BroadLeaf

Company Profile

May 10, 2019

Overview

Corporate Name	Broadleaf Co., Ltd.
Head Office	Floor 8, Glass Cube Shinagawa, 4-13-14 Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002
Founded / Established	December 2005 / September 2009
Listed on	Listed on the First Section of the Tokyo Stock Exchange in March 2013 (Securities code: 3673)
Capital Stock	JPY 7,148 million (as of December 31, 2018)
Employee	Consolidated 921　(as of December 31, 2018)
Business Outline	Provision software, IT solutions and services that support the field services of the players in the automotive aftermarket and various other business sectors and industries (e.g. development of business applications, platform for collaboration between different business sectors, marketplace for recycled auto parts, and automobile-related content)
Business Offices	Sales/support network: 29 offices in Japan 3 Technology development centers in Japan (Sapporo, Tokyo, and Fukuoka)

Subsidiary

(Japan)

◎ Tajima Inc. 100%

◎ SpiralMind Co., Ltd. 100%

◎: Consolidated subsidiaries. ○: Equity-method affiliates
%: Percentage of voting rights owned

(The Philippines)

◎ Broadleaf I.T. Solutions Inc. 100%

○ BLISAM TRADING CORP. 50%

(China)

◎ 博楽得信息科技 (合肥)有限公司 100%

◎ 北京盛源博楽信息科技有限公司 100%

1

Directors＆Auditors

□Directors

Apr 1987 — Joined Being Co.,Ltd.
Apr 1989 — Director of Being Co.,Ltd.
Dec 1996 — Being Investments Corp.
President CEO
Jul 2000 — Director and Vice President of Being Co.,Ltd.
Jul 2002 — Executive Officer, General Manager of Marketing Department and Sales Department of Being Co., Ltd.
Oct 2005 — Consultant to ITX Corporation
Jan 2006 — Director and Executive Vice President of the Company
Jun 2006 — Representative Director and President of the Company (present)
Jan 2015 — Visiting Professor at the Graduate School of Project Design (present)

Representative Director and President
Kenji Oyama

Apr 1992 — Joined Mitsubishi Electric Engineering Co., Ltd.
Jan 1996 — Joined Being Co., Ltd.
Apr 2000 — Executive Officer of Being Co., Ltd.
May 2005 — Assistant Manager of Business Promotion Office of Being Co., Ltd.
Nov 2005 — Executive Officer of JIMOS Co., Ltd.
Oct 2010 — Executive Officer and General Manager of Administration Division of the Company
Jan 2011 — Executive Officer, General Manager of Administration Division and General Manager of Corporate Management Group of the Company
Mar 2012 — Director, Executive Officer and General Manager of Administration Division of the Company
Jan 2014 — Director and Executive Vice President of the Company (present)

