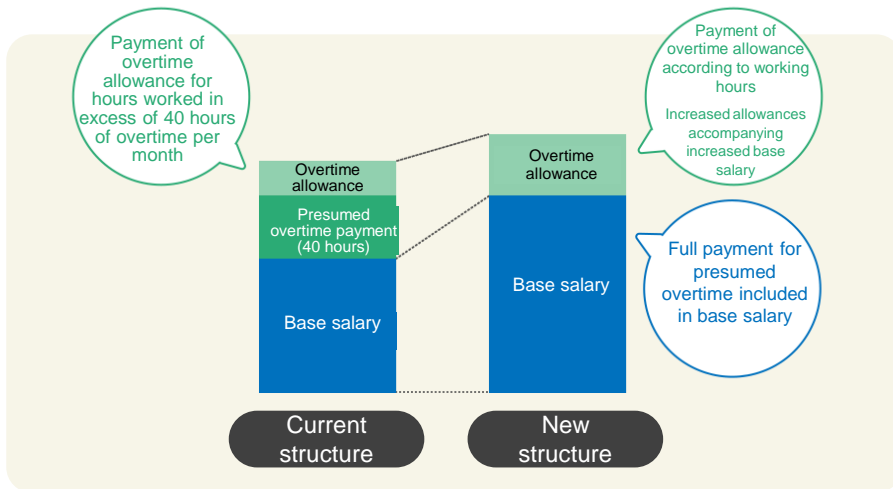
* Web Push is scheduled for release in FY2024

With a desire to create connections, the two companies will come together to achieve improved corporate value through a synergy that includes social media promotion support from ROC, SaaS system linking, and sharing of customers between the companies.

Topics

Inclusion of presumed overtime in base salary abolished in order to improve employees' conditions and reform working style

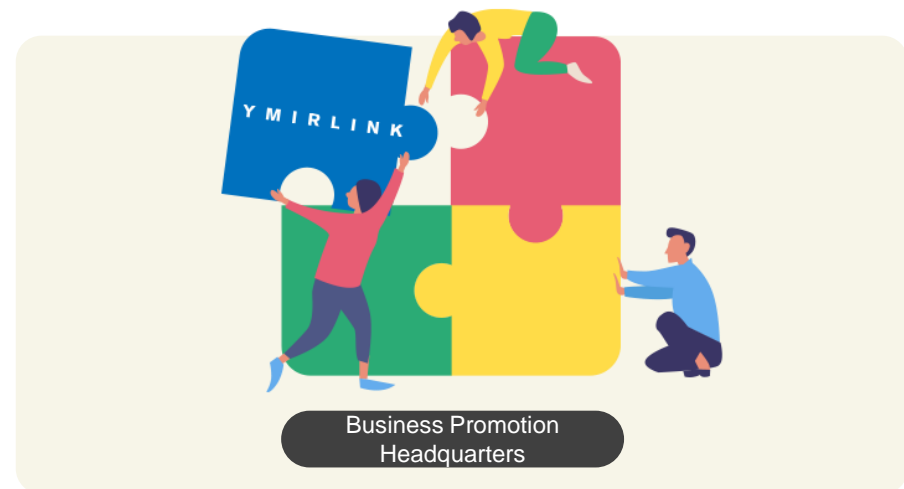
From January 2024



Presumed overtime payment (40 hours per month fixed payment) abolished, with its fixed payment amount now included in base salary in order to improve employees' conditions and reform working style (Disclosed December 26, 2023, implemented January 1, 2024)

New Business Promotion Headquarters established

From January 2024



Business Promotion Headquarters established with the aim of planning and promoting new businesses and projects, and promoting alliance strategies (Disclosed December 14, 2023, implemented January 1, 2024)

Topics

Start of provision of Cuenote SMS for Salesforce that links with Salesforce

July 2024

Cuenote[®] SMS for Salesforce

SMS can be sent as if it were a standard built-in function

取引先責任者 SMS一括配信

名前	取引先名
<input checked="" type="checkbox"/>	山田 花子 ユミルリンク (株)
<input checked="" type="checkbox"/>	田中 太郎 コートピア (株)
<input checked="" type="checkbox"/>	佐藤 すす スマート (株)
<input checked="" type="checkbox"/>	鈴木 自典 コスモス (株)
<input checked="" type="checkbox"/>	加藤 肇 ネクスト (株)
<input type="checkbox"/>	小田 健人 プレミアム (株)
<input checked="" type="checkbox"/>	佐々木 実 アーバン (株)
<input checked="" type="checkbox"/>	林 聖吾 セントラル (株)
<input checked="" type="checkbox"/>	松本 英子 リンク (株)

