

Company Profile

Accrete Inc.

TYO: 4395



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Vision

Real connections in a digital society.
Be a key player in a hyper-information society.

Mission

To provide a secure and optimal platform for everyone who communicates.



Company Overview

Company Name	Accrete Inc.
Founded	May 2014
Address	3F, Axle Ochanomizu, 3-28-5, Kandaogawamachi, Chiyoda-ku, Tokyo, 101-0052, JAPAN
Services	A2P SMS Delivery Service
Capital	¥380,724 thousand (As of March 2025)
Membership	Anti-Spam mail Promotion Council (ASPC) Council of Anti-Phishing Japan Japan Anti-Abuse Working Group (JPAAWG) GSM Association (GSMA)
Licenses and Approvals	Telecommunications Business: A-18-8646

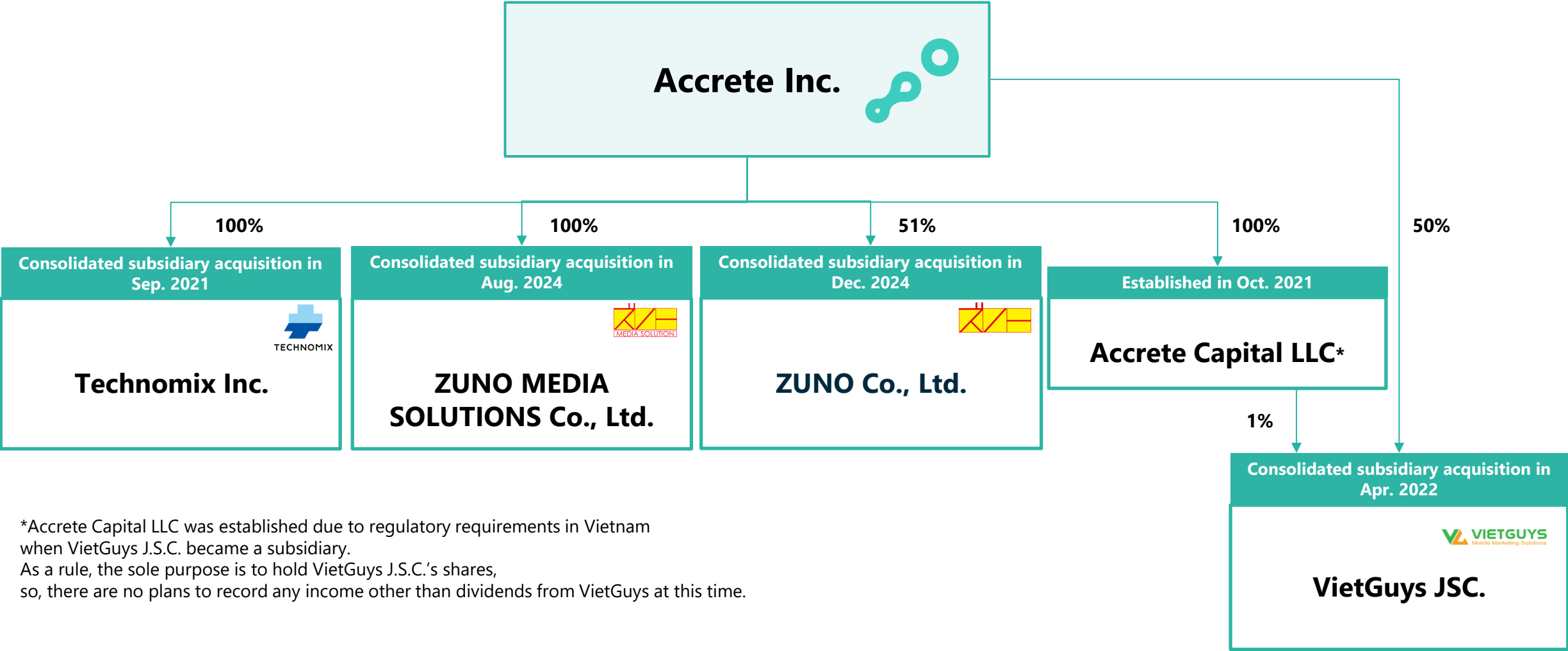
Management

Koji Kabumoto President & Representative Director
Yusei Tanaka Executive Vice President
Masanao Takase Director
Toshiharu Yamamoto Director
Takao Iijima Director
Junichi Hirao Outside Director (Audit and Supervisory Committee member)
Kosuke Sato Outside Director (Audit and Supervisory Committee member)
Hiroataka Isayama Outside Director (Audit and Supervisory Committee member)

Number of Employees





67 (Including full-time and part-time officers, part-time and dispatched employees)
(As of May 1st, 2025)

Group Structure



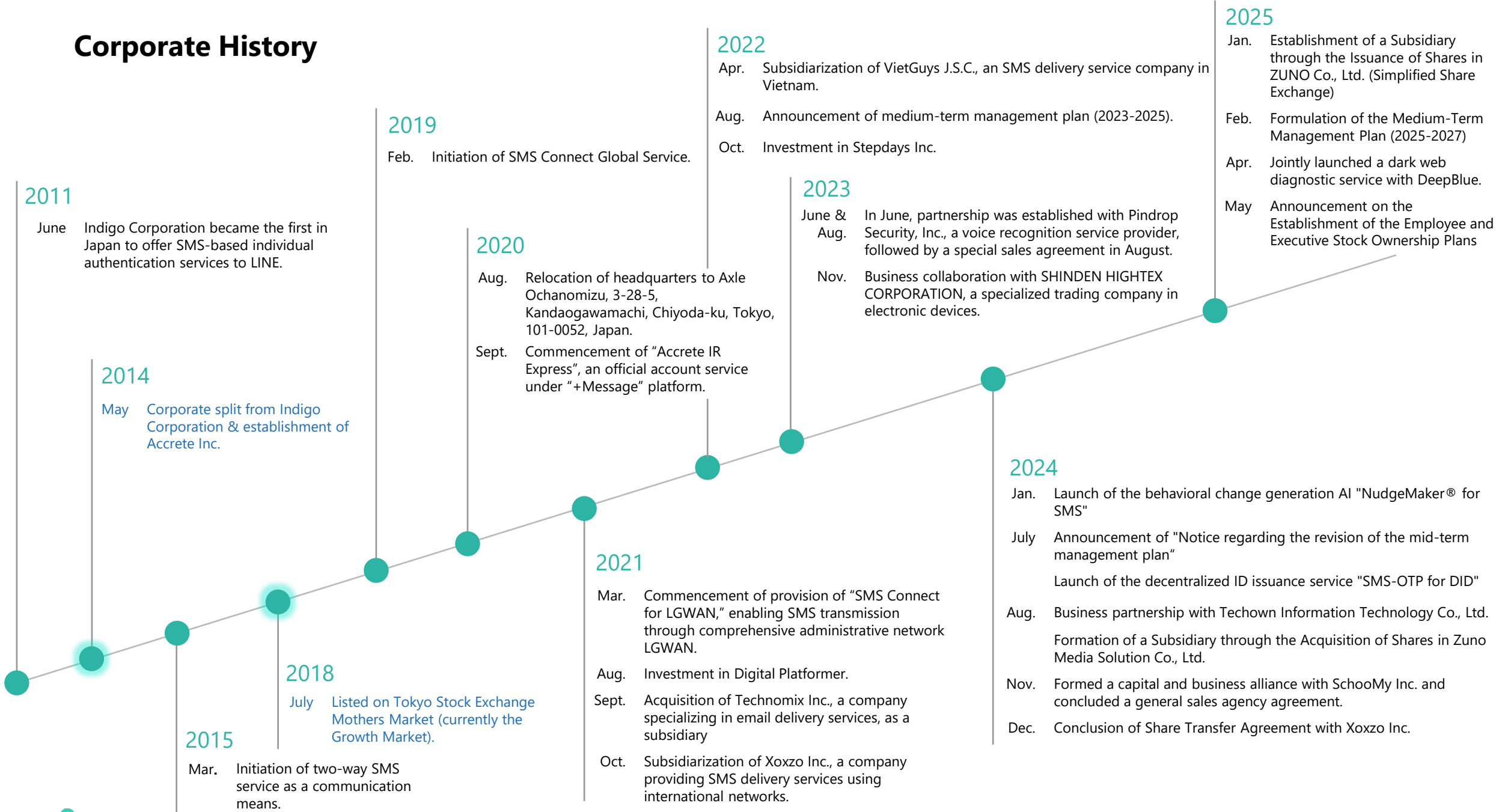
*Accrete Capital LLC was established due to regulatory requirements in Vietnam when VietGuys J.S.C. became a subsidiary. As a rule, the sole purpose is to hold VietGuys J.S.C.'s shares, so, there are no plans to record any income other than dividends from VietGuys at this time.

