



Katsunori Ueda

Founder / President & CEO

About Katsu Ueda

He established Nihon Enterprise Co., Ltd. in Nagoya in 1989. After he graduated from Osaka Prefecture University, he started his career as an engineer at Toyota Motor Corporation. After Toyota he joined Panasonic Corporation (formerly Matsushita Electric Industrial Co., Ltd.). He was conferred “President award” twice as a top salesman during his 7 years at Matsushita.

Since he started Nihon Enterprise’s business operation in 1997, the company has been expanding business as a mobile contents innovator and as an IT solution provider.

The company was listed in NASDAQ Japan in 2001, then listed in Tokyo Stock Exchange’s second section in 2007, and assigned to TSE’s first section in 2014. As of today the company grew to a group having 8 local subsidiaries and 4 in overseas.



Associations:

- Deputy chairman of board, Association of Media in Digital
- Chairman of board, Internet Rating Observation Institute
- Chairman of board, Mobile Contents Forum

Awards:

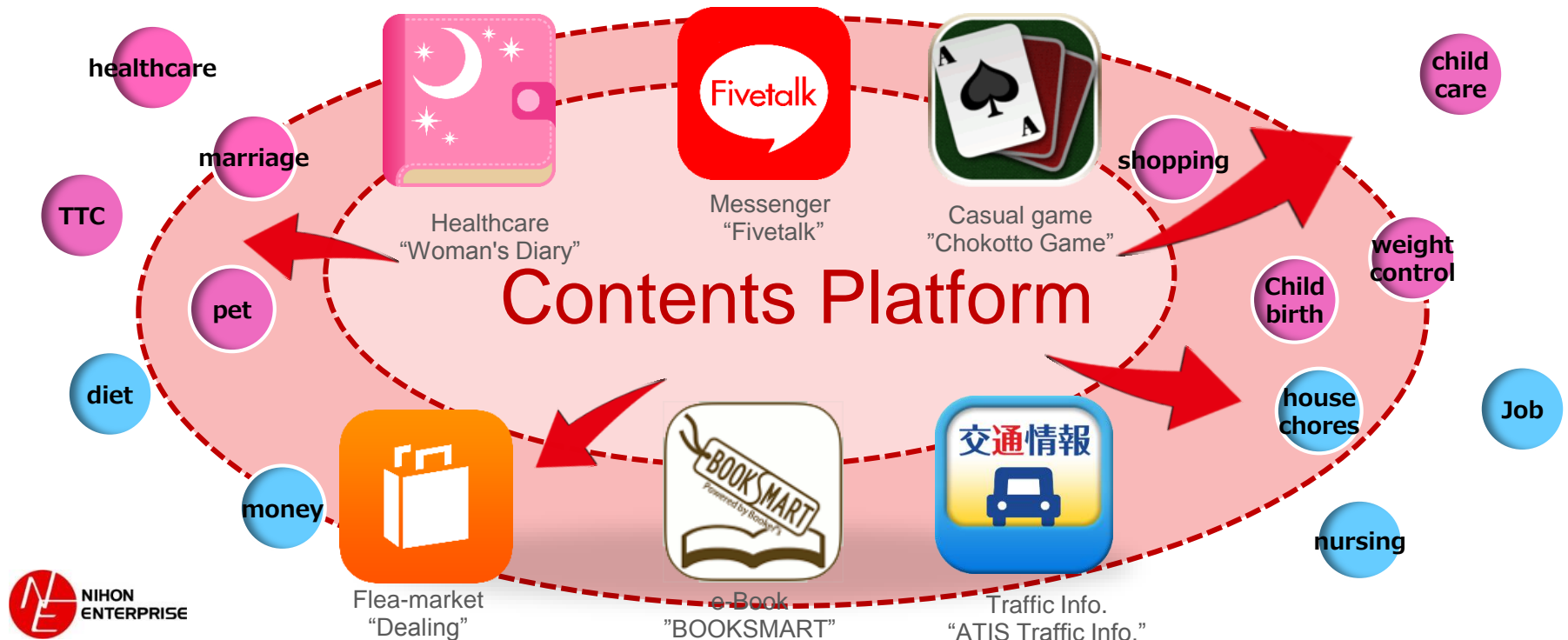
- (March/2016) Medal with Dark Blue Ribbon
- (April/2009) Medal with Dark Blue Ribbon
- (Feb./2007) Medal with Dark Blue Ribbon
- (Sep./2002) Seiwayyuku Inamori Management Award
- (June/2001) Red Cross Gold Medal
- (July/2000) Red Cross Silver Medal
- (Jan./2000) Red Cross Silver Medal

Contents Service Segment

Expanding “Contents Platform” with alliance partners

As a mobile contents innovator, Nihon Enterprise has been distributing variety of Apps such as healthcare, traffic & travel information, flea-market, e-book, messenger and games onto platforms including Japanese carriers (docomo, KDDI and Softbank) , Google Play and App Store.

Now the company is on the way to build a “Contents Platform”. With this all the Apps are connected mutually to support and entertain people at anytime anywhere through all the life stage. The company challenges this “Contents Platform” project together with variety of alliance partners.