電話番号のみで重要連絡を個別一括送信できる

SMS配信

送信先 090-1234-5678

配信日 2024/07/01

メッセージ テンプレートを活用して簡単にSMSを送信できる

明日の勧誘についてリマインドです。4月日 (金) 13:00~ よろしくお願いたします。

SMSSMS 今月 15:30

お客様サポート窓口です。先程お問合せいただきました内容について、詳細をお送りします。URL: https://www.ymirlink.com/ お客様番号: 1112-3434-5656

顧客対応の進捗から受付完了の通知まで一元管理できる

Linking with Service Cloud and Sales Cloud from Salesforce, single and batch SMS messages can be sent from the management screen of Salesforce*.

* Salesforce is a cloud-based business application, and is a platform that enables multiple products to be combined for use, with core functions of sales force automation (SFA) and customer relationship management (CRM)

Start of provision of Merusapo and Dejisapo services in collaboration with COCOO

July 2024

Main Details of Service

- ✓ Support for Introduction of Cuenote FC
- ✓ Operational Support for Cuenote FC after Initial Setup
- ✓ Proposals for Analysis Improvement Utilizing Cuenote FC
- ✓ Content Idea Consultations and General Marketing Consultations

Thanks to an alliance with COCOO Corp., it is now possible for us to provide operational support concerning email marketing and digital marketing.

In the Merusapo and Dejisapo services for email support and total digital marketing support, respectively, we work together with COCOO Corp., a digital solution provider promoting digital transformation for businesses, and offer a choice of two plans for operational support according to the issues faced by businesses, such as being unsure about the most effective way to use Cuenote FC and how to get improved results in email marketing and digital marketing.

A stylized white figure, resembling a person or a stick figure, is positioned in the lower-left corner of a blue graphic element. The figure has a circular head, a horizontal line for arms, and two legs. The blue background consists of several overlapping, semi-transparent rectangular shapes in various shades of blue, creating a layered effect.

3.

Full-year forecast for the fiscal year
ending December 31, 2024

Financial forecast for the fiscal year ending December 31, 2024

 Sales stand at 50.9% and operating profit stands at 50.0% in terms of the full-year results forecast

	Full-year FY2024	2024 Q2 (cumulative)	Progress rate
Net sales	2,570 million yen	1,307 million yen	50.9%
Recurring fee sales	2,508 million yen	1,258 million yen	50.1%
One-time-fee sales	61 million yen	49 million yen	80.8%
Operating profit	610 million yen	304 million yen	50.0%
Operating profit ratio	23.7%	23.3%	△ 0.4 pts.
Ordinary profit	610 million yen	304 million yen	49.9%
Current net profit	420 million yen	210 million yen	50.0%
Current net profit ratio	16.4%	16.1%	△ 0.3 pts.

Fiscal year ending December 31, 2024 Index of main services

	Fiscal year ended December 31, 2023	Fiscal year ending December 31, 2024	Rate of increase/decrease
Mail			
Full-year recurring fee sales	1,934 million yen	2,157 million yen	11.5%
End-of-year MRR	170 million yen	187 million yen	9.9%
Monthly churn rate	0.43%	0.39%	△ 0.03 Pts.
SMS•Auth			
Full-year recurring fee sales	263 million yen	293 million yen	11.2%
End-of-year MRR	25 million yen	26 million yen	5.6%
Monthly churn rate	0.63%	0.80%	0.17 Pts.

2024 New Release Plan

Web Push is a service to provide push notifications to users via a web browser.

The Web Push service supports iOS devices since March 2023 and is used widely now in marketing for purposes such as promotion notifications, revisit notifications, and building customer loyalty without acquiring any email addresses or other personal information.



Usage scenarios

- EC sites
Campaign notifications
- Media
Notification of new content,
website visit encouragement
- Corporate
IR information, news

A stylized white figure, resembling a person or a stick figure, is positioned on a blue background. The figure has a circular head, a triangular torso, and four limbs extending outwards. The background is a gradient of blue, with a darker shade on the left and a lighter shade on the right.