Overview of Group Companies

Company Name		Services	Company Characteristics	Founded & Capital
Technomix Inc.		Content provider	Providing a service that reliably sends necessary information via email, widely utilized by public organizations such as schools and municipalities.	1999 & ¥17,500 thousand
VietGuys Joint Stock Company (VGS)*		SMS Business Other marketing-related businesses	Having strength in sales utilizing high-quality SMS for the e-commerce industry, which is a growing sector in Vietnam.	2007 & VND 20 billion
ZUNO MEDIA SOLUTIONS Co., Ltd. (ZMS)*		Handling of Advertising and Various Productions, Market Research, and General Consulting Services	The Cross-Media Division proposes and implements comprehensive strategies that integrate media, centered around creative work and websites.	2013 & ¥10,000 thousand
ZUNO Co., Ltd.		Communication Consulting, Advertising Planning and Production, Media Development, and Content Development	Support for overall marketing activities of companies. Planning and operation of "Bid King," an ASP service that provides bid and contract information from national government agencies, local governments, and affiliated organizations across the country.	2004 & ¥75,385 thousand

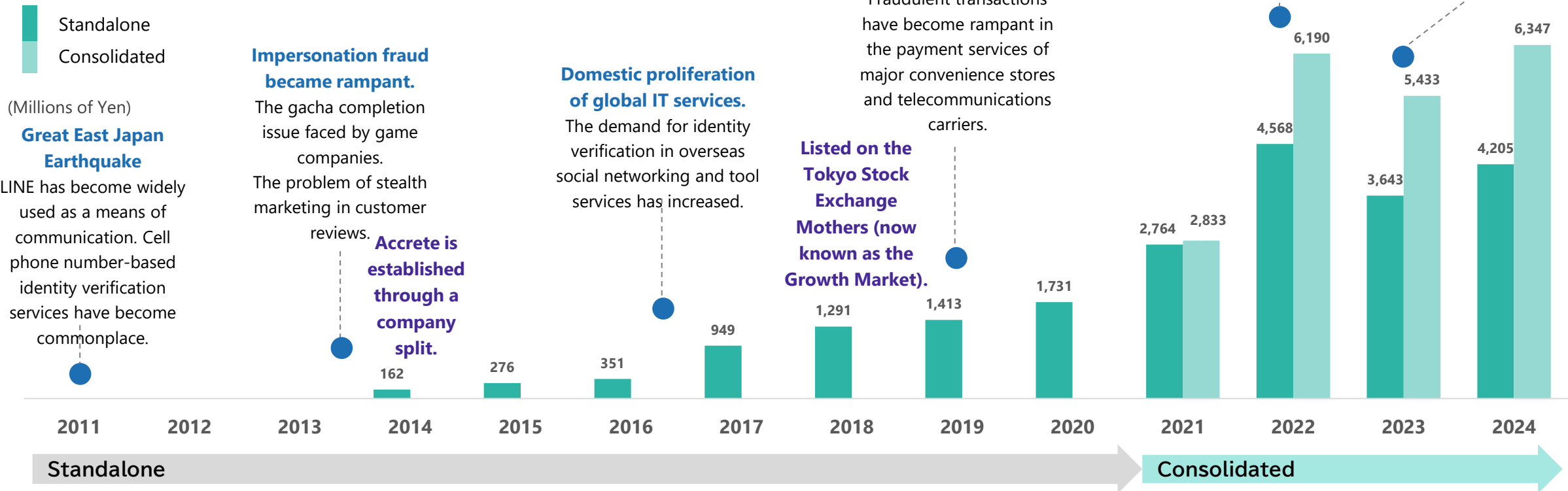
*In the following pages, we will refer to them as VGS and ZMS, respectively.

Corporate History



History and Achievements

For 14 years, we have faced the challenges of society and corporations, collaboratively developing solutions and growing as a company. By presenting solutions to the issues arising in the changing information society, we have increased the number of service users.



Q3 FY2021



Technomix Inc. and Xoxzo Inc. have consolidated.



Accrete

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Q2 FY2022



VGS has consolidated.

Q4 FY2024



ZMS has consolidated. A transfer of shares for Xoxzo Inc. has been carried out.

Q1 FY2025



ZUNO Co., Ltd. has been made a subsidiary through a simple stock transfer.

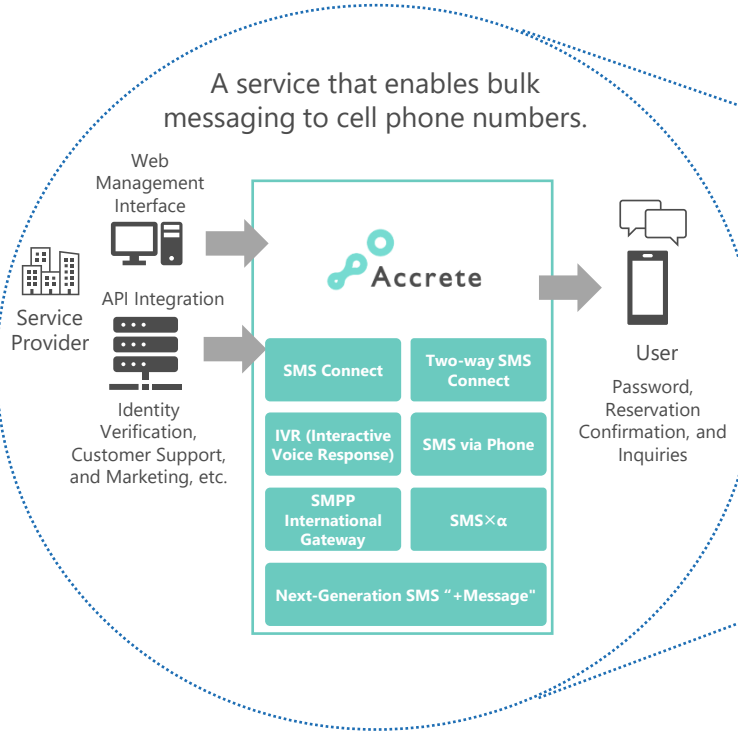
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The Evolution of Accrete's Business Model

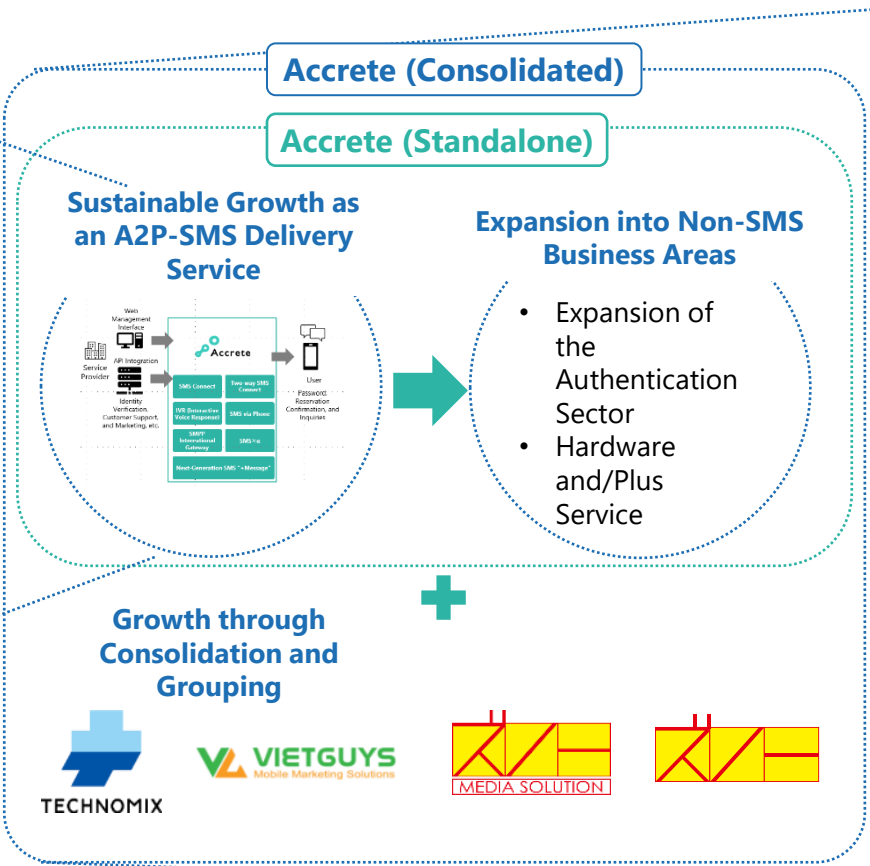
Founding - IPO - Rapid Growth Period (2018-2022)

- Establishing the Business Foundation for A2P-SMS Delivery Services.



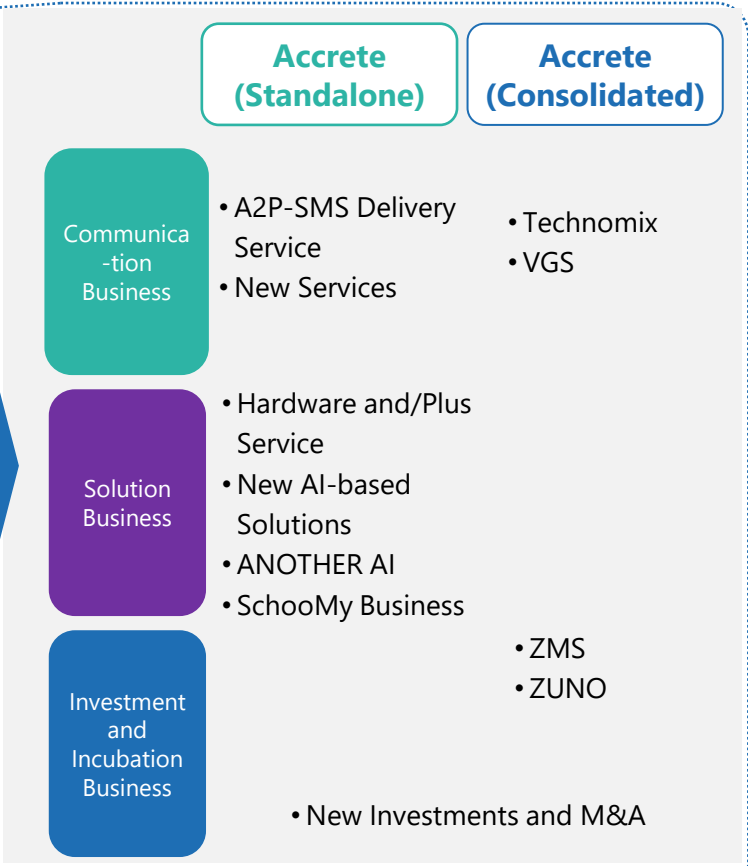
Consolidation and Expansion into Non-SMS Businesses Beyond SMS Services (2021-2024)

- Business Growth through Consolidation and Grouping
- On the other hand, Accrete, as an independent entity, worked to transition away from its sole focus on SMS services and expanded into non-SMS business areas.



