

Corporate Profile

Company Name	SOURCENEXT CORPORATION	
Founded	August 1996	
Capital	1,771million yen	
Number of Employees	72 (as of April 1, 2012)	
Sales Volume	5,287million yen (March 2012 term end results)	
Board Members	President & CEO	Noriyuki Matsuda
	Executive Managing Director	Satomi Matsuda
	Director	Fumihiko Aoyama
	Director	Tomoaki Kojima
	Outside Director	Masaharu Ikuta
	Outside Director	Hiroshi Takasawa
	Standing Auditor	Shozaburo Takano
	Outside Auditor	Hideaki Kubori
	Outside Auditor	Tetsuya Kobayashi
	Corporate Officer	Kiyoaki Morimoto
Description of Business	Corporate Officer	Kousuke Fujimoto
	Corporate Officer	Yukio Aotani
	Corporate Officer	Kunihiko Mochiuki
	Corporate Officer	Michioko Taoka
	Planning, development, and distribution of software products	
	Business Office	Tokyo Headquarter
	Toranomon 33 Mori Building 6F 3-8-21 Toranomon Minato-ku, Tokyo	
	Tel : 03-6430-6406	
	Avg. Employee Age	33.8 (as of April 1, 2012)
	Traded	Tokyo Stock Exchange
(First Section) Code : 4344		

Corporate Philosophy

We at SOURCENEXT CORPORATION uphold the following philosophy and share our visions with each and every one of our employees while striving to bring them to reality.

SOURCENEXT CORPORATION's Supreme Corporate Strategy

- Reason for Being: **As a corporation that offers products**
- Action Guideline: **To be faithful to the "SOURCE" in "SOURCENEXT"**
- Business Goal: **By spreading happiness and excitement to people all around the globe through excellent products**
- Corporate Goal: **To become the most exciting corporation in the world**

The three conditions for EXCITING (established in April 2006)
To be TRUTHFUL To provide PLEASURE To be ENTERTAINING

SOURCE for SOURCENEXT

- To think from the customer's point of view and to look forward to challenges
- Speed**
Speedy solutions, speedy performance, speedy reactions, speedy commercialization
- Originality**
Original services, uniqueness, assertion
- Universality**
Wide acceptance, world-class excellence, global views
- Reliability**
Have a win-win approach, accurateness, commitment
- Challenge**
Independence, a positive approach, breakthroughs over status quo
- Efficiency**
Efficiency in time and cost, goal awareness, flexibility in measures to reach goals

Partner / Contents Providers

Domestic Companies (in alphabetical order)		
AGENDA Co., Ltd.	Panasonic Solution Technologies Co., Ltd.	
CyberLink Inc.	Paperboy & co.,Inc	
DIAMOND, Inc.	Shogakukan-Shueisha Productions Co., Ltd.	
Ekitan & Co., Ltd.	TECMO KOEI GAMES Co., Ltd.	
FUJITSU PERSONAL SYSTEM LIMITED	Turbolinux, Inc.	
JIJI PRESS LTD.	WARNER ENTERTAINMENT JAPAN INC.	
NAVITIME JAPAN Co.,Ltd.	ZENRIN DataCom CO.,LTD.	
NEC Corporation		

Corporate History

1996	August	SOURCE CORPORATION founded.
	December	Released "KYOSOKU95" performance-enhancing utility software
1997	June	Released "TOKU-UCHI" typing software
1998	December	Released "KEIKAI DENWA" mobile phone data editing software
1999	October	Company name changed to SOURCENEXT CORPORATION
2000	March	Introduced the first "Mileage Service" in the history of PC software industry
	June	Opened "SOURCENEXT eSHOP" on the SOURCENEXT Web site
2001	February	Introduced the first "Reassurance Policy" (return policy) in the history of the PC software industry
2003	February	Began the "Commoditizing Strategy", with flagship products priced in the 1,980 yen price range
	March	Began including "Auto-Install" feature with products
2004	November	Introduced the Slim Package (with an unfolding cover containing product information)
2006	July	Released "Virus Security ZERO" no-update-fee, no-expiration security software
	December	Listed in Tokyo Stock Exchange Mothers
2008	January	Ranked No.1 in units of PC software sold for five consecutive years in "GfK Japan Certified"
		Ranked No. 1 in units sold in 12 categories in "GfK BEST 1"
		The total units of PC software sold for all time reached 25 million copies
	June	Listed on the First Section of the Tokyo Stock Exchange
	September	Released the "U-Memo" series, a series which replaced the traditional CD-ROM install media with USB Flash Drives.
2009	January	The "U-Memo" series is awarded the "2008 BCN Best Product Award" as a representative product for the Audio-Visual / PC category.
	June	Released "CHOUJIMAKU", an innovative series which integrated English Learning with hit Hollywood films.
2010	January	Ranked No.1 in number of domestic PC software units sold for 7 years in a row in "GfK Japan Certified"
		Ranked No.1 in 9 categories in "GfK BEST 1"
		Sold 30million units of PC software since the company's formation
	March	Made an announcement of a new corporate slogan, "Software is Exciting"
	July	Released "EVERNOTE Starter pack", the first ever packaged version of the Cloud Computing service, "EVERNOTE".
	August	Revised the price for "Virus Security ZERO" no-update-fee, no-expiration security software to 1,980 yen
2011	January	Registered users exceeded 10 million.
		Ranked No.1 in 9 categories in "GfK BEST 1"out of 27 for sales unit.
	September	Released Android application series "Android GENSEN (Selected) Application.
	December	Released the new AntiVirus software "Super Security ZERO" powered by Bitdefender's engine.
2012	January	Ranked No.1 in 6 categories in "GfK BEST 1"
		"Virus Security ZERO 1,980 yen" ranked No.1 in units sold in the PC security software division, for year 2011.
	March	"Android GENSEN Application - CHOUSETSUDEN" and "Android GENSEN Application - DOUGA de EITANGO"were selected for "au Smart Pass" - smart phone service provided by KDDI.

