

# Third Quarter of FY03/2023

## Supplementary Materials on Financial Results



# From the Stations

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February 08, 2023

**EKITAN** Co., Ltd.

TSE Growth: 3646



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3Q of FY03/2023

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# From the Stations

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## Section 1

3Q of FY03/2023  
Financial results overview  
(company-wide)



# Highlights

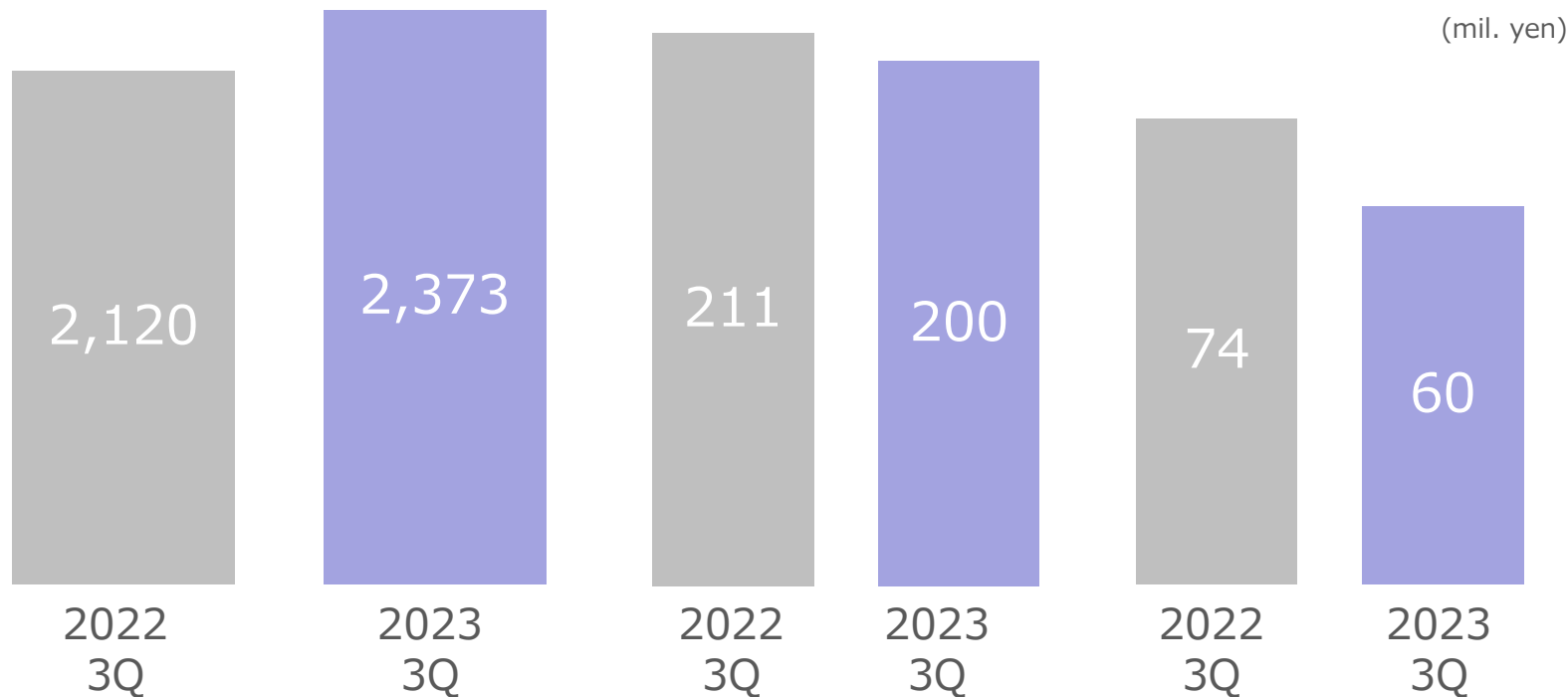
3Q of FY03/2023

## Higher revenues / Lower earnings

Net sales  
**+ 11.9 %**

EBITDA  
**-5.2%**

Operating profit  
**-19.7%** (+/- % YoY)