Furthermore, a business diversification strategy through three segments (2024 and beyond)

- Business Growth through Consolidation and Grouping
- On the other hand, Accrete, as an independent entity, is working to transition away from being solely focused on SMS services and is expanding into non-SMS business areas.



The Medium-term Management Plan (2025-2027)

- The Medium-Term Management Plan (2023-2025), announced on August 18, 2022, was significantly below the initial planned figures due to changes in social circumstances, economic conditions, and the business environment starting from its first fiscal year (2023). As a result, a review was conducted on July 12, 2024, and further scrutiny continued, leading to the announcement of the Medium-Term Management Plan (2025-2027) on February 10, 2025.
- Therefore, the business plans for 2025 and beyond are linked to the Medium-Term Management Plan [2025-2027], in which "business diversification and structural reform" are highlighted as key themes for transformation and growth.

Key Issues and Policy Guidelines Derived from Current Situation Analysis

Key Issues	Policy Guidelines
Delayed response to changes in the SMS business environment.	In addition to authentication and communication notifications, we aim to build a new model focused on collaboration with administrative services and sales promotion, leveraging new SMS utilization to expand our business.
Delayed transition from a single SMS business model.	Based on our business diversification strategy, we have established three business segments. By advancing organizational restructuring through M&A and building new business frameworks, we aim to expand our business areas and reform our revenue structure.
The need to restructure overseas strategies targeting the Asian market.	While maintaining the fundamental policy of business internationalization, we will implement an effective business framework and methodologies focused on strategic partnerships to develop high-impact businesses. This will contribute to the growth strategy for the next era of Accrete.
Limitations of business expansion as a standalone company.	Business alliances will be established with external partners through top management. We will issue warrants as part of a dynamic funding strategy and execute capital raising that consider the dilution of stock value.

The Medium-term Management Plan (2025-2027)

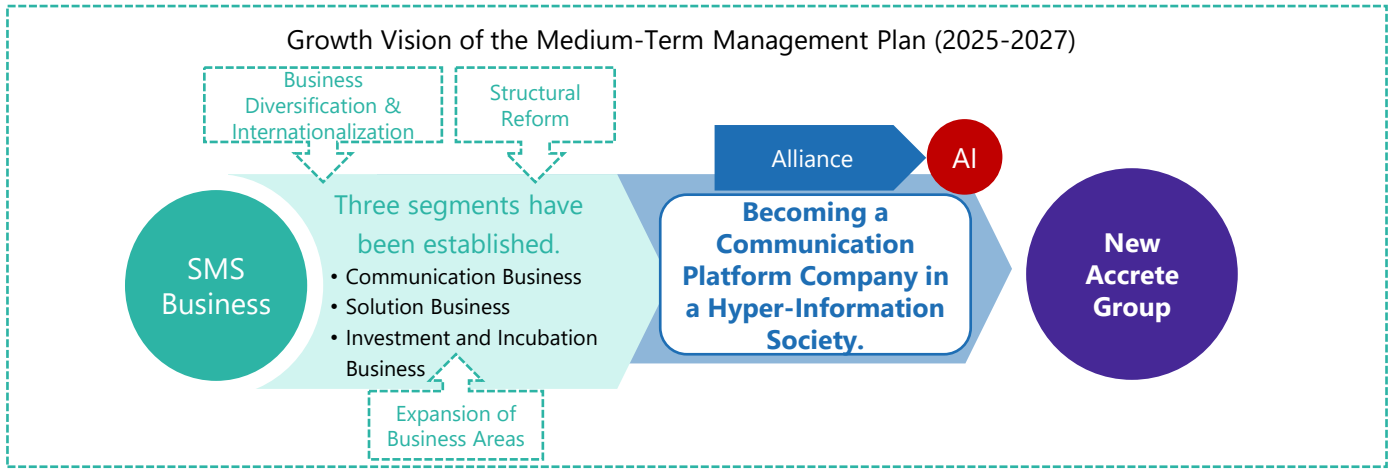
Keywords for Transformation and Growth: **Business Diversification and Structural Reform**

3 New Structural Reforms

"Revenue" Structural Reform: We will expand our business areas and develop new initiatives that serve as new sources of revenue based on our business diversification strategy.

"Corporate" Structural Reform: By implementing organizational restructuring concerning our management and business systems, we will build a new corporate group as an Accrete entity.

"Business" Structural Reform: New Initiatives in Business Types, Business Models, Merchandising, and Services



Building a Corporate Group Through New Segments: Expansion of Business Areas & Scale-Up

We aim to enhance corporate value through **AI technology and structural reform.**

Creation and Enhancement of New Corporate Value.
Becoming a holding company & a Corporate Group.

3 Business Areas Undertaken by Accrete

In addition to our core SMS delivery (Communication) Business, we are expanding into new areas, including Solution Business and Investment and Incubation Business.

Communication Business

We provide a variety of messaging services, including SMS, along with a reliable communication platform to support the connection between businesses and end-users.

► **Accrete**

SMS delivery via domestic SMS and international aggregators.

► **VGS**

Messaging services in overseas markets (Vietnam).

► **Technomix**

Email distribution service between schools and parents.

Solution Business

Utilizing AI technology and extensive experience, we offer customizable services tailored to clients' needs to support business growth.

► **Hardware and/Plus Service**

We sell GPU servers and offer generative AI services that can be deployed on these GPU servers.

► **AI Solution**

ANOTHER AI and SchooMy Business

► **eKYC and Cybersecurity-related Businesses**

DeepBlue

Investment and Incubation Business

We provide investment and financing to companies targeted for business partnerships and collaborations, as well as funding for promising venture companies that demonstrate synergy with us, thereby supporting the growth and development of these businesses.

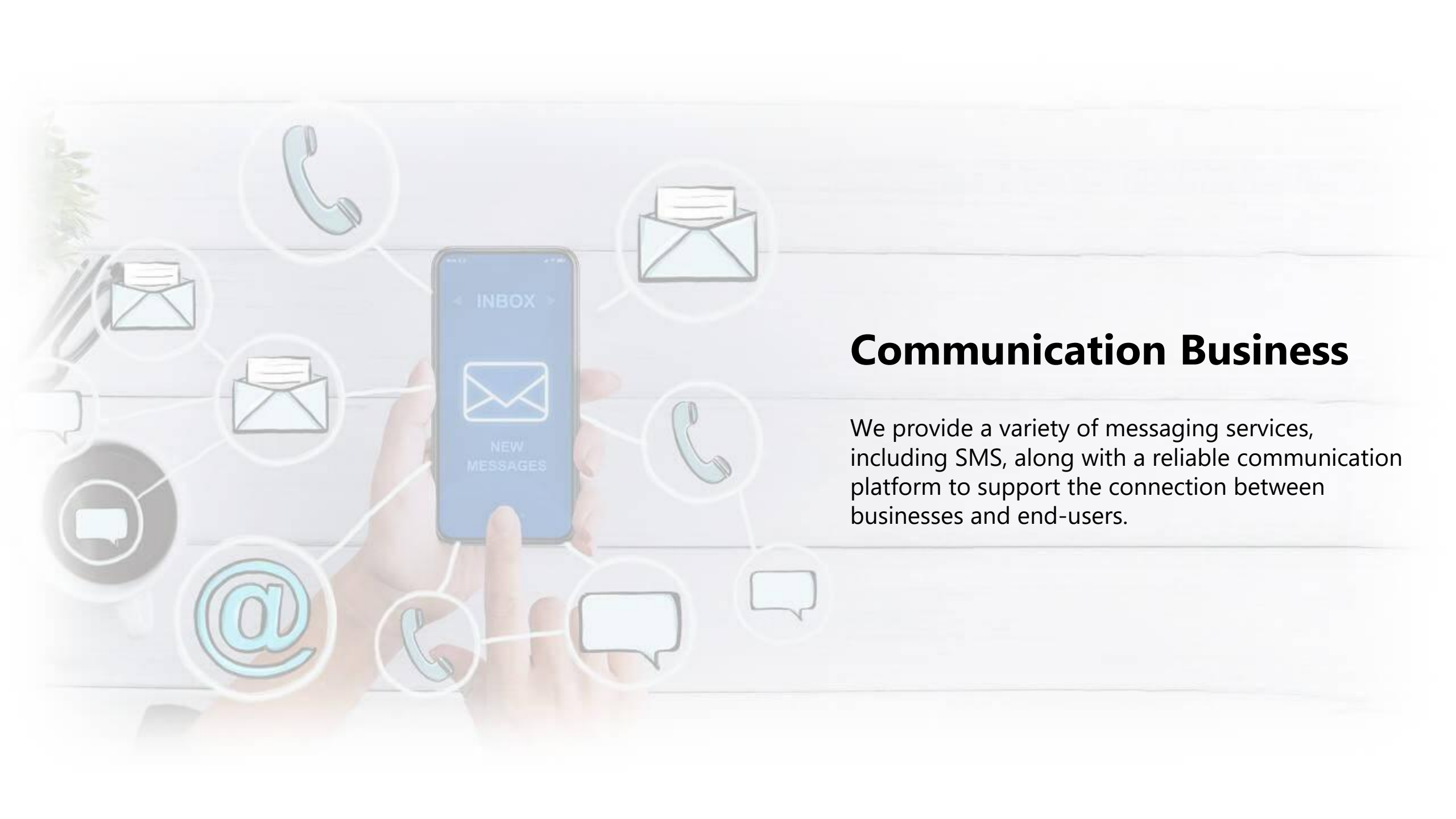
► **Achievements from 2024 to 2025**

Subsidiary Acquisitions:

- ZUNO MEDIA SOLUTIONS Co., Ltd.
- ZUNO Co., Ltd.