Overseas Companies (in alphabetical order)			
ABBYY USA Software House Inc. (USA)	MPEGLA, LLC (USA)		
Backblaze, Inc. (USA)	Paramount Digital Entertainment (USA)		
Bitdefender,SRL (Romania)	The Reader's Digest Association, Inc. (USA)		
Discovery Asia Inc, (Singapore)	Thomson Licensing S.A., (France)		
Evernote Corporation (USA)	Universal Studios International B.V. (Netherlands)		
Hancom,Inc. (Korea)			
K7 Computing Private Limited (India)			
MainConcept GmbH (Germany)			

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http://www.sourcenext.com/



SOURCENEXT CORPORATION

Corporate Profile



PC Software



Smartphone Apps



Cloud Service



Online Shopping



My Page



User Service

Software is EXCITING

Redefining the Standards of PC Software

Two Types of Security Software to Suit Customer's Security Needs

At SOURCENEXT, we have long believed that PC necessities such as security software has to be offered at a reasonable price. With this concept in mind, in 2004, we began by providing "Virus Security" at an annual fee of 1,980 yen. In 2006, we took this a step further by introducing "Virus Security ZERO" - the first security software to do away with annual renewal fees. In December 2011, in order to meet the needs of customers who required a "higher level of security" we introduced "Super Security ZERO" - powered by the world-class antivirus engine developed by Bitdefender. Not all customers have the same needs, and with the introduction of this new security software line-up, we aim to cover the needs of high-end users while keeping the "no annual fees" concept for both models and continuing to offer a safe enjoyable PC life for all customers.

The History and Evolution of SOURCENEXT Security	
2003	Released "Virus Security" priced at 1,980 yen.
2006	Introduced "Virus Security ZERO", the first security software which did away with annual renewal fees.
2008	Ranked No.1 in total units sold for two consecutive years.
2010	Lowered the price of "Virus Security ZERO" to 1,980 yen.
2011	"Virus Security ZERO"ranked No.1 in total number of units sold. Released ""Super Security ZERO"" powered by Bitdefender's world-class engine (marked as having the highest detection rates by AV-TEST)"



"Super Security ZERO", powered by Bitdefender's (Bitdefender Internet Security 2012) engine, has been certified by AV-TEST as having the "No.1 AntiVirus Engine". Along with this, Bitdefender was also awarded the "Award for Best Protection in 2011" from AV-TEST and also ranked No.1 in the overall test scores. (AV-TEST is an independent security institute based in Germany, which researches on latest malware and conducts testing on security products)



Flagship PC Software Line-up

No.1 in the Number of Units Sold in 6 Categories

Making difficult and bothersome tasks easy-to-do. Offering an exciting new user experience. Offering high-quality products at reasonable prices. No matter the genre, SOURCENEXT software aim to enrich the lives of customer's PC life.

2011 Figure taken for each vendors in the following categories "PDF Software" "OCR/Translation Software" "Mobile Software" "Keyboard Software" "Language Study/Testing Software" "PC/Learning Software". According to GfK Japan research of sales data for major domestic electronics retailers.

Over 10 Million Registered Users

There are more than 10 million users who have purchased SOURCENEXT products and have registered as our user (Jan, 2011). Our goals are to provide even higher quality services to these users and to continue to reach out and enhance our relations with these valued customers.

Reassurance Policy

The Reassurance Policy is a system that was started in 2001, which offers customers a full refund if a product fails to work correctly after installation.