# Highlights

3Q of FY03/2023

## Higher revenues / Lower earnings

Net sales	2,373 mil. yen	+/- %	+11.9%	+/- amount	+252 mil. yen	FY2022	2,120 mil. yen
EBITDA	200 mil. yen	+/- %	-5.2%	+/- amount	-10 mil. yen	FY2022	211 mil. yen
Operating profit	60 mil. yen	+/- %	-19.7%	+/- amount	-14 mil. yen	FY2022	74 mil. yen

### Factors of higher revenues

#### **Mobility Support Business**

Increased advertising revenues due to more access to Ekitan media such as Transfer Information site and associated apps; as well as order-taking for services for corporations such as MaaS

#### **Improved profitability of “Cirqua” (advertisement platform)**

Despite substantial decrease in earnings affected by the PMD Act revised in August 2021, profitability status could improve by successfully applying new criteria for posting advertisements in response to that Act

#### **Advertisement Platform Business: Proud Engine Inc.**

It has been a consolidated subsidiary from the current third quarter consolidated fiscal period

### Factors of lower revenues

#### **Decreased sales of services for paid subscribers**

Continuously decreased paid subscribers affected by such as market environment including commoditization

### Operating profit

#### **Cost reduction was not enough to cover decreased sales of services for paid subscribers**

We tried thorough cost reduction such as less rental expenses with smaller office, but such efforts were not enough to complement decreased sales of services for paid subscribers which provided high profit rate, resulting in lower earnings YoY



# Consolidated Profit and Loss Statement

3Q of FY03/2023

## Consolidated Profit and Loss Statement

(mil. yen)	2022 3Q	Proportion	2023 3Q	Proportion	+/- %	+/- amount
Net sales	2,120	100.0%	2,373	100.0%	+11.9%	+252
Cost of sales	1,393	65.7%	1,674	70.6%	+20.1%	+280
Gross profit	726	34.3%	698	29.4%	-3.8%	-27
SG&A expenses	651	30.7%	638	26.9%	-2.0%	-13
Operating profit	74	3.5%	60	2.5%	-19.7%	-14
Ordinary profit	76	3.6%	58	2.5%	-23.2%	-17
Net profit attributable to owners of parent	34	1.6%	51	2.2%	+48.2%	+16
EBITDA	211	10.0%	200	8.4%	-5.2%	-10



# Consolidated Balance Sheet

3Q of FY03/2023

## Consolidated Balance Sheet

(mil. yen)

	2022 4Q	2023 3Q	+/- amount		2022 4Q	2023 3Q	+/- amount
Total current assets	2,422	1,800	-622	Total current liabilities	403	384	-19
Property, plant and equipment	70	67	-3	Total non-current liabilities	298	261	-37
Intangible assets	958	1,138	179	Total liabilities	702	646	-56
Investments and other assets	89	86	-2	Capital stock	291	291	-
Total non-current assets	1,118	1,292	173	Retained earnings	2,926	2,456	-470
Total assets	3,541	3,092	-448	Treasury stock	-673	-595	77
				Total shareholders' equity	2,838	2,446	-392
				Total net assets	2,838	2,446	-392
				Total liabilities and net assets	3,541	3,092	-448



# From the Stations

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## Section 2

3Q of FY03/2023  
Financial results overview  
(by segment)