4. Growth plan

Sustained growth from an increased number of messaging channels and platform creation



Vision for future growth

Strong growth from an increased share in the growing mail and SMS markets and an increased number of messaging channels.

► **Increased and enhanced human capital (increased employee numbers with a focus on technology, human resources development)**

28 staff members to be added over two years from 2024 to 2025

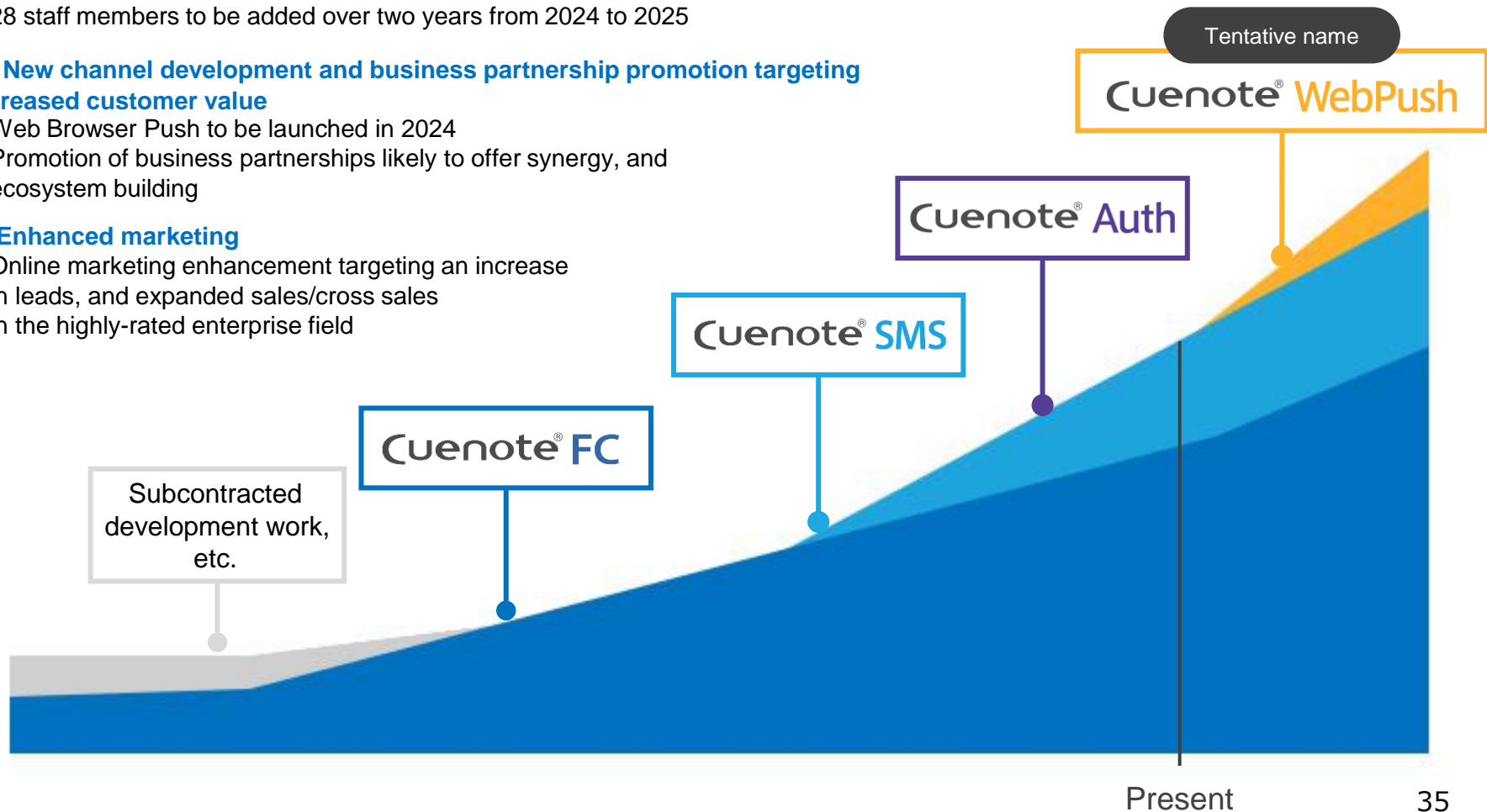
► **New channel development and business partnership promotion targeting increased customer value**