User Support

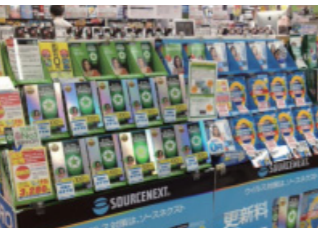
SOURCENEXT offers user support free of charge via web and Email for all products. For security products, we offer telephone support in addition for added reassurance.

Mileage Service

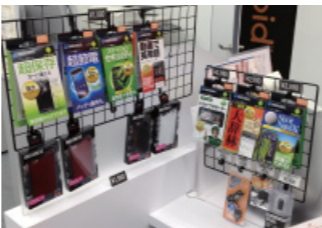
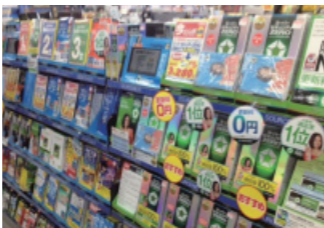
Customers receive "mileage points" each time they purchase a SOURCE-NEXT product, and can use these points to enter sweepstakes or download software for free. Just our way of making PC software purchasing more enjoyable for customers.

Broad Sales Channel

Our products are not only sold in traditional electronics retailers but in bookstores, supermarkets, mobile phone shops and convenience stores.



Electronic Retailers



Mobile Phone Shops

Exciting New Apps for Smart Phones

"CHOUJIMAKU" for iPhone / iPad

"CHOUJIMAKU" is a unique content which offers users with an enjoyable way of learning English. With "CHOUJIMAKU", not only can users watch a full length movie on their device, they can also tap on the subscripts to show the definitions of terms and also have certain phrases repeat to train their listening skills. Since its release on July 2011, the iPhone version of "CHOUJIMAKU" app has marked over three hundred and ten thousand downloads, and the number of titles continues to increase (214 total titles, as of May 2012).



"You've Got Mail" ©1998 Warner Bros. Entertainment Inc. All rights reserved.



Support for iPad added as of Dec. 2011

Various New Apps for Android

In order to provide customers with an easier and safer way to purchase Android apps, we released the packaged version of the "Android GENSEN Apps" on September, 2011. The packaged product allows customers to purchase apps over-the-counter rather than via online download, and the Starter's Guide included in the package also gives customers easy instructions on how to install the app. Ever since the release of the series, many enhancements to the business model (such as prepaid cards and installations at smartphone shops) have been made to accomodate various situations.



Android GENSEN (Selected) Application "CHOUSETUDEN"



"CHOUSETUDEN" Selected by "au Smart Pass"

Of the many Android Apps available, "CHOUSETUDEN" (battery-saving app) and "SmartPhone Security"(security app) are the best selling apps. "CHOUSETUDEN" was also selected to be included in au's "Smart Pass" apps and ranked in at 2rd in the Apps Ranking Chart.

Bringing the "Cloud" Closer to Users

Localizing and coordinating products to better suit the Japanese market

Cloud services provide users with many valuable solutions such as processing heavy tasks on the servers and backing up data online, and is the key element at the market's focus. At SOURCENEXT, we offer users with selected overseas cloud services which have been localized to suit the Japanese users' needs - by providing an easier way to make payment, and also user support in Japanese.



EVERNOTE

A highly renowned cloud service, which allows users to upload notes and images from various devices (PC, iPhone, smartphone, etc.) and also search for notes uploaded, using keywords, tags, time, place uploaded from, etc. Images containing texts are automatically processed by an OCR, and allows users to search for these images by the texts inside.

Backblaze

A cloud backup service which automatically backs up all the necessary files from a user's PC to an online storage. No limits are placed on backup size, and users can restore files via web download or choose to have the restore files sent to them on a hard disk drive.



SOURCENEXT eSHOP-Offering New and Exciting Services

Inside the "My Page", customers can check which products they have purchased and completed user registrations for and can take advantage of the many on-site services offered. Our next focus is to enhance upon these services in the "My Page" and to offer an even more enjoyable shopping experience to customers.

The problems faced often by users when shopping online - manufacturers' websites with elaborate product details but no facilities to purchase the product, and online shopping sites which offers the products for sale, but lack product details. In order to remedy this, at SOURCENEXT, we place our online shopping site inside each product information page - allowing users to shop for products, while they check the details on the product information page. We plan to make online shopping easier and more enjoyable for customers by implementing more seamless integrations with the "My Page".

SOURCENEXT eSHOP Sales Figures

*Annual Sales: 3,142 million yen (Mar. 2012 term end results)
*Newsletter Subscribers: Approx. 3.93 million (date as of Mar. 2012)

