

Company Brief

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Mobile Internet Technology Co. Ltd.

July, 2009

Ryoichi Shiratsuchi

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Company Overview

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Company name	: Mobile Internet Technology Co. LTD.
Establishment	: July 2004
CEO/Founder	: Ryoichi Shiratsuchi
Paid-in capital	: 41.25 million yen (as of July 2009)
Employees	: 15 Employees (as of July 2009)
Head quarters	: YK Bldg.2F, 2-6-5 Nihonbashi Kayaba-cho, Chuo-ku, Tokyo, JAPAN Postal-code 103-0025, Tel 81-3-6206-2871
Line of Business	:Development of platforms for online systems of cell phone applications :Development of contents for cell phones :Various services related to cell phone applications (planning, data-center setting, hosting, testing, etc.)
Main customers/ partners	:Nokia Inc., SEGA Corporation :Gaitame.Com Co.,Ltd. :CLICK Securities, Inc. ,Three-A System Co.,Ltd. :Central Tanshi FX Co.,Ltd. :Aucnet Inc. , VAKA Inc. , etc

Company history, accomplishments

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- **Co-development of “JAVA Wireless Toolkit,” provided by a large handset manufacturer to contents providers world wide. Contributed in the implementation of the handsets.**
 - Management and administration of the online game center targeting Asia.
 - Development of online system for the first cell phone online MMO, “Pocket Kingdom” (SEGA) in Smartone IN’, serviced by Smartone (Hong Kong).
 - Development of 5 cell phone online games released concurrently with the game above.
- **JAVA application for cell phones: for viewing real-time currency rates and carrying out transactions; designed for foreign exchange (FX) companies**
 - Acknowledged application of state-of-the-art and the velocity and the highest function in industry.
 - Potential market share of about 40%. (The cellular user's simple account number total)
- **JAVA application for cell phones: for viewing real-time stock information and carrying out transactions of stocks ; designed for online security firms**
- **Designing and development, as well as management of EC (Electric commerce) sites aimed at cell phones and PC**

Staff's Primary Experience/Expertise

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- Planning and development of real-time applications run on cell phone JAVA applications (such as stock and currency exchange system)
- Planning, development, and management of sites/contents related to cell phones
- How to launch sites on carrier's (Docomo, au, Softbank) "Official site"
- Planning, development, and management of online communities (game/others) run on cell phone JAVA applications
- Building, management, and maintenance of data centers of online systems
- Building and management EC sites for cell phone/PC

Main Members

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- **Ryoichi Shiratsuchi (Founder/CEO)**
 - ✦ 30 years of experience in IT business. Primarily deals with network, PC/small devices (Overseas business for 15 years since 1991)
 - ✦ 1999-2003: worked under Network Gaming and Mobile Department at Sega
 - ✦ 2003-2005: Vice president of the Strategy Department of Games in Nokia
 - ✦ 2005: returns to Japan

- **Tetsuji Ishii (Sales and Marketing) (Co-Founder)**
 - ✦ 25 years in the IT business (Worked for CSK/Sega group until the foundation of MIT)
 - ✦ Served as a manager in system sales and marketing, project planning, EC system construction, and customer/client support system construction and management, in 3 companies within the same group.
 - ✦ Projects in the last 6 years focused on systems utilizing cell phones, especially those related to games and EC fields

- **Hiroshi Okamoto (Business Development)**
 - ✦ 20 years of experience in producing software, mostly games
 - ✦ Produced and developed cell phone applications under Sega for 4 years since 2002
 - ✦ Beginning with the creation of the “world’s first real-time MMO on a cell phone” in 2003, has a unique knowledge and experience related to online applications for cell phones
 - ✦ Left Sega in October 2006 to join MIT

Cell Phone Market (outside reference)

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- **Cell Phone subscribers : 14,426,900**
 - IP connection service : 8,9560,200
- **PHS subscribers : 459,9400**

	Total	IP (WEB)
● Docomo :	53,807,200	48,035,200
● au :	30,376,900	25,781,200
● Softbank :	19,490,400	15,710,600