Capital and Business Alliance:

- SchooMy Inc.

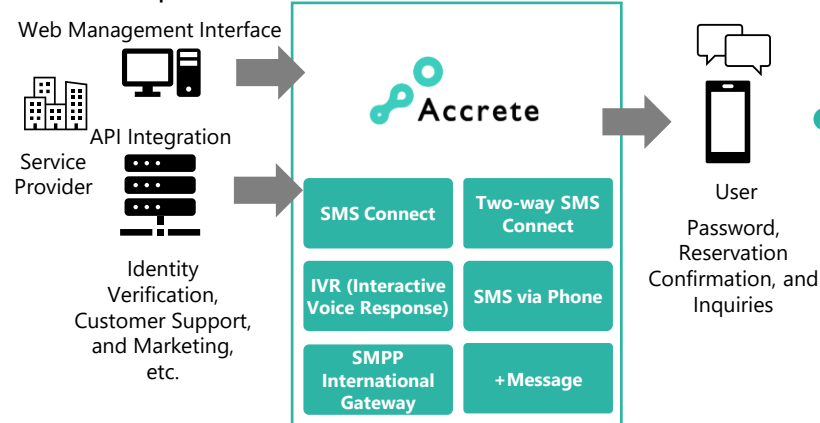


Communication Business

We provide a variety of messaging services, including SMS, along with a reliable communication platform to support the connection between businesses and end-users.

SMS Delivery Business

We are expanding a messaging service platform for authentication and communication that utilizes phone numbers.



Points

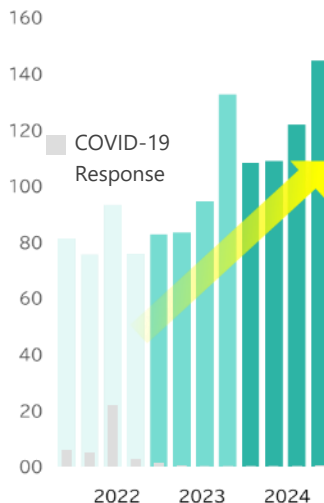
It is possible to display the company's phone number as the sender number.

The maximum number of characters that can be sent via SMS ranges from 70 to 660 characters.

You can send a phone number to request a callback or send a URL to direct someone to a website.

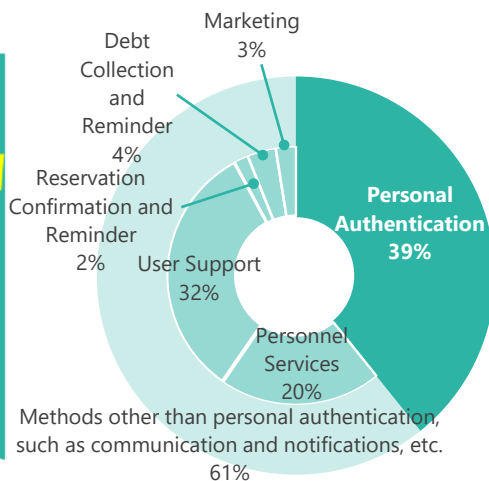
Trends in SMS Delivery Volume

(Millions of Yen) Domestic SMS



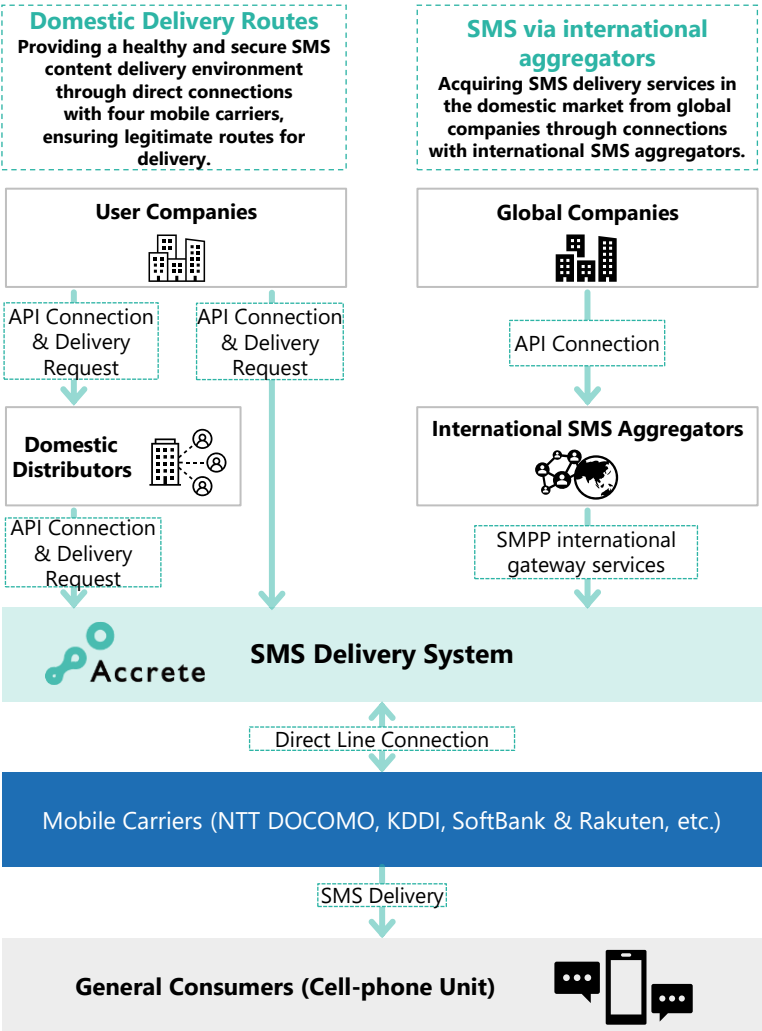
Note: Our Company's Performance Data (Based on 2022-2024 Data)

Proportion of SMS usage by purpose



Note: Created based on our proprietary data (compiled using 2023 as a reference).

Go-to-Market



Points

The number of domestic SMS deliveries is steadily increasing from 2022 to 2024.

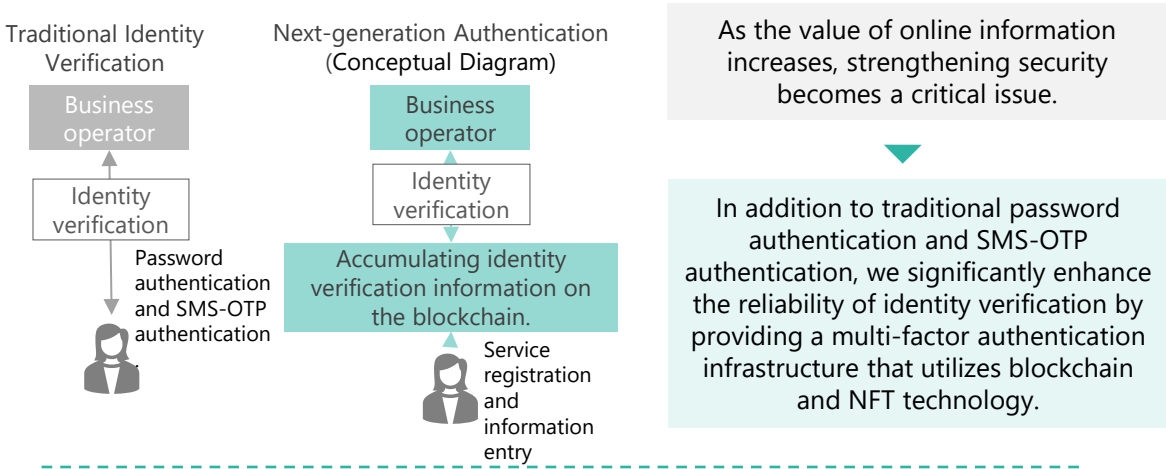
In the overall market, the proportion of Personal Authentication is significant.

Personal authentication requires system stability and immediacy, which necessitates a high quality of the system.

SMS Delivery Business

Provision of next-generation authentication services.

Specializing in authentication for industries that prioritize security and demand high reliability in personal authentication.