Web Browser Push to be launched in 2024

Promotion of business partnerships likely to offer synergy, and ecosystem building

► **Enhanced marketing**

Online marketing enhancement targeting an increase in leads, and expanded sales/cross sales in the highly-rated enterprise field



Role of a messaging platform

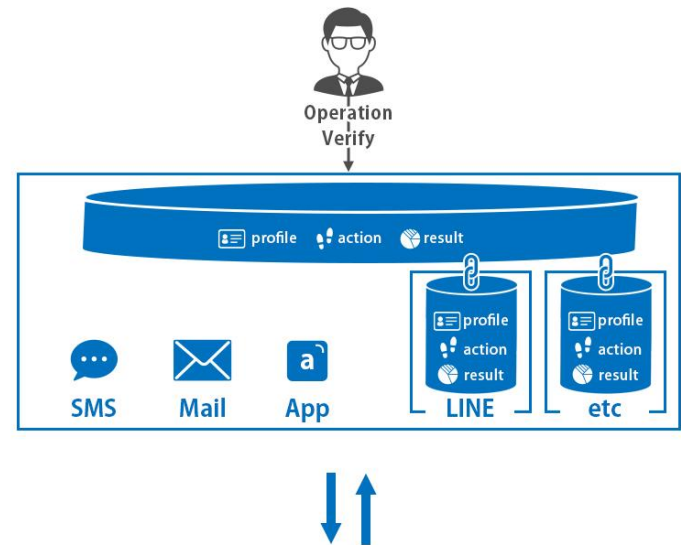
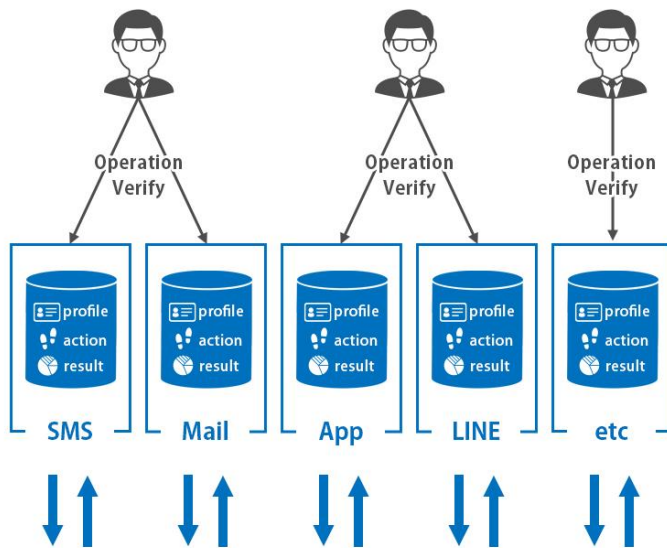
Background

Diversification of communication methods as a result of the evolution of consumers' lifestyles, and IT tools and technologies

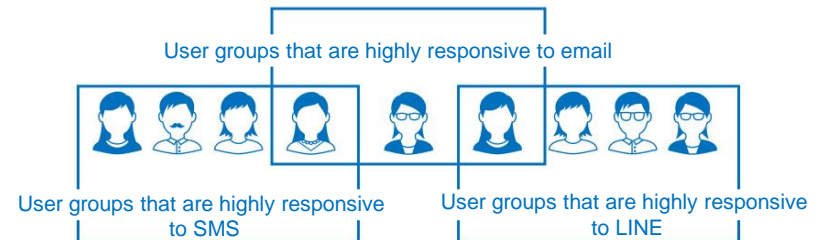
Company

Marketing measures for each communication channel
More complex marketing activities, increased costs

Improvement of the efficiency and sophistication of marketing activities
Realization of consistent or seamless communication
Improvement of effectiveness through user profile and behavior analysis