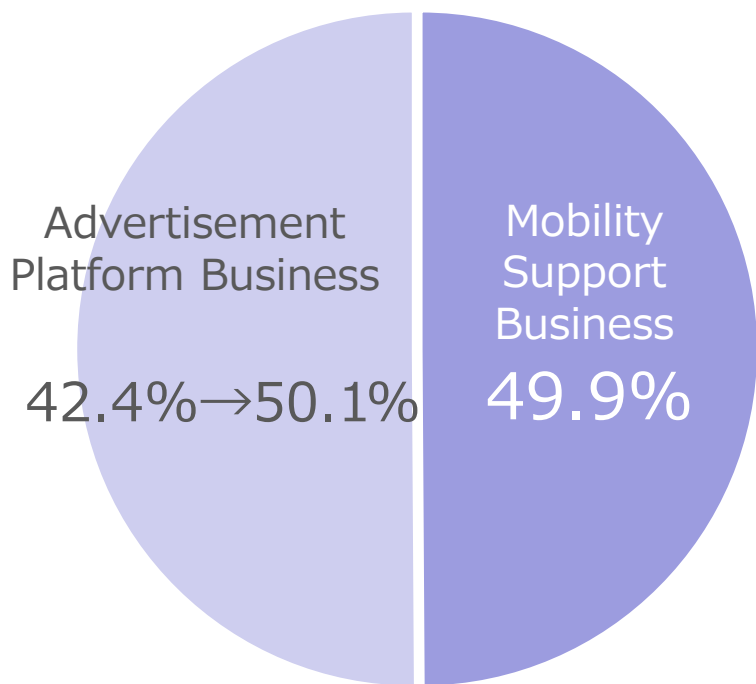
# Proportions by segment

3Q of FY03/2023

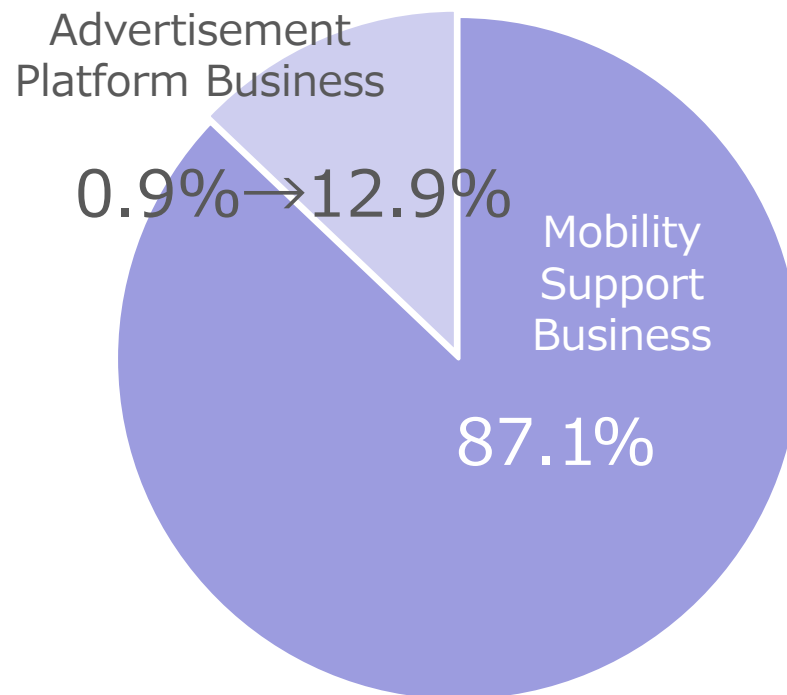
Proportions of Advertisement Platform Business became larger, growing as a new pillar of earnings

Advertisement Platform Business represents slightly higher share (50.1%) than Mobility Support Business in terms of net sales, increased net sales by 7.7 points and EBITDA by 12.0 points. Gradually breaking away from the business structure which has relied on Mobility Support (Transfer Information service)