Strategic initiatives for the expansion of the RCS messaging market

► RCS (Rich Communication Services)

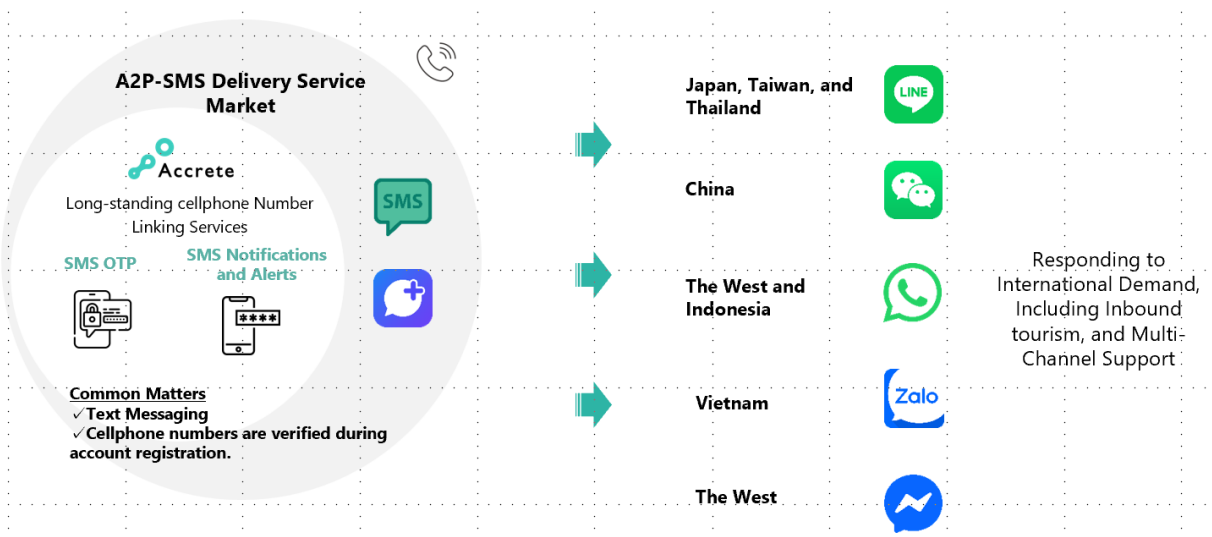
It enables file transmission and content sharing, and like SMS, it can be sent and received simply by having a phone number.

- 2008**
The project for specifying the standards has begun. However, it was difficult to promote it due to compatibility issues between carriers.
- 2019**
Google started providing RCS for Android smartphones.
- 2024**
Apple made the Messages app compatible with RCS starting from iOS 18.

When companies interact directly with customers, they can provide rich content such as images, buttons, and coupons, making it promising for areas like customer support and marketing. By utilizing Accrete's patented technology that identifies +Message users and non-users and separates RCS and SMS, it allows companies to leverage the broad reach of SMS while additionally utilizing the rich content of RCS.

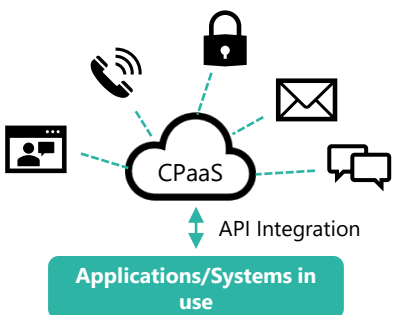
Entry into the SMS market.

- In addition to SMS, we collaborate with a variety of messaging channels that include voice, LINE, WeChat, WhatsApp, and others, incorporating inbound demand as well.
- Development of a **CPaaS (Communications Platform as a Service)*** solution that optimizes customer engagement using patented technology.



*CPaaS (Communications Platform as a Service)

CPaaS (Communications Platform as a Service) is a cloud-based service that enables companies to easily integrate communication features such as voice calls, video calls, SMS, and chat into their applications and systems using APIs. This allows businesses to rapidly and efficiently implement communication capabilities without the need to establish complex infrastructure.



Technomix Inc.

Technomix Inc.



Services	Content provider	Offices	HQ: Tokyo Sales Office: Kumamoto
Representative	Koji Kabumoto	Company Characteristics	Providing a service that reliably sends necessary information via email, widely utilized by public organizations such as schools and municipalities.
Founded	1999	Group Synergy	Utilization of SMS in schools and educational institutions. Cross-selling to schools utilizing "School Safety Email." Joint development in the SchooMy Business.
Capital	¥17,500 thousand		

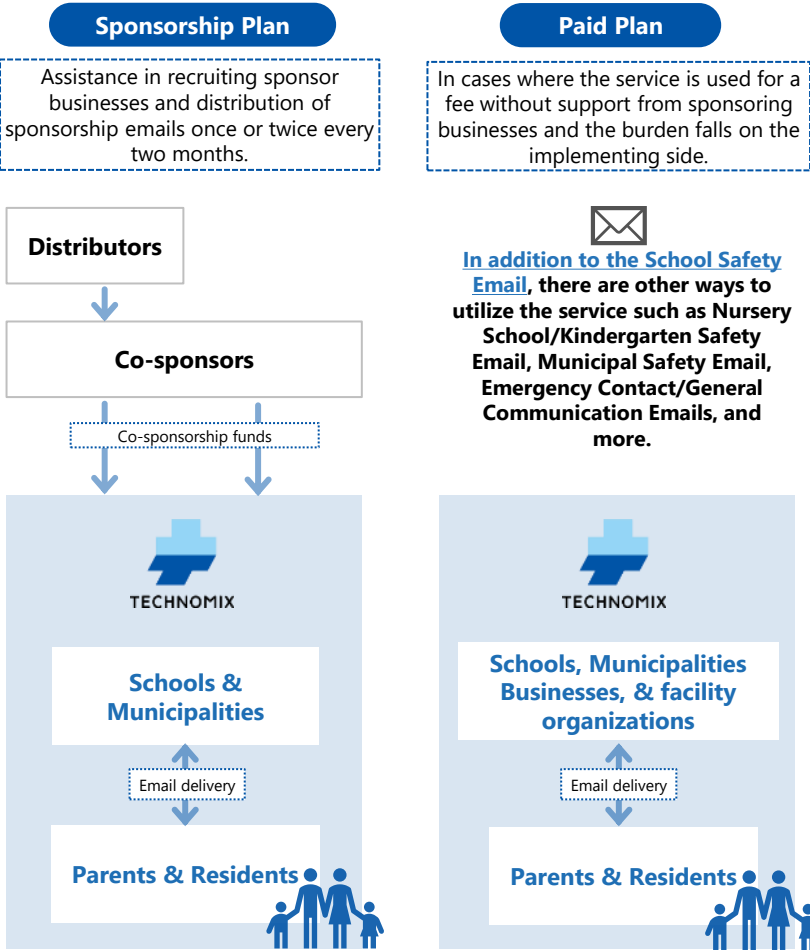
School Safety Email

A trusted system adopted by over 5,000 organizations and facilities across the country, including elementary schools, junior high schools, high schools, kindergartens, daycare centers, boards of education, local governments, and prefectural police headquarters.



Technomix Email Delivery Service (School Safety Email)

A system that facilitates smooth communication and information sharing between schools and parents using an email system. The system's functionality remains the same whether it is sponsored or paid.



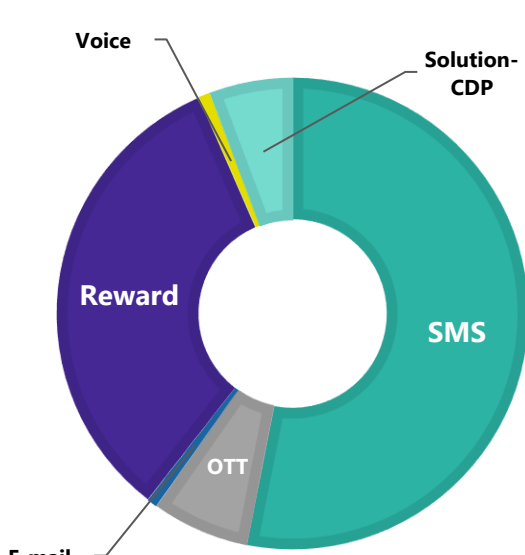
VietGuys Joint Stock Company (VGS)

VietGuys Joint Stock Company (VGS)



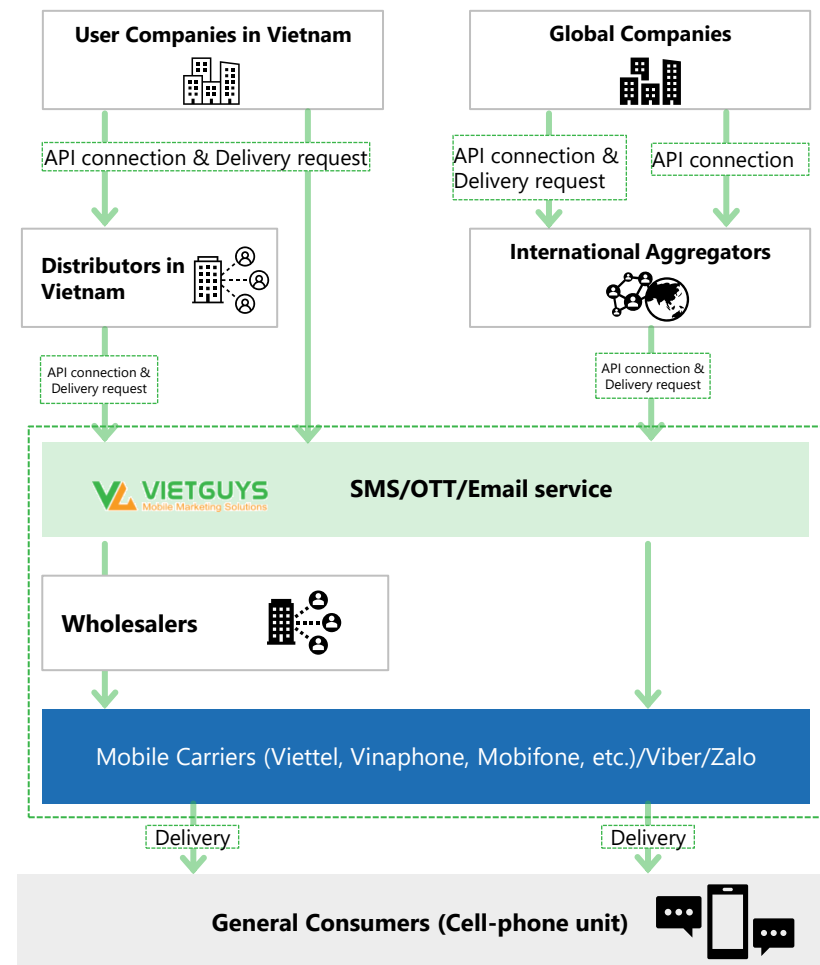
Services	SMS Business and Other marketing-related businesses	Offices	Ho Chi Minh City, Vietnam
Representative	Koji Kabumoto	Company Characteristics	Having strength in sales utilizing high-quality SMS for the e-commerce industry, which is a growing sector in Vietnam.
Founded	2007	Group Synergy	We established a business foundation in Vietnam and leveraged the expertise gained there to enter the Southeast Asian market. We are building a mutually complementary system for services and operations between Japan and Vietnam, which we will supply to future expansion destinations.
Capital	VND 20 billion		