Consumer

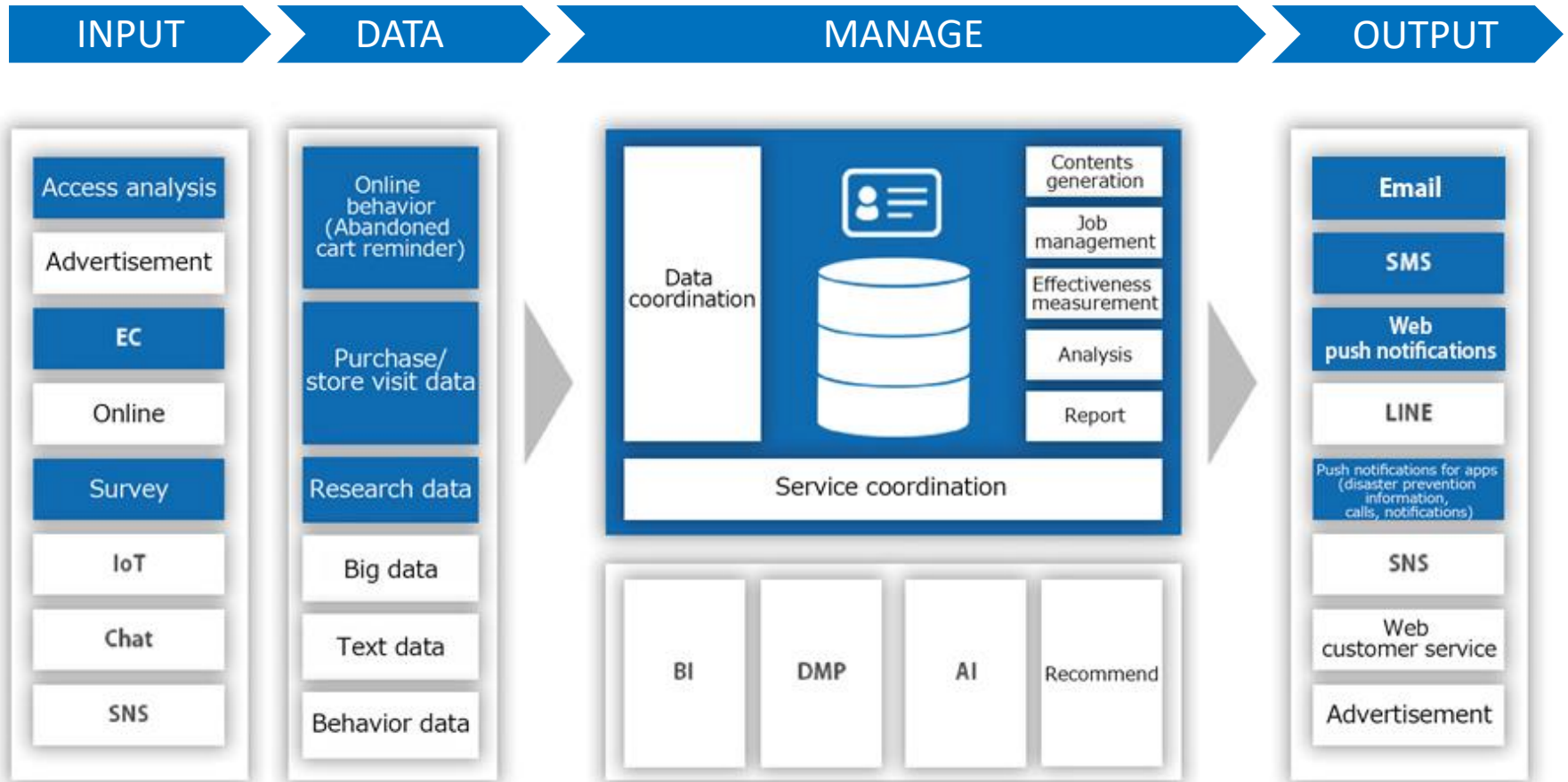


Increase in frequency and similarity of received information
Decline in loyalty, departure of customers