Net sales



EBITDA





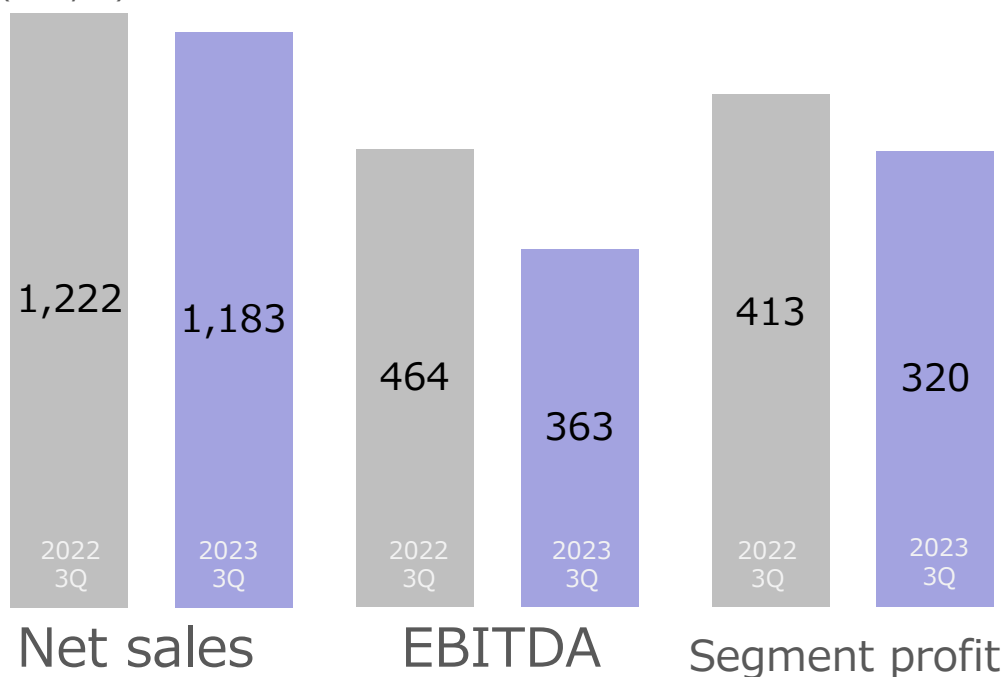
# Mobility Support Business

3Q of FY03/2023

## Revenues/earnings are as planned, but lower than the previous FY

Net sales	1,183 mil. yen	+/- %	-3.2%	+/- amount	-38 mil. yen	FY2022	1,222 mil. yen
EBITDA	363 mil. yen	+/- %	-21.7%	+/- amount	-100 mil. yen	FY2022	464 mil. yen
Segment profit	320 mil. yen	+/- %	-22.6%	+/- amount	-93 mil. yen	FY2022	413 mil. yen

(mil. yen)



### Factor 1: Lower revenues

Paid subscribers continuously decreased due to commoditization of services for paid subscribers such as Transfer Information