Solution Segment

Expanding business fields towards

Based on expertise obtained through Contents Service Segment, the company has been providing IT solution service to enterprise clients and government sector. The solution service includes “App development”, “Cloud platform”, “Debugging”, “e-Commerce infrastructure”, “Messenger for business use”, “Reverse auction”, “IP-Phone” and “e-Learning system”.

Another business under Solution Segment is “Advertising Agent Service”. Though nationwide sales channel such as cellphone shops, shop staffs sell selected digital contents to the customers. This face-to-face contents sales brings benefits to contents providers for increase of paid users.

Regarding Overseas, the company has been operating subsidiaries in China since 2005 and in India since 2009.

Solution



App development



Cloud



Debug



E-commerce



Messenger for biz



Reverse auction



IP-Phone



E-learning

package service

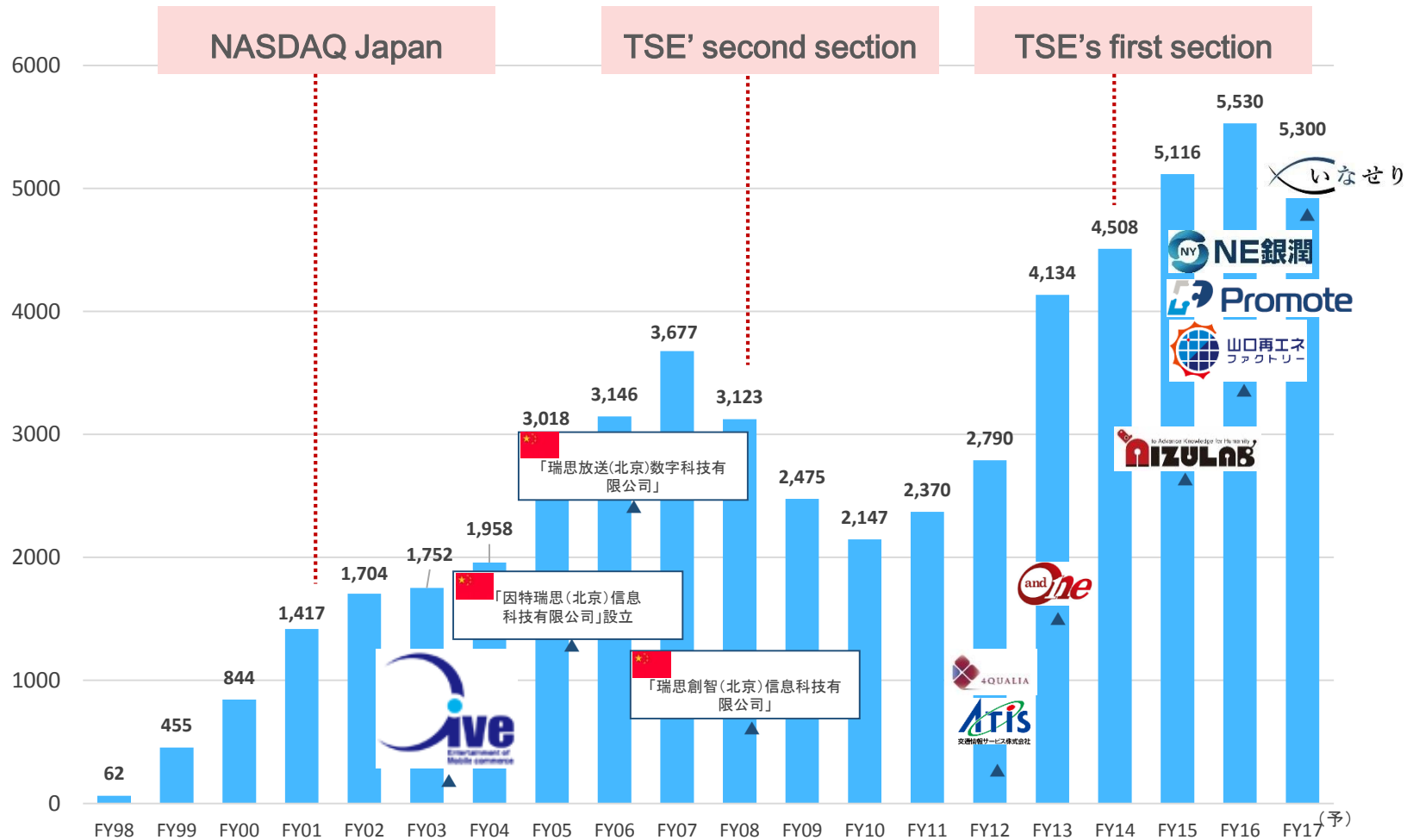
Overseas



Advertising Agent Service



History w/sales trends



Shareholders

Name of shareholder	Number of stock	Ratio
1. Katsunori Ueda	11,095,100	27.35%
2. Plantfill Co.,Ltd.	9,650,000	23.79%
3. Toyota Motor Corporation	1,600,000	3.94%
4. Kenichi Murata	566,600	1.39%
5. ORIX Corporation	480,000	1.18%
6. The Master Trust Bank of Japan ,Ltd.	390,200	0.96%
7. Mitsuyoshi Tatara	315,400	0.77%
8. Japan Trustee Services Bank, Ltd.	249,500	0.61%
9. Employee stock ownership	214,600	0.52%
10. Japan Trustee Services Bank, Ltd. (5)	207,600	0.51%
18. Kazuo Inamori	160,000	0.39%