Director and Executive Vice President
Kenichi Yamanaka

□Auditors

Shinya Aoki

Corporate Auditor

Morio Kizawa

External Director

Kiichiro Watanabe

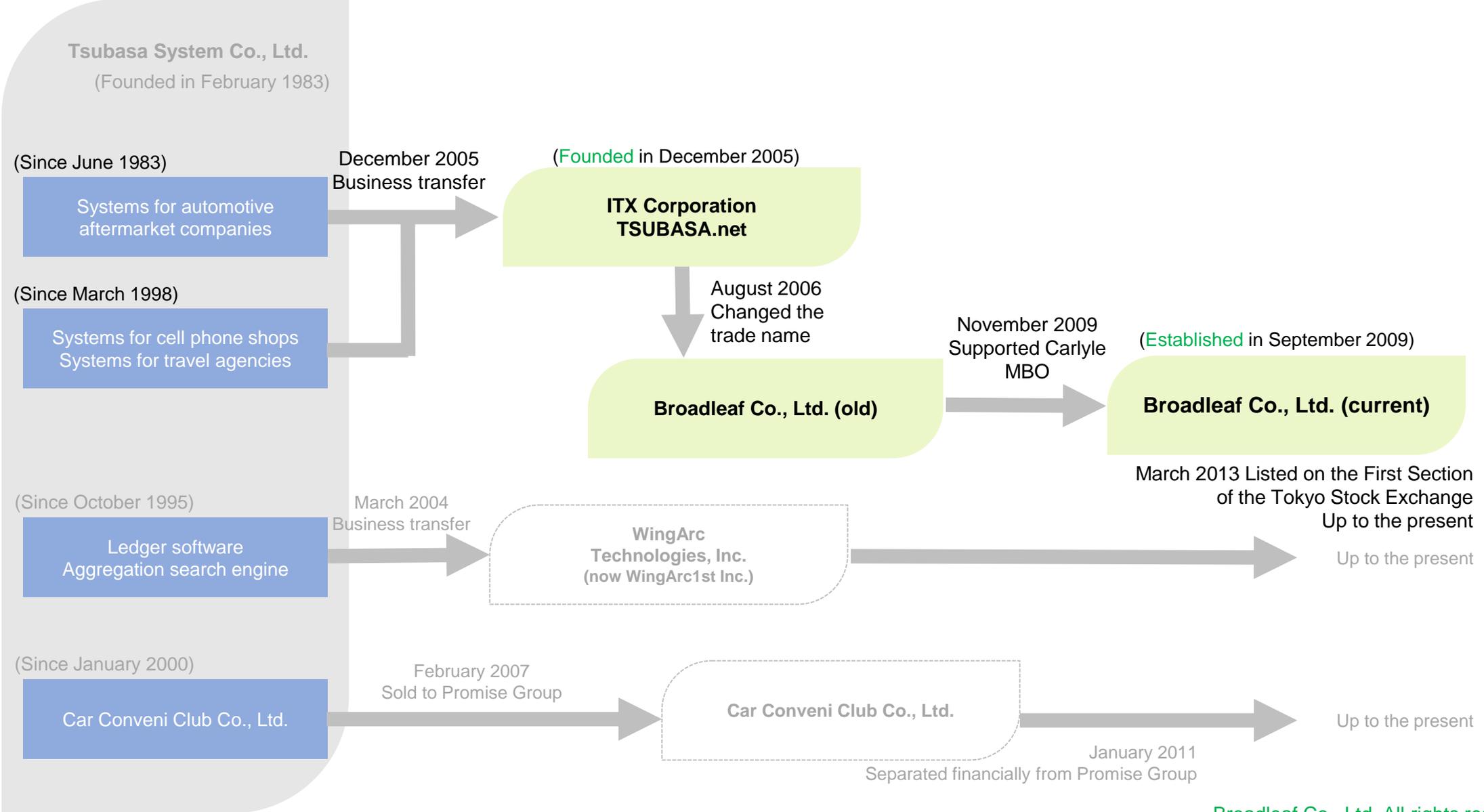External Director

Shigeru Ikeda

External Director
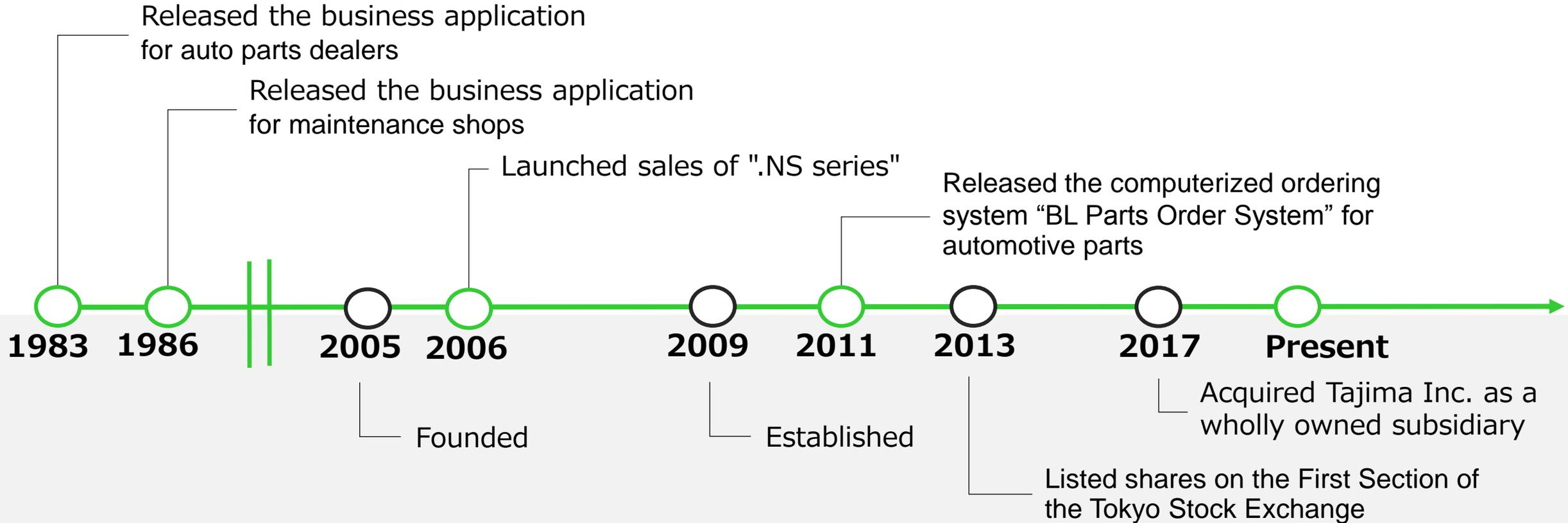
Tomoji Ishii

External
Corporate Auditor

Tsuyoshi Nishimoto

External
Corporate Auditor
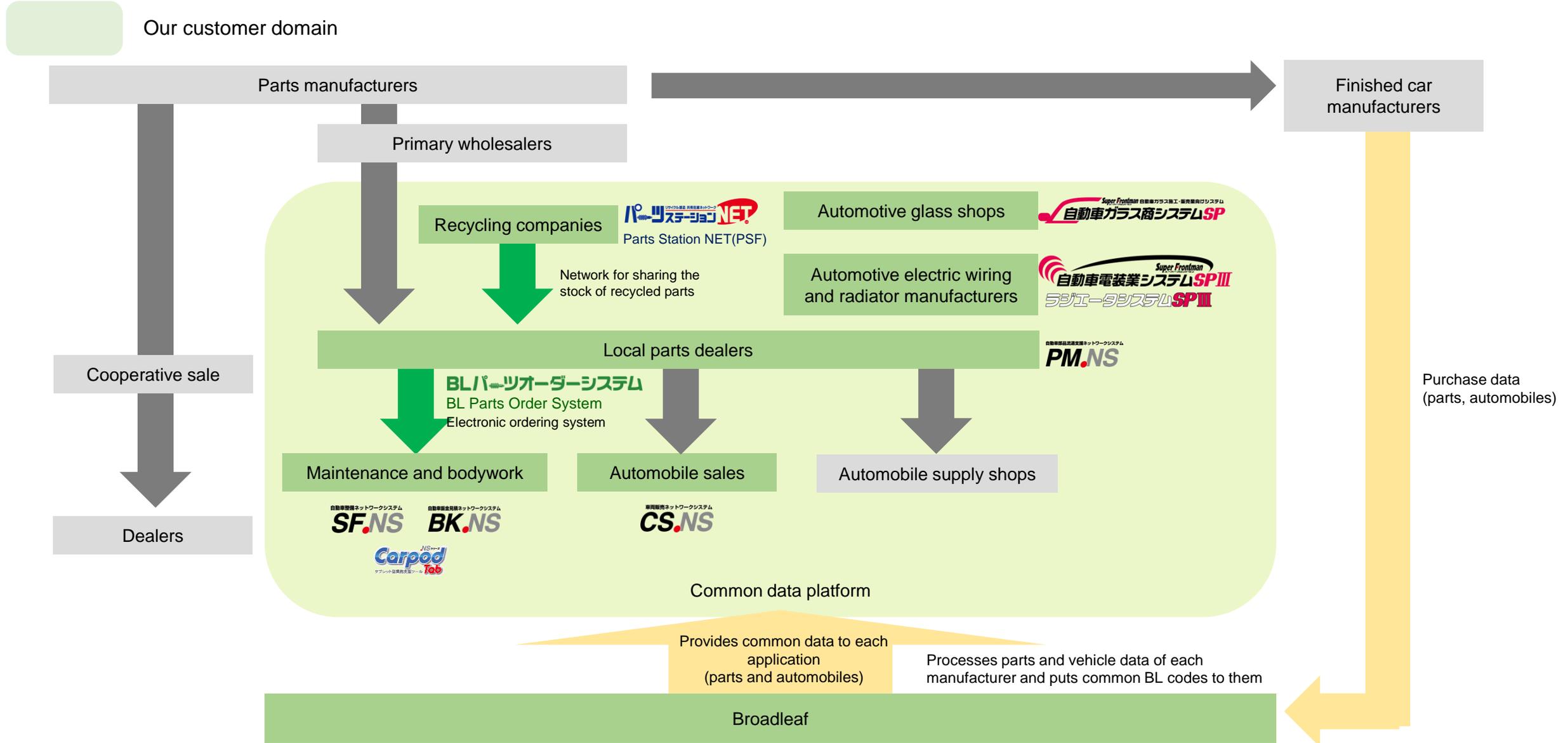
How Our Company was Founded and Commenced Business

Tsubasa System Co., Ltd.
(Founded in February 1983)

(Since June 1983)

Systems for automotive aftermarket companies

December 2005
Business transfer

(Founded in December 2005)

ITX Corporation TSUBASA.net

(Since March 1998)

Systems for cell phone shops
Systems for travel agencies

August 2006
Changed the trade name

November 2009
Supported Carlyle MBO

Broadleaf Co., Ltd. (old)

(Established in September 2009)

Broadleaf Co., Ltd. (current)

March 2013 Listed on the First Section of the Tokyo Stock Exchange
Up to the present

(Since October 1995)

Ledger software
Aggregation search engine

March 2004
Business transfer

WingArc Technologies, Inc. (now WingArc1st Inc.)