Receiving information with optimized frequency, amount and timing

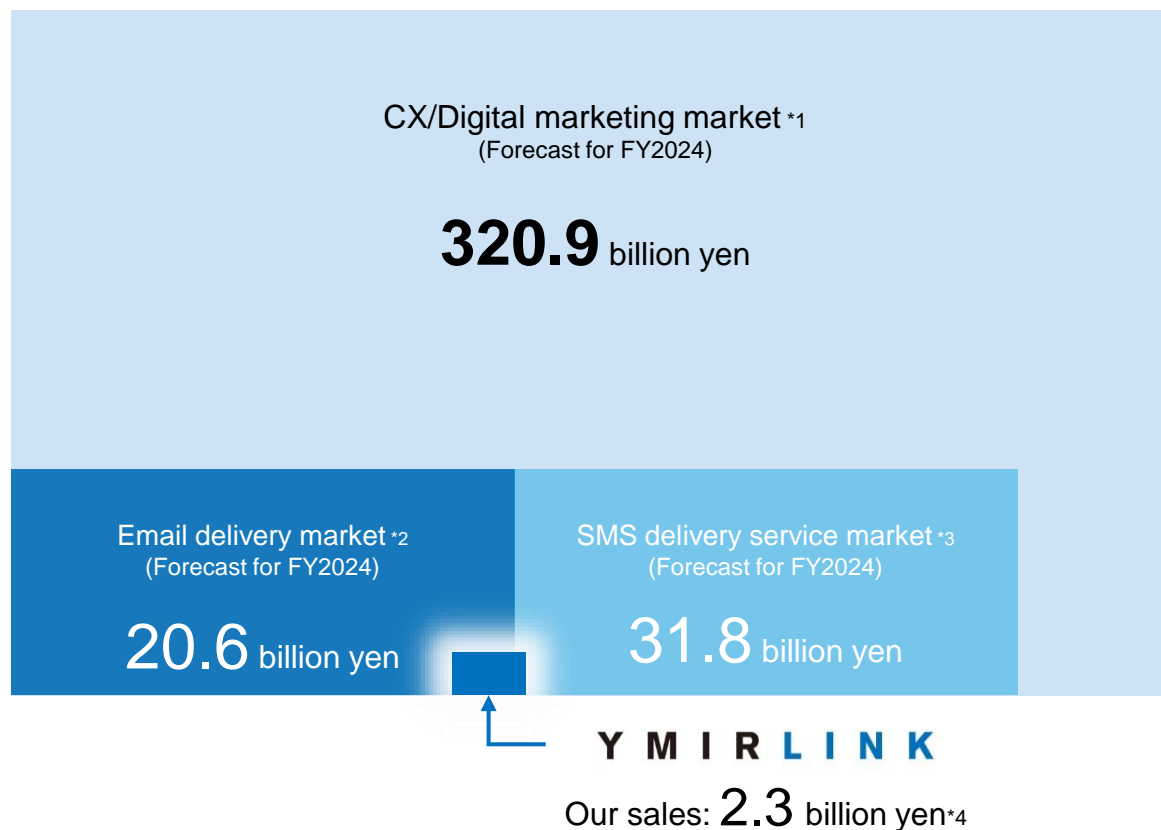
Messaging platform conceptual diagram

Expand the areas to be covered through selection and concentration



Our markets and related markets

We believe that the shift in communication with consumers, from physical to digital, will further progress, and the market that we belong to has a lot of room for growth



*1 Source: Fuji Chimera Research Institute "Software New Market 2024 Edition" CX/digital marketing market (Forecast for FY2024)

*2 Source: ITR Corporation "ITR Market View: Email/Web/SNS marketing markets 2024" Email delivery market (Forecast for FY2024)

*3 Source: ITR Corporation "ITR Market View: EC site construction/CMS/SMS delivery service/electronic invoice service/E-contract service markets 2023" SMS delivery service/electronic invoice market (Forecast for FY2024)

*4 Sales for fiscal year ended December 31, 2023

5. appendix



The origin of our name

“Ymir” is the first giant in Norse mythology and a symbol of creation.

“Link” represents connection.

As the origin of the company name suggests,
YMIRLINK is a company that **creates connections.**



Company Overview

Provider of a SaaS format messaging solution “Cuenote”



Company name	YMIRLINK, Inc.
Security identifier code	4372 (Tokyo Stock Exchange Growth)
Date of establishment	July 1999
Representative	Wataru Shimizu, President and CEO
Address	Tokyo (Head Office): Odakyu Southern Tower 12F, 2-2-1, Yoyogi, Shibuya-ku, Tokyo Osaka (Branch Office): Pacific Marks Nishi-Umeda 7F, 2-6-20, Umeda, Kita-ku, Osaka-shi, Osaka Hokkaido(development bases): Hikari Building 5F, 1-1-12, Minami Gojo-Nishi, Chuo-ku, Sapporo, Hokkaido
Capital	273 million yen
Number of employees	129 (Full-time employees: 129, temporary employees: 0) *As of June 2024
Business	Messaging solution business