Proportion of Sales by Service



- SMS**
It is possible to send SMS to cell phone users in Vietnam. Similar to Japan, it is utilized for communication with customers, including purposes such as personal authentication and two-way interactions.
- Reward**
When customers participate in specific campaigns, money or points are directly charged to their cell phones by the companies, enabling them to use calls and the internet.
In Vietnam, mobile communication is widespread, and many people use prepaid plans, making this a commonly used service.
- OTT**
Through internet-based messaging apps like Viber and Zalo, rich content such as images and link buttons can be provided in addition to text. In the OTT multi-service, if the recipient does not use the targeted messaging app, it is possible to send messages via SMS.

Go-to-Market



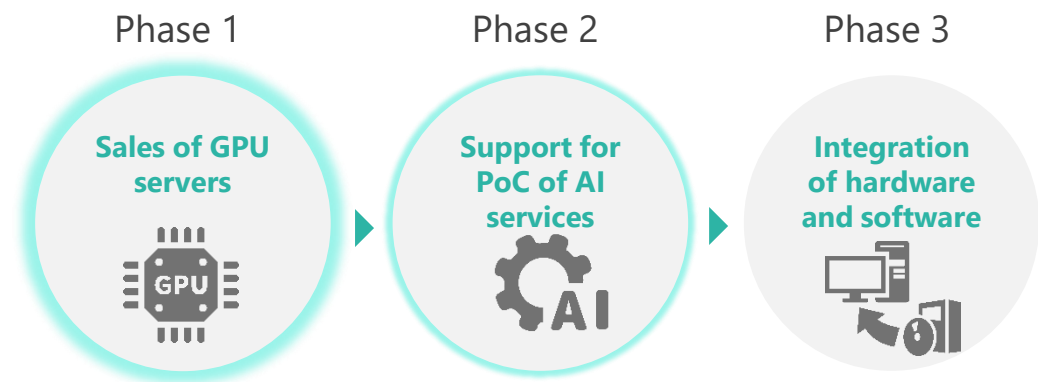


Solution Business

Utilizing AI technology and extensive experience, we offer customizable services tailored to clients' needs to support business growth.

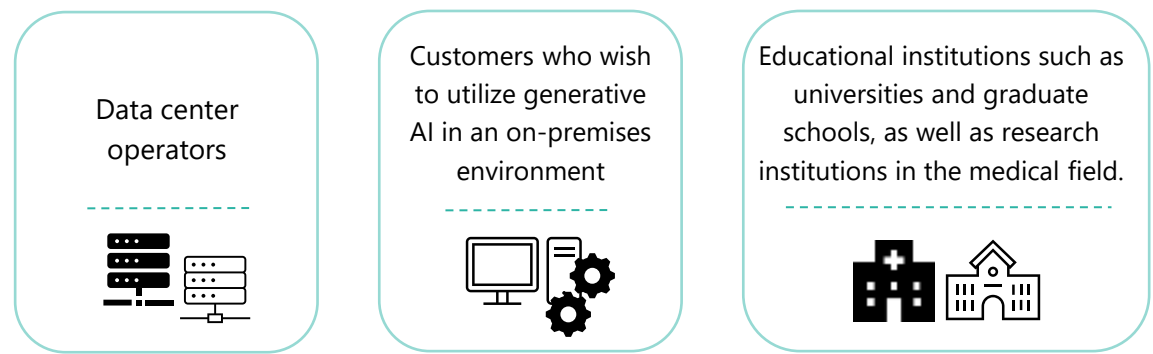
Hardware and/Plus Service

In the future, we aim to build a market where hardware and software are integrated, seeking to gain initiatives within that area. We have begun by entering the GPU server market, which is estimated to be nearly 100 billion yen, focusing on handling GPU servers as our initial step.

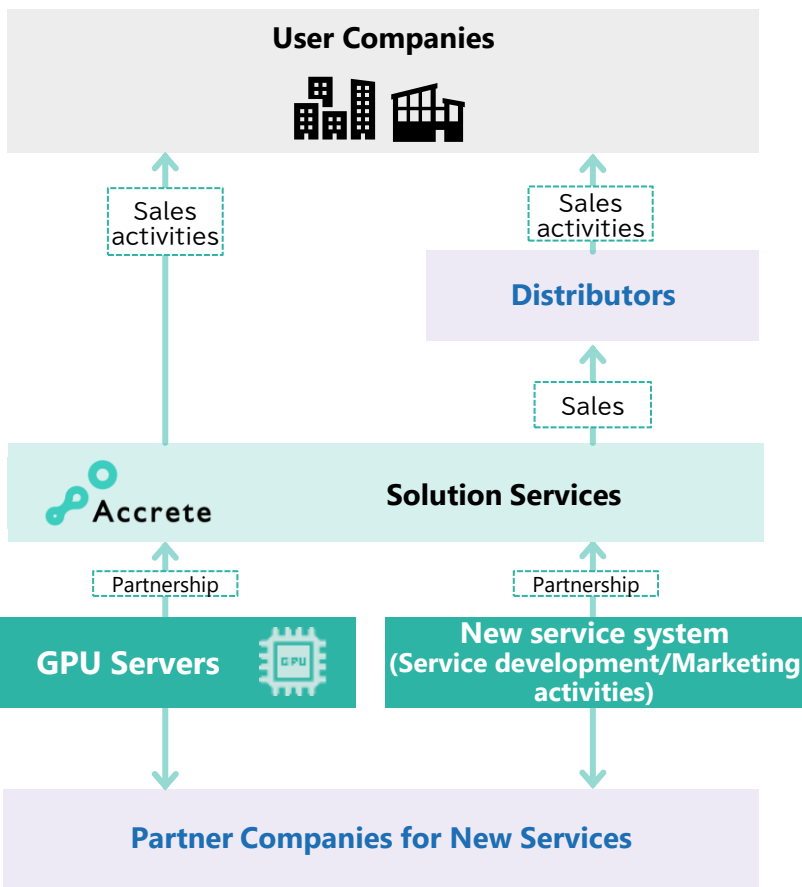


- The applications of GPUs are expanding, especially in fields that handle vast amounts of data, such as AI development and deep learning, leading to an increase in demand.
- We already have sales achievements by December 2024, and moving forward, in addition to selling GPU servers, we plan to add generative AI that can be deployed on GPU servers as the next step.

Target Customers



Go-to-Market



ANOTHER AI

We have established a white label business model with the support of CustintCo Pte. Ltd.

Assessment of an individual's physical and mental health conditions, aptitude analysis for personnel, and evaluation of credit risk.



Video Analytics	Acquiring facial images and analyzing physical and mental health conditions.
Voice Analytics	Analyzing personality and aptitude from voice data.
Digital Footprint	Evaluating creditworthiness based on the analysis of individual's email, cell phone, and social media usage

It is also possible to provide APIs that support the development of customer-specific user interfaces and integration with existing systems.

Health Condition Monitoring Using Video Analytics

Target: Logistics and transportation industry companies that recognize driver health management as a critical issue

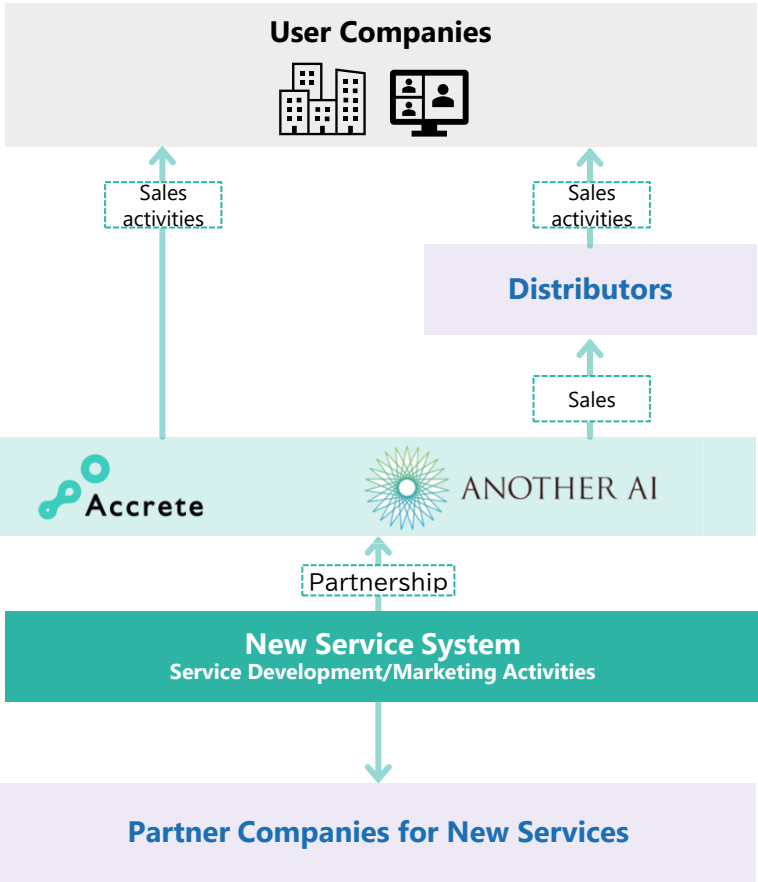
- During roll call, vital data such as blood pressure, heart rate, and respiratory rate are measured by analyzing camera footage using rPPG* technology.
- By objectively recording and visualizing daily health conditions, it contributes to improving safety during work and preventing health-related incidents and accidents.