Up to the present

(Since January 2000)

Car Conveni Club Co., Ltd.

February 2007
Sold to Promise Group

Car Conveni Club Co., Ltd.

Up to the present

January 2011
Separated financially from Promise Group

History

Released the business application
for auto parts dealers

Released the business application
for maintenance shops

Launched sales of ".NS series"

Released the computerized ordering
system "BL Parts Order System" for
automotive parts

1983 **1986** **2005** **2006** **2009** **2011** **2013** **2017** **Present**

Founded

Established

Acquired Tajima Inc. as a
wholly owned subsidiary

Listed shares on the First Section of
the Tokyo Stock Exchange

As for procedures for sales of applications, We were initially "one-off" sales, but from 2004 on, the process was changed to allow Broadleaf to sell system rights
to a leasing company, and then the lease company to sell it to customers with a 6-year lease contract.

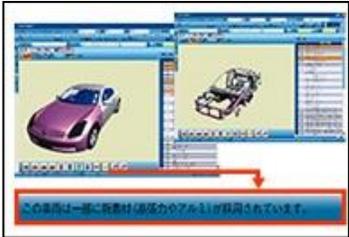# Automotive Aftermarket and Our Customer Domain

Our customer domain

Parts manufacturers → Finished car manufacturers

Primary wholesalers

Cooperative sale

Dealers

Recycling companies — パーツステーションNET! / Parts Station NET(PSF)

Network for sharing the stock of recycled parts

Automotive glass shops — 自動車ガラス商システムSP

Automotive electric wiring and radiator manufacturers — 自動車電装業システムSPⅢ / ラジエータシステムSPⅢ

Local parts dealers — PM.NS

BLパーツオーダーシステム
BL Parts Order System
Electronic ordering system

Maintenance and bodywork — SF.NS BK.NS Carpod Tab

Automobile sales — CS.NS

Automobile supply shops

Common data platform

Provides common data to each application (parts and automobiles)

Processes parts and vehicle data of each manufacturer and puts common BL codes to them

Purchase data (parts, automobiles)

Broadleaf

5

Main Products (Applications)

SF.NS/.NS2 /NS3 Ai/Maintenance.c
for automobile maintenance shops

These applications support customer operations including management functions (e.g. customers, sales, and credit management), automobile inspection and maintenance management, and automatic estimate preparation as business and mission-critical systems.

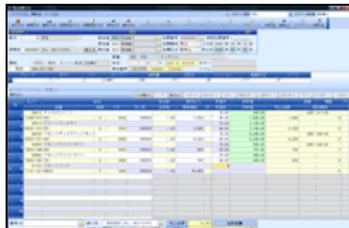NS3 Ai has an AI function that learns the use frequency and relevance of parts and identifies compatible parts.

BK.NS
for bodywork shops

A business system that can be linked to the systems for automobile maintenance and sale.
It identifies the required parts and calculates the man-hours for the work based on the damage information.
It also supports estimate preparation, etc. by using 3D images and illustration data.

PM.NS
for parts dealers

This system has management functions for sales, purchases, products, and stocks, etc. as a mission-critical system. It manages a large amount of data by using our unique BL code. It significantly reduces operations including searches, purchases, and sales of new and repair car parts.

In addition to the above, we develop and sell applications specific to each business type including radiator manufacturers, glass shops, and automotive electric wiring.

Operation analysis software

OTRS

Shortens the work time at production and manufacturing sites, saves labor, and reduces costs by using motion analysis using videos, time analysis, and other functions as work analysis software.

Applications for Travel Industry

TR.NS/Travel industry System SP

As a business system specializing in sales operation of agents, it covers facilities, fees, and travel time data, etc. nationwide.
It quickly prepares travel schedules and estimates and searches for course path time automatically.

Applications for Cell Phone Shops

MK.NS/Cell Phone 7PRO

It has purchase, stock, and sale management and automatic incentive calculation functions, etc. as a sale system for cell phone shops.
It provides total management from shop management to logistics.

6

Main Products (Platforms)

Parts transaction

Parts Station NET/PS Factoring NET
for recycling companies, parts dealers, automobile maintenance and bodywork shops, etc.

This is one of the Japan's largest network systems, which share stock of parts among recycling companies.
It enables trading between recycling companies and direct sales to trade companies, automobile maintenance and bodywork shops, and provides agent services for the payment of the transaction value upon the sale and purchase of parts.