Corporate history

- 1999 ● Established by students who met through the Internet as a limited liability company that undertook production work for corporate websites and web systems
- 2000 ● Reorganized as a stock company, subcontracted to undertake system development for online communities (such as bulletin board and online chat), and software development for email delivery system
- 2002 ● Capital participation of CyberAgent as the largest stockholder. Engaged in development and operation of advertisement management system and campaign system of the group
- 2003 ● Independently developed high-speed email delivery engine, launched email delivery ASP service, and gradually expanded clients
- 2005 ● Cybozu became the largest stockholder
Business transition from contracted system development to a service-based model, including messaging solution business
- 2006 ● Formed business partnership with Itec Hanshin (currently Itec Hankyu Hanshin)
- 2007 ● Terminated some services to concentrate management resources
- 2009 ● Unified products under **Cuenote**[®] brand
- 2011 ● Itec Hankyu Hanshin became the largest stockholder, Osaka Branch Office opened for business expansion
- 2013 ● Launched Cuenote Survey, SaaS-type survey service
- 2016 ● Opened Okinawa Office as a development base (closed in 2024)
- 2018 ● Opened offices in Fukuoka and Sapporo (closed in 2024) as development bases
Launched Cuenote SMS
- 2019 ● Launched Cuenote safety confirmation service
- 2020 ● Relocated Osaka Branch Office for business expansion
- 2021 ● Listed on the Tokyo Stock Exchange Mothers Index
- 2022 ● Authentication service Cuenote Auth released
- 2023 ● Launch of Cuenote for LGWAN that connects to the Local Government Wide Area Network
- 2024 ● Business Promotion Office established for alliance promotion
Resolution passed on acquisition of shares in ROC inc., which provides social media solutions

Main Service Characteristics and Uses of Mail and SMS

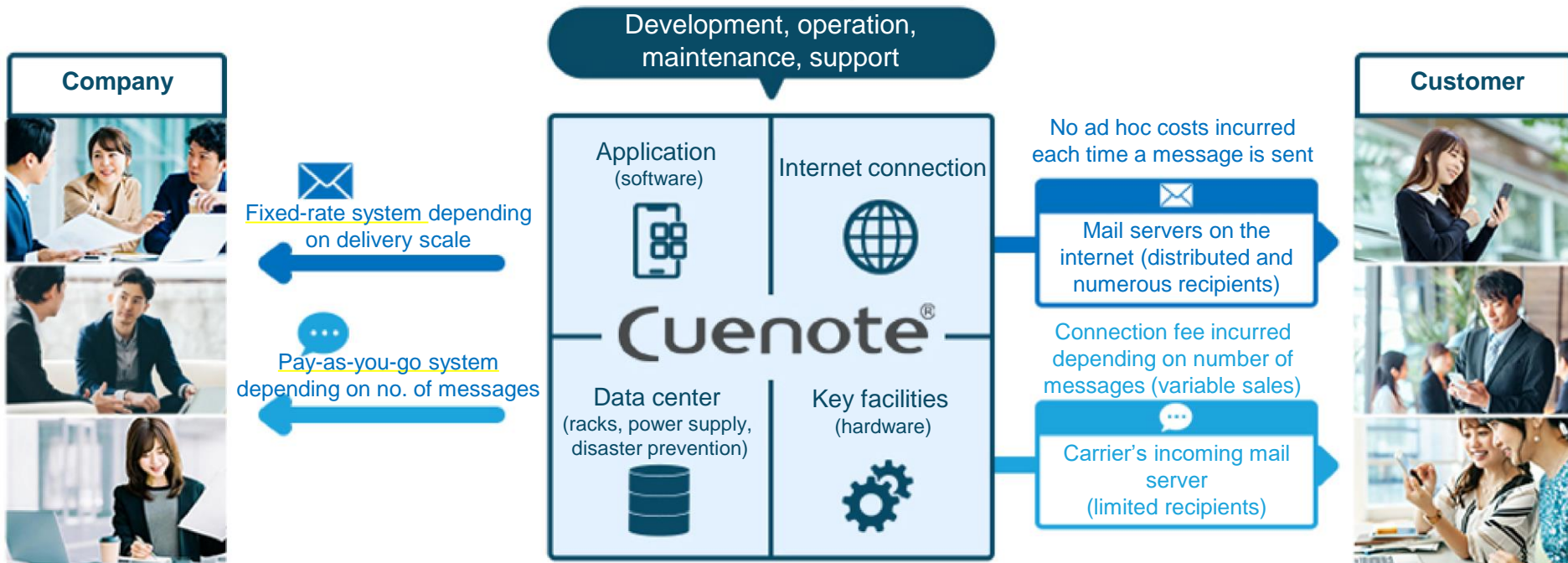
We offer methods for messaging with different characteristics in line with the customer's goals