### Factor 2: Lower earnings

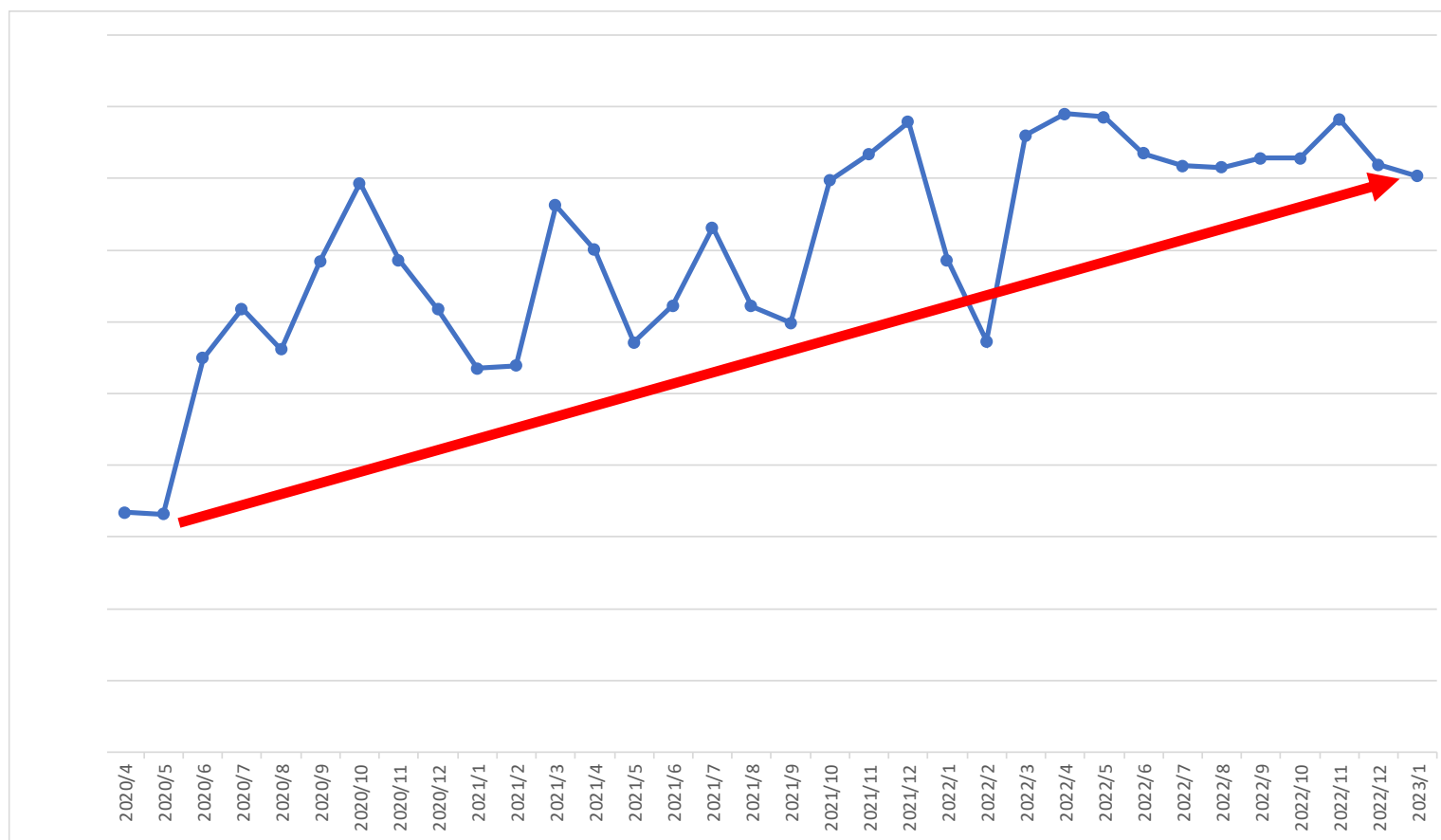
This segment could make a progress through increased advertising revenues due to more access to Ekitan media such as Transfer Information site and associated apps, as well as order-taking for services for corporations such as demonstration experiment of MaaS, but such positive aspects were not enough to complement decreased sales of services for paid subscribers which provided high profit rate.



# Mobility Support Business

PV of EKITAN.com, an important KPI, has been smoothly recovered since the previous FY thanks to relaxation of behavioral restrictions because of COVID-19 and taking measures for website improvement.