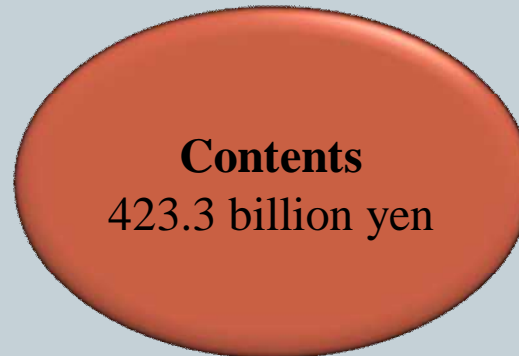
Telecommunications Carriers Association (TCA) Sept. 2008

Mobile Business Market (outside reference)

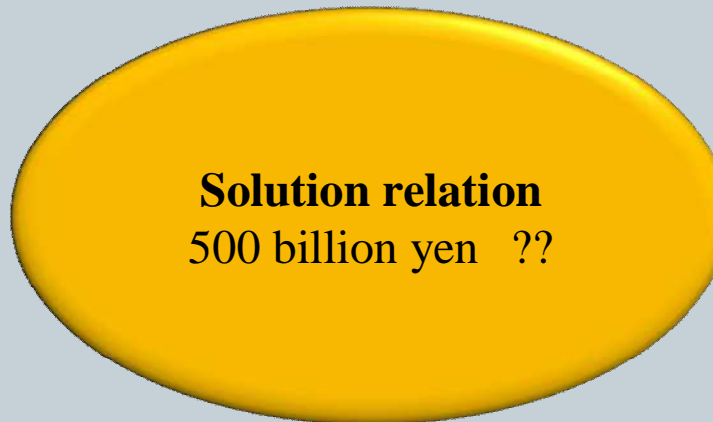
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EC, Service , etc



Music, Movie, etc



(Our guess)
CP 16,000
development of Application
making of Web site of
cellular phone
Network relation

(Press material , Ministry of Internal Affairs and Communications)

Broad Trends in the Mobile Market

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- **Device market is nearly saturated**
- **Advanced functions**
 - Movies, payment system (Felica), non-contact technology, GPS, TV, PC synchronization, etc
- **Faster data communication speed**
- **Prices: Lower Prices/unbundling**
 - Fixed Packet fee
 - Unbundling fee of device and service
- **Enhanced Security**
- **Mobile contents' focus**
 - from entertainment to practical/convenient usage
 - Diminishing the boundary between official and nonofficial sites
 - Free sites (no charge for contents, Ads model)
 - Increase in networked contents SNS, blogs, RSS, WIKI, etc.
- **Other movements**
 - MNP, SIM lock free, Windows Mobile device (Smart phones), WiMAX, Selection of handsets manufacturers

Predictions (MIT)

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Trend in Mobile content focus

Individual · youth
entertainment
hobbies
luxuries



Part of social infrastructure
Expansion of fields, generation
Practicality, benefit

Almost one per person + (higher function , higher network capacity)



acknowledgment as an ubiquitous tool / usage increase

current market size: About one trillion yen or more

The current market size is mainly based on individual/entertainment usage

If it is to be used as a social infrastructure, then the size will be “??”.

In order to be used as a social infrastructure, must be:

easy to use, cheap, useful, rewarding

MIT's aim

- Use cell phones as social and organizational infrastructure
- Usage as an interactive, high speed, communications device
- Usage that for practical issues rather than entertainment

MIT's expertise

- Both, “business” and “community” fields
- Real-time communications and fast drawing
- Making of applications that are easy to use and maneuver

MIT's Present Standings (Where we are now)

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- **Applications in focus**
 - **Stock Exchange System** (Displays stock information, Buy/Sell transaction)
 - **Currency Exchange System** (Displays FX information, Buy/Sell transaction)
 - ✦ High speed communication/graphic drawing, user-friendly
 - ✦ Clients: Central Tanshi Online Trading Co., Ltd., CLICK Securities, Inc.,
 - **High Speed Auction System**
 - ✦ Realization of high speed auction on a cell phone
 - ✦ Realization of a system that can “knock off an item in 30 sec.”
 - ✦ Continuous reception of packets transmitted at 30 millisecond intervals
 - ✦ Coexistence of UDP/TCP on a cell
 - ✦ Real-time characterization of the above high speed communication result
 - ✦ Clients : undisclosed in 2007
 - **Community Platform**
 - ✦ Integration of game and community
 - ✦ Partnership with the oversea company
 - ✦ No clients yet