	 Mail	 SMS
Recipient	Email address	Cellular phone number
Content richness	Rich Fonts, images, background color, attachments, etc.	Simple Text information
Sending cost	Very cheap Very cheap at less than a few yen per email	Cheap Costs vary from several yen to a few dozen yen per message. Cheaper than post, etc.
User's viewing environment	Diverse Includes PCs, smartphones, and cloud services	Limited Smartphone *Some telecoms carriers offer a service for viewing on PC
Destination message server	Diverse Sent to diverse destinations such as ISPs, cloud vendors, and mail servers of companies	Limited few Telecoms carriers are the recipients, in Japan's case, the four major carriers
Use and objectives	User authentication (code notification) Batch notifications, reminders, promotions, maintaining relationship with customer	Identity verification (code notification), notifications/communication/reminders (alternative to calling)

Main Service Revenue Structure of Mail and SMS

Provision of added value through the development of highly specialized functions and operational support, among other such things, and creation of scale benefits through high functionality, aggregation, and streamlining

Rationalization with unique operating structure



About products

Email delivery system

Cuenote[®] FC



SaaS

Software

This is an email delivery system that is equipped with large-scale, high-speed delivery performance and extensive marketing functions thanks to a unique delivery engine (MTA) developed by us.

This system aims to improve the arrival rate by analyzing more than 7.6 billion communications per month, thanks to which it can fast and reliable delivery even for large-scale email delivery in which the number of recipients is in excess of tens or hundreds of millions.

Email delivery system

Cuenote[®] SR-S



SaaS

Software

It is an email relay server that relays SMTP through DNS settings to eliminate email delivery delay and non-delivery.

It includes a delivery error reason analysis function and supports API-based document creation and delivery.

About products

SMS delivery service

Cuenote[®] SMS



Authentication code: 1234
Please enter the
authentication code on
the confirmation screen.

SaaS

This is a direct carrier access-type SMS delivery service.

It supports IVR and two-way communication for sending from API and screen.

It can be used for purposes such as identity verification, important notifications and guidance, demands, promotions, the optimization of call business, etc. For administrative bodies and local governments, Cuenote SMS for LGWAN that connects to across local government wide area networks (LGWAN) has been launched.

Authentication service

Cuenote[®] Auth



SaaS

A secure authentication service utilizing SMS and IVR through phone numbers.

The authentication process can be easily implemented just by making a request to the API, after which an authentication code will be created and sent.

It can be used for purposes such as identity verification, measures against resale for EC websites, unauthorized access prevention, etc.

About products

Online survey and form system

Cuenote[®] Survey



SaaS

This is a web survey form system provided in SaaS that enables the creation of advanced surveys and secure forms using a web browser (without code).

It supports responsive design, multiple languages, and integrated landing page (LP) forms for use in various situations.

Safety confirmation service

安否確認サービス Cuenote[®]



SaaS

This is a safety confirmation service that is linked with weather information, and in the event of disaster, it can automatically confirm the safety status of the employees in the affected area.

The Cuenote safety confirmation service provides disaster and emergency support through excellent operability that enables quick notification creation with fast and reliable delivery performance even in times of emergency, allowing you to quickly confirm the safety of members and summon an emergency meeting.

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This document includes forward-looking statements. These forward-looking statements are prepared based on the information as of the date hereof. These statements provide no guarantee regarding future results and performance. Such forward-looking statements necessarily include known and unknown risks and uncertainties, and as a result, actual performance and financial status in the future may differ significantly from the future performance and results expressed or implied in the forward-looking statements.

Factors that could cause results to diverge from those described in these statements include but are not limited to changes in domestic and international economic conditions and trends in the industry in which we operate.

Additionally, information regarding matters and organizations other than YMIRLINK is based on publicly available information, and we have not verified and do not guarantee the accuracy and appropriateness of such publicly available information.

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Y M I R L I N K