## PV (page views) transition





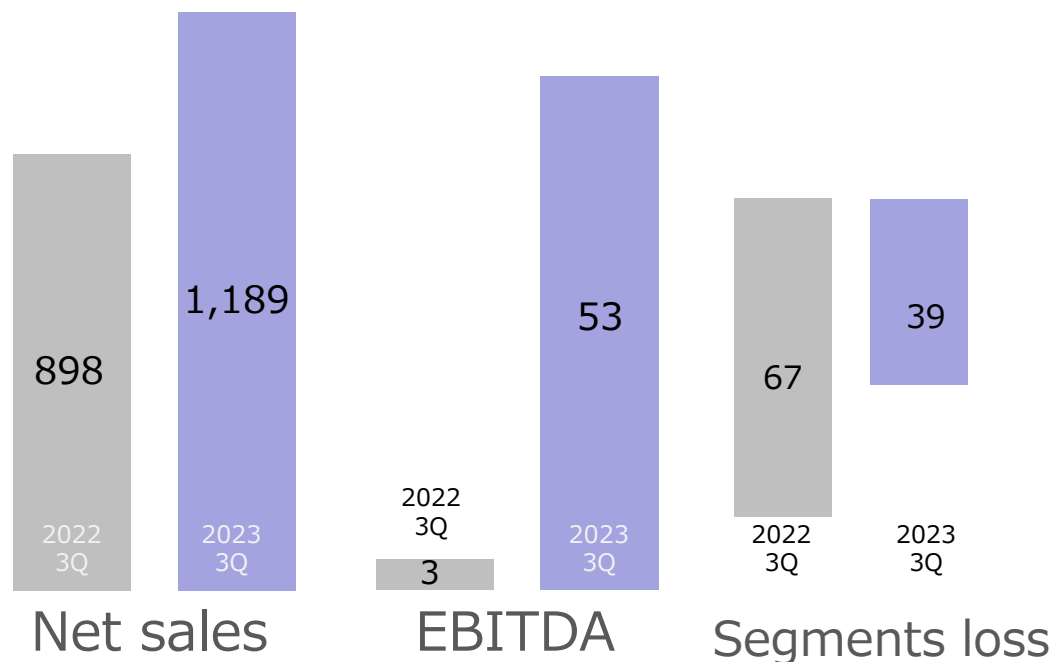
# Advertisement Platform Business

3Q of FY03/2023

## Higher revenues and EBITDA; Less segment loss

Net sales	1,189 mil. yen	+/- %	+32.4%	+/- amount	291 mil. yen	FY2022	898 mil. yen
EBITDA	53 mil. yen	+/- %	+1248.1%	+/- amount	49 mil. yen	FY2022	3 mil. yen
Segment profit	-39 mil. yen	+/- %	+41.9%	+/- amount	28 mil. yen	FY2022	-67 mil. yen

(mil. yen)



### Factor 1: Higher revenues

#### Improved profitability of "Cirqua" (advertisement service)

Despite substantial decrease in earnings affected by the PMD Act revised in August 2021, profitability status could improve by successfully applying new criteria for posting advertisings in response to that Act

### Factor 2: Higher revenues

**Proud Engine Inc. became a consolidated subsidiary** which has been added to this segment from the current 3Q

### Factor 3: Segments loss

#### Allocating amortization of goodwill; Up-front investment in vertical media

In addition to allocating amortization of goodwill and others at Cirqua, Inc., up-front investment in the vertical media "Ekitan PICKS" which has been in operation since the previous consolidated FY resulted in segment loss.



# Current progress in primary measures(3Q of FY2023)

## Framework

### Regional Marketing Platform Framework

Strategies	Measures	Progress during 3Q
1) Hybrid type vertical media deployment	Adding more service categories such as real estate, food service	"Ekitan PICKS" and "Ekitan LOCAL" were launched. Adding information from municipalities and Ekitan's unique regional information is under consideration.
2) Cirqua's adnet business deployment	Expanding advertisement spaces by means of media exploitation under the new criteria in response to the revised PMD Act	Media expansion for recommend-widget framework. Expansion of commercial materials other than those for women.
3) MaaS business deployment	Development of MaaS packages and deployment of them to further more regions	Demonstration experiments of "Esashi MaaS" completed. Demonstration experiments of "Mirai Univ. AI MaaS" in Hakodate City.
4) Regional targeting business deployment	Building up a system for regional targeting by data incorporation, transfer information and Cirqua's technologies	"MaaS-type advertising" started, a joint campaign for transit advertisement with Tokyo Monorail.
5) M&A/alliance strategy	To collect information and promote M&A/alliance in accordance with the Company's policies and in partnership with financial institutions and intermediary companies	Proud Engine Inc. which has an Internet advertising agency functionality became a consolidated subsidiary.



# Hybrid type vertical media deployment

“Ekitan PICKS” started as horizontal deployment in addition to vertical deployment of “Ekitan PICKS”, and its module was added to the top page.

Ekitan Transfer Information  
<https://ekitan.com/>

Ekitan PICKS  
Choose a genre

**Aim**  
By placing hub modules of Ekitan PICKS and Ekitan LOCAL to the top page of EKITAN.com, proper allocation of link juice is achieved.



**Anticipated effect**  
Increased inflow of searching would lead to higher amount of affiliate sales.

Ekitan LOCAL  
Then choose a station

**For the future, partnerships with municipalities and railway companies should be facilitated to reinforce our contents, mainly regional information.**



# MaaS business deployment

## Demonstration experiments of "Mirai Univ. AI MaaS"



Mirai Univ. AI MaaS

This project aims at improved convenience for commuting by students, teachers and visitors of Hakodate Mirai Univ.; research into convenience of transportation for living such as for shopping by residents in Akagawa/Mihara areas in Hakodate City including the aforementioned Univ. and effects on profitability for local commercial facilities; and feasibility study about shifting from conventional bus operation with fixed schedule/routes to an on-demand-type operation.

