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New Streaming Media Service in the Media Business

MarketEnterprise Co., Ltd. has launched on a full scale a new streaming media service in its Media Business. This new service is part of activities to develop and add a variety of new services for the purposes of creating an even larger and more stable profit structure for the MarketEnterprise Group.

1. Overview of the service

- Name: Motorz Jp Channel (<https://www.youtube.com/@Motorz>)
- Activities: A YouTube channel (currently 268,000 subscribers) that provides mainly information about automotive parts, camping vehicles and other products involving customized motor vehicles

2. Purpose of the new service

The MarketEnterprise Group's vision is to operate as an "optimized trading company for the creation of a sustainable society." Group companies are dedicated to providing products and services that match the increasingly diverse range of consumption behavior and styles of people and, for some products and services, business operators and companies. Activities include use of the internet to match the needs of customers by giving them a selection of purchasing options.

The MarketEnterprise Group has three business segments: the Second-hand Online Business, Media Business and Mobile & Telecommunications Business. The Second-hand Online Business and Mobile & Telecommunications Business are growing steadily. In the Media Business, Google's updates of its search engine core algorithms had a negative impact on the search rankings of the major websites of this business. As a result, the number of page views has declined sharply and sales and earnings in this business are no longer increasing.

To resume growth of the Media Business, new media websites were added, the current content of this business was reexamined and other actions were taken. In addition, for making this business an even greater source of earnings, the decision was made to start full-scale operations using YouTube. This is one of the most important platforms for the online video advertising market, which has been expanding rapidly during the past few years.

Moreover, MarketEnterprise has been operating streaming media for some time on a trial basis. From now on, this new service will be used as the nucleus of streaming media operations with the goal of diversifying and stabilizing the profit structure of the Media Business and resuming the growth of this business.

3. Outlook

Although the new streaming media service is already profitable, MarketEnterprise believes that this service will have only a negligible effect on its consolidated results of operations for the current fiscal year. An announcement will be made promptly if there is a need to revise the forecast or make other changes.