BL Parts Order System (computerized ordering system)
for parts dealers, automobile maintenance and bodywork shops, etc.
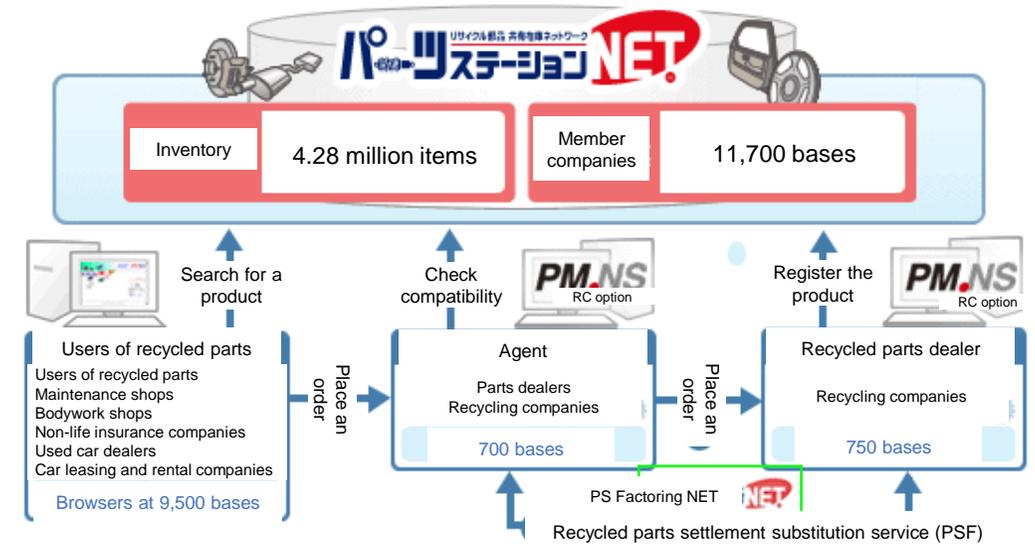
It provides services that enable seamless inquiry and ordering operations by connecting a business system for automobile maintenance shops and a system for parts dealers.

Carpod Tab (tablet-type customer service system)
for automobile maintenance shops

This provides a service that proposes the optimal automobile inspection course, etc. to car owners by using a tablet terminal when automobile maintenance shops perform customer service operations.

(Reference) Overview of Parts Station NET

| Inventory | 4.28 million items | Member companies | 11,700 bases |

Users of recycled parts — Search for a product — Check compatibility — Register the product

Users of recycled parts
Users of recycled parts
Maintenance shops
Bodywork shops
Non-life insurance companies
Used car dealers
Car leasing and rental companies
Browsers at 9,500 bases

Agent
Parts dealers
Recycling companies
700 bases

Recycled parts dealer
Recycling companies
750 bases

Place an order

PS Factoring NET
Recycled parts settlement substitution service (PSF)

(Reference) Overview of BL Parts Order System

Maintenance or bodywork shop — Estimate (vehicle and replacement parts) Sends data — Parts dealer or recycling company

Car owner

BL Parts Order System

SF.NS / BK.NS — Receives a reply and reflects it in the estimate — PM.NS / PM.NS RCオプション

7

Revenue by service category

Classification			
Major category	**Medium category**	**Small category**	
Platforms	Basic	PaaS/SaaS	- Provision of applications (on a monthly fee basis) - Provision of databases for applications (information on automotive parts, vehicles and indexes, data on transportation means, data on tourism spots, etc.) - Provision of basic application functions and middleware
		IaaS	- Provision of network servers required for the use of applications
	EDI/Payment settlement	PSF	- Provision of settlement agency services for "Parts Station NET," a network specialized in the transaction of automotive recycled parts
		BLP/CPT	- Provision of an electronic system "BL Parts Order System" for receiving/placing orders for automotive parts - Provision of tablet-type operation terminals "CarpodTab" mainly for automotive maintenance companies
	Support	Support service	- Provision of support and hardware maintenance services for clients in varieties of industries
		Provision of consumables	- Sale of exclusive forms and OA supply goods
	Others		- Analysis, processing and provision of a large amount of accumulated anonymization data collected from clients, etc.
Applications	By industry		- Sale of applications in the By industry category (excluding basic functions) (Industries: automotive maintenance, bodywork, sales, parts dealers, recycling, machinery and tool dealers, mobile phone dealers, travel agencies, etc.)
	OTRS		- Sale of operation analysis/optimization software
	Others		- Sale of PC bodies and ancillary devices such as printers