### Ekitan's approach

By utilizing route-finding functionality and mobility-related data of public transportation such as train and bus, which are Ekitan's technological assets, combined route-finding can be realized. Solutions such as voice input for elderly people who have difficulties in using smartphones were deployed, **contributing to SDG 11 "Sustained Cities and Communities" (for elderly people).**

#### 【Overview of the demonstration experiments】

##### ■ Commissioned project

2022 "Challenge Field Hokkaido" project  
by NOASTEC Foundation

##### ■ Operating period

Dec. 12, 2022 (Mon.) - Feb. 1, 2023 (Thu.)

Only on weekdays except Dec. 29 - Jan. 3;  
33 days in total

##### ■ Operating hours

10:00 - 16:00 (except 13:00 - 14:00 for lunch break)

##### ■ Operating areas

Akagawa/Mihara areas in Hakodate City, Hokkaido Pref.

##### ■ Eligibility

① People concerned at Hakodate Mirai Univ.  
(pre-registration required)

Students (estimated 600 by bus), teachers and visitors

② Those who want to use, mainly EZOCA members

Invitation via Sapporo Drug Stores  
and emails to EZOCA members

\* ② is available from Dec. 19, 2022 (Mon.)







# Regional targeting business deployment

Joint campaign for transit advertisement with Tokyo Monorail  
MaaS-type advertising started

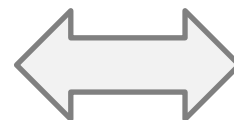
## Content of advertising menu

**MaaS-type advertising menu** started to be rolled out aiming at realizing contact with continuous advertisings while target users are **“before movement”, “moving now”** and **“after movement”** by linking **“Station-by-station Ad”** distributed at departure/arrival stations according to the results of transfer information searching provided by Ekitan with Tokyo Monorail on-board media and geo-targeting advertisings which are offered by Monorail Agency Co., Ltd., along with obtaining higher acknowledgment.

**Ekitan / Transfer Information**



**Tokyo Monorail / on-board media**



**Geo-targeting**



Targeted are visitors within 300 m areas from stations of Hamamatsucho, Tennozu Isle, Haneda Airport 1st/2nd

**At present, a plan for building up a regional ad-network is under consideration, which will be the core of regional targeting business deployment.**





## M&A/alliance strategy

【Disclosed on Oct. 24】

A contract was executed for acquiring 100% shares of Proud Engine Co., Ltd. which engages in Internet advertising agency/operation, joining Ekitan Group on Nov. 30.



×



Aim

To reinforce, out of the two major elements namely to “incorporate” and to “connect” of the Regional Marketing Platform framework, **especially to “connect” business entities and users.**

### “incorporate”

- user movement information
- spot (business) information

### “connect”

- media domain
- ad domain
- SaaS domain for corporations

### Overview of Proud Engine Inc.

Name:	Proud Engine Inc.
Address:	5-4,Kojimachi,Chiyoda Ward, Tokyo
Established:	February 27, 2019
Business activities:	<ul style="list-style-type: none"><li>• Internet advertising agency business</li><li>• To support insourcing Web advertising operations</li><li>• To support utilization of marketing data</li></ul>
Capital stock:	40,100 thousand yen
Financial results:	Net sales of 710 mil. yen and Operating profit of 18 mil. yen (October 1, 2021 – July 31, 2022)
Date of stock transfer:	November 30, 2022