Health Risk Management Using Voice Analytics

Target: Companies that recognize health risk management as a critical issue

- Using AI voice analysis, stress tendencies and changes in mental health are analyzed based on voice characteristics such as employees' intonation and speech tempo.
- Used for early detection of signs of mental health deterioration and for predictive management of turnover risk.

Go-to-Market



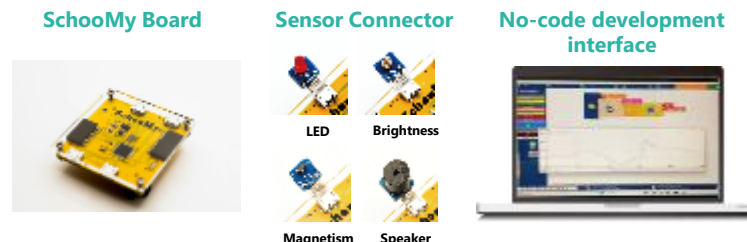
*remote Photoplethysmography. A technology that estimates heart rate in a non-contact manner from subtle color changes in the skin using camera images.

SchooMy Business

A general sales agency business for IoT device-based educational materials that can be used in high school "Information I," "Inquiry Learning," and "club activities," even without programming knowledge.

What is SchooMy?

- An educational tool that features an orange board (IoT device) approximately 6 centimeters in diameter, equipped with sensors. By connecting it to a computer, various measurements and assessments can be conducted.
- This hardware allows for intuitive operation without the need for programming knowledge, enabling students to use it easily and making it easier for teachers to provide guidance.

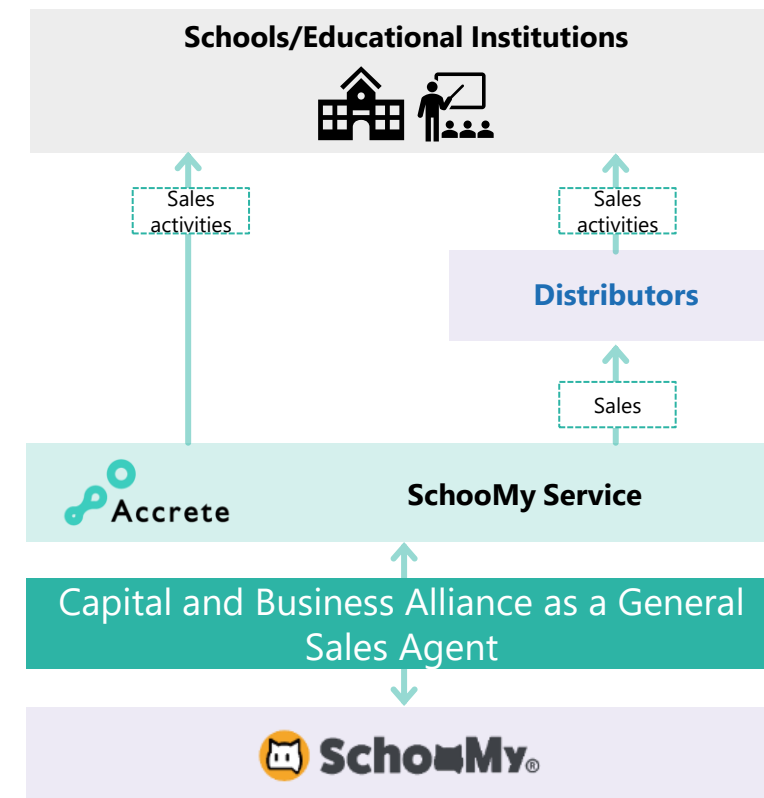


Usage Scenarios

- Utilization in high school information subject classes, inquiry learning sessions, and club activities.
- Numerous cases of implementation leverage the DX High School initiative and SSH (Super Science High School) budget, both led by the Ministry of Education, Culture, Sports, Science and Technology.
- The approach to learning and evaluation criteria for Information I are provided in the form of instructional plans and video materials.



Go-to-Market



SchooMy Inc. Address: 1-2-21 Ote,
Kofu-shi, Yamanashi-ken 400-0015
Japan
Representative: CEO Ryosuke Shiojima
Founded: August 3, 2018

Services

- Development, manufacturing, and sales of IoT edge devices for educational institutions.
- Proposal sales for the installation of "SchooMy Spot" and sales of related products.

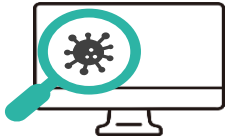
DeepBlue

Accrete and DeepBlue Jointly Launch “Dark Web Diagnosis” Service for Companies in Japan.

Service Overview and Features of Dark Web Diagnosis Service

Leveraging the security expertise developed through our SMS business, we provide a system that enables companies to quickly identify and understand their own risks.

Comprehensive
Diagnosis



Early Detection and
Prevention of Secondary
Damage



Tracing the Source of
Leakage and Presenting
Improvement Measures



Presentation of the
Latest Threat
Information



The Scope of Investigation is Broad and In-Depth

Investigation Covering the Entire Surface, Deep, and Dark Web.
By covering both established and emerging communities, it is possible to gain a more accurate understanding of actual risks.

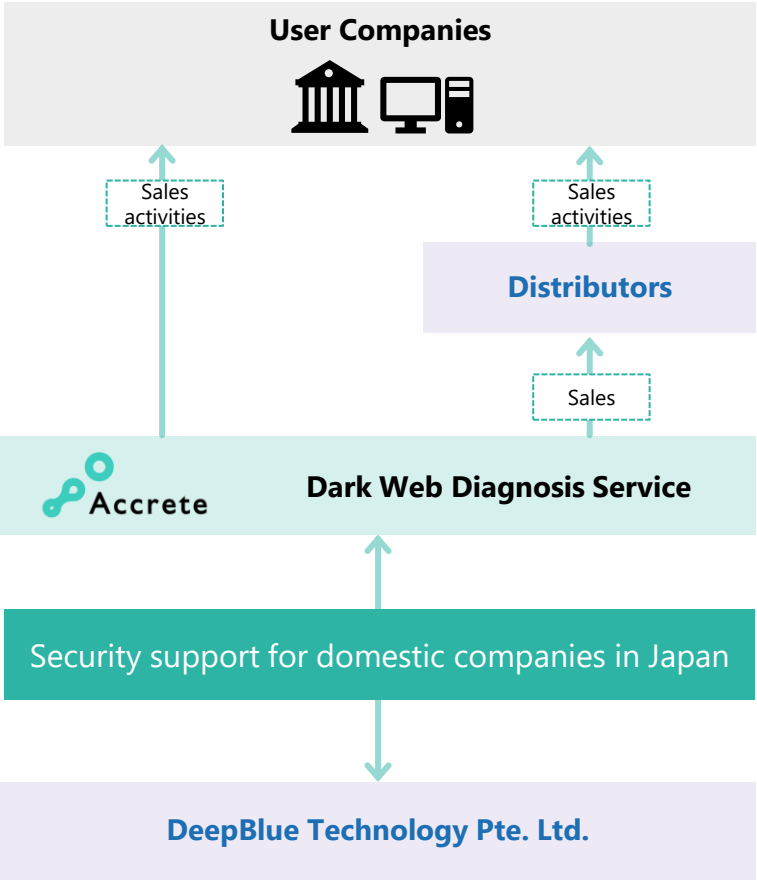
Detecting Early Signs of Information Leakage

The investigation report visualizes not only the presence or absence of information leakage but also pre-incident threats such as signs of intrusion.
The service also offers excellent delivery speed; the English version is deliverable within a few weeks, and the Japanese version is deliverable in approximately one month.

Affordable Pricing

Offered at a price point that reduces the implementation burden compared to typically high-cost security diagnostic tools.
Achieving effective threat detection and visualization while minimizing costs.

Go-to-Market



Proven track record of business with government agencies, financial institutions, and insurance companies.

A high-angle, top-down photograph of a group of business professionals standing in a circle on a grey tiled floor. Their hands are stacked on top of each other in the center of the circle, symbolizing teamwork and collaboration. The individuals are wearing professional attire, including white shirts, dark suits, and grey sweaters. The lighting is bright, creating a clean and professional atmosphere.

Investment and Incubation Business

We provide investment and financing to companies targeted for business partnerships and collaborations, as well as funding for promising venture companies that demonstrate synergy with us, thereby supporting the growth and development of these businesses.

