

## Profile

### What We Do

The growth of Tokyo's Akihabara district over the years has added "consumer town" to "electric town," its earlier sobriquet. Today, Akihabara is fast becoming the "world's IT center". Hosting a cluster of leading technologies from Japan and overseas, the district serves as a hub for new initiatives bringing together industry, public entities, and educational institutions. Two towering buildings in front of Akihabara Station symbolize the changes that have taken place. The two buildings are the adjoining high-rise Akihabara Daibiru Building, where Plat'Home is headquartered, and the Akihabara UDX Building. They serve as the base for Akihabara Crossfield, a recent initiative by Japan's IT industry. As a participant in Akihabara Crossfield, Plat'Home is actively engaged in promoting collaboration between industry and academia from Japan and abroad.

Since its founding in Akihabara in 1993, Plat'Home has witnessed the district's transformation from close range. Like Akihabara, Plat'Home has also been through major changes, having developed numerous products and publicly listing its shares. Throughout this period, Plat'Home has stayed true to its policy of interacting with leading-edge computer engineers. Input from these engineers, who are at the forefront of technical innovation, has been the driving force propelling Plat'Home's product development activities. Our founding philosophy to serve as the preferred partner of computer engineers, which has supported the Company since its inception, remains unchanged, despite being located in the rapidly transforming Akihabara district.

#### Cautionary statement with respect to forward-looking statements

Statements made in this annual report with respect to Plat'Home's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward looking statements about the future performance of Plat'Home. These statements are based on management's assumptions and beliefs in light of the information currently available to it and therefore you should not place undue reliance on them. Plat'Home cautions you that a number of important factors could cause actual results to differ materially from those discussed in the forward-looking statements. Such factors include, but are not limited to (i) general economic conditions in Plat'Home's markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar; and (iii) Plat'Home's ability to continue to design and develop and win acceptance of its products and services, which are offered in highly competitive markets characterized by continual new product introduction, rapid development in technology, and subjective and changing consumer preferences.

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