ZUNO MEDIA SOLUTIONS

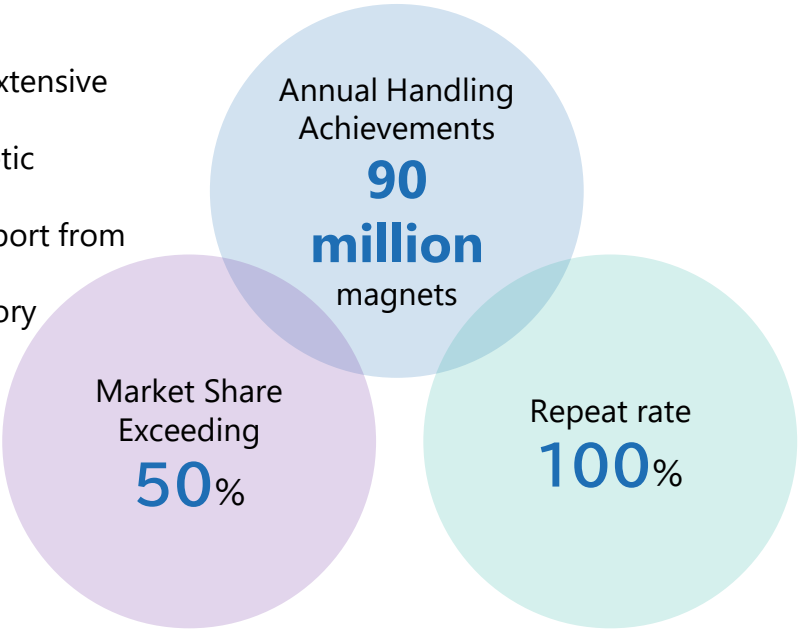
ZUNO MEDIA SOLUTIONS Co., Ltd.



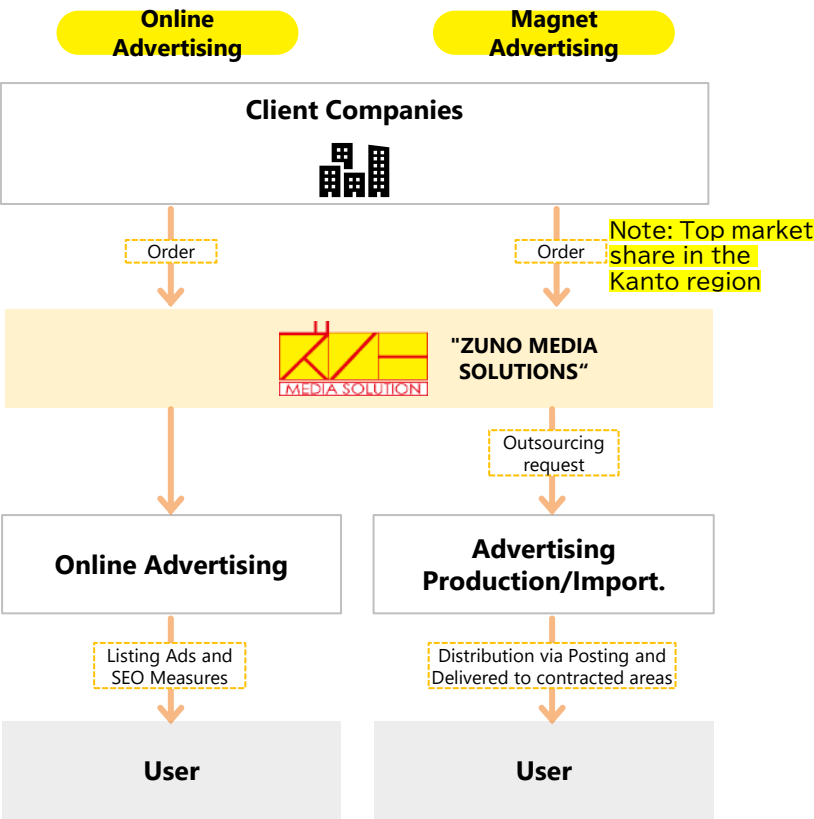
Services	Handling of Advertising and Various Productions, and General Consulting Services	Offices	HQ: Tokyo
Representative	Takao Iijima	Company Characteristics	The Cross-Media Division proposes and implements comprehensive strategies that integrate media, centered around creative work and websites.
Founded	2013	Group Synergy	Activation of promotional utilization in the SMS distribution business.
Capital	¥10,000 thousand		

Magnet Advertising

- Fully utilizing various know-how gained from extensive experience.
- Handling everything from the design of magnetic advertisements to production and distribution.
- Achieving cost-effectiveness through direct import from overseas factories.
- Thoroughly implementing quality-focused factory management.



Go-to-Market



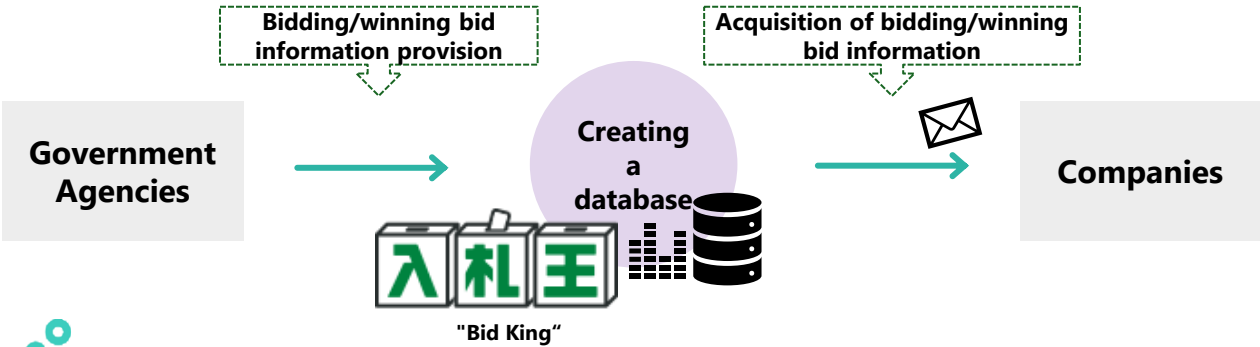
ZUNO

ZUNO Co., Ltd. 

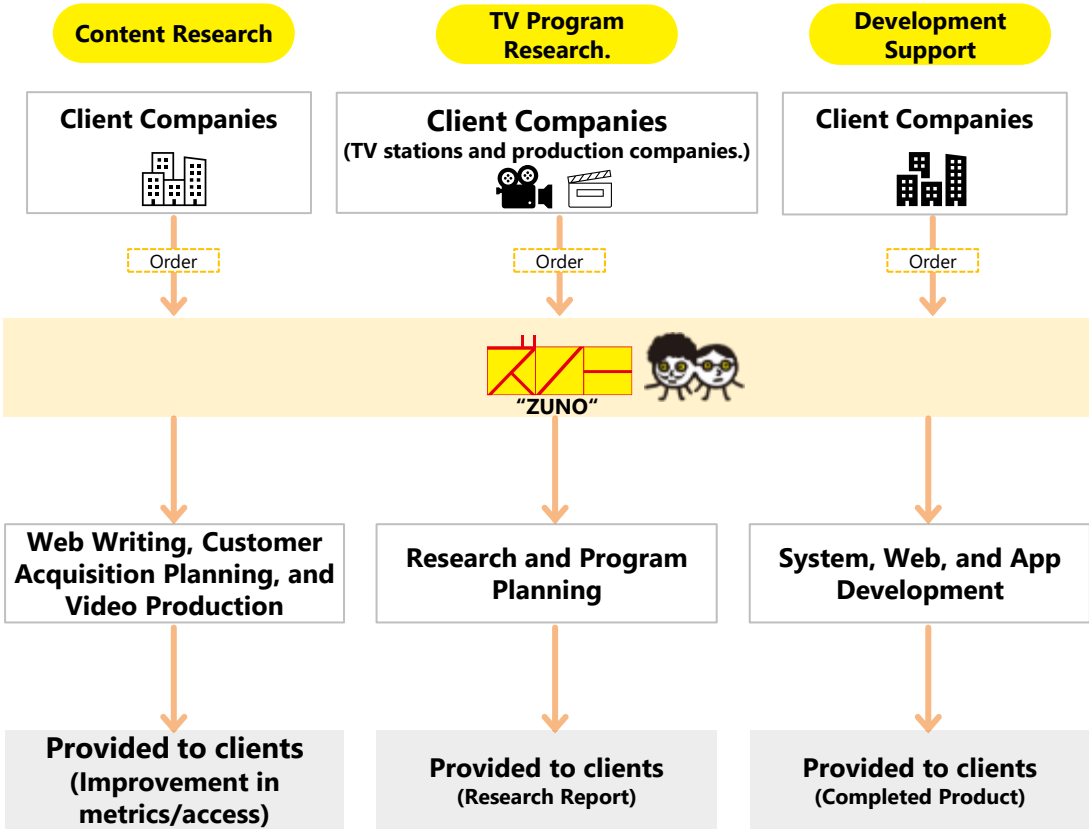
Services	Consulting, Advertising Planning and Production, Media Development, and Content Development	Offices	HQ: Tokyo Offices: Ishikawa and Ho Chi Minh City, Vietnam
Representative	Masanao Takase	Company Characteristics	Support for overall marketing activities of companies. Planning and operation of "Bid King," an ASP service that provides bid and contract information from national government agencies, local governments, and affiliated organizations across the country.
Founded	2004	Group Synergy	"Promotional utilization" in SMS. Leveraging "Bid King," which Zuno possesses, for government bidding projects related to SMS.
Capital	¥75,385 thousand		

Bid King

Launched in March 2006 as Japan's first bidding information service, Bid King is a data site that allows efficient searching of government bidding and winning bid information. Equipped with an advanced search engine, it provides the latest bidding information via email every weekday.



Go-to-Market



Business Structure