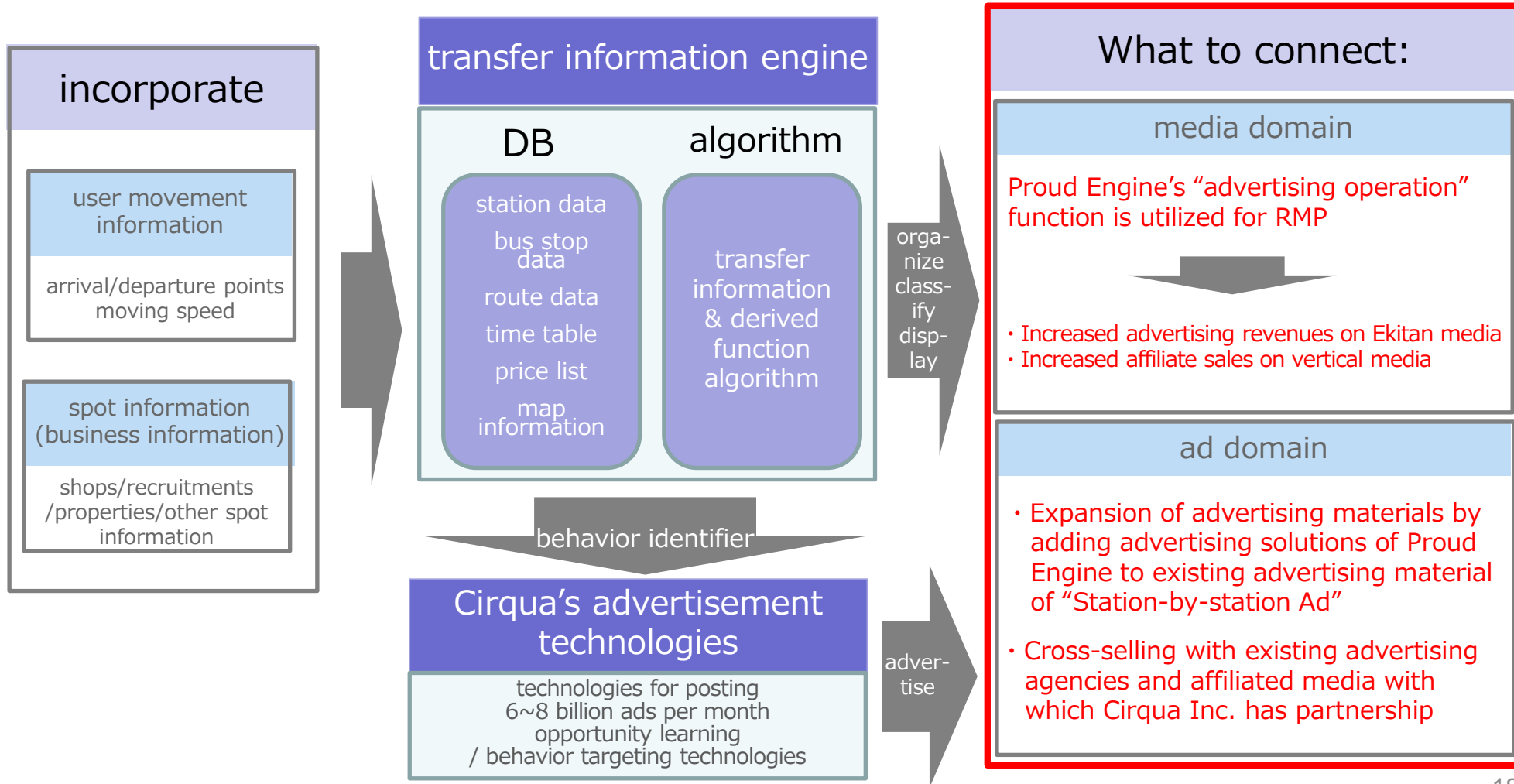


# Purpose of acquiring Proud Engine

To reinforce the element of **“connect”** of the Regional Marketing Platform (RMP)

Essence of RMP: To **“incorporate”** user/business information and to **“connect”** business entities and users  
By utilizing **transfer information engine** and **Cirqua’s advertisement technologies**,  
business entities and users are **“connected”**.

**Proud Engine’s capabilities of proposing/operating advertisement are utilized for enhanced ability to “connect”**





# From the Stations

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## Section 3

FY03/2023

Performance forecasts



## Performance forecasts (FY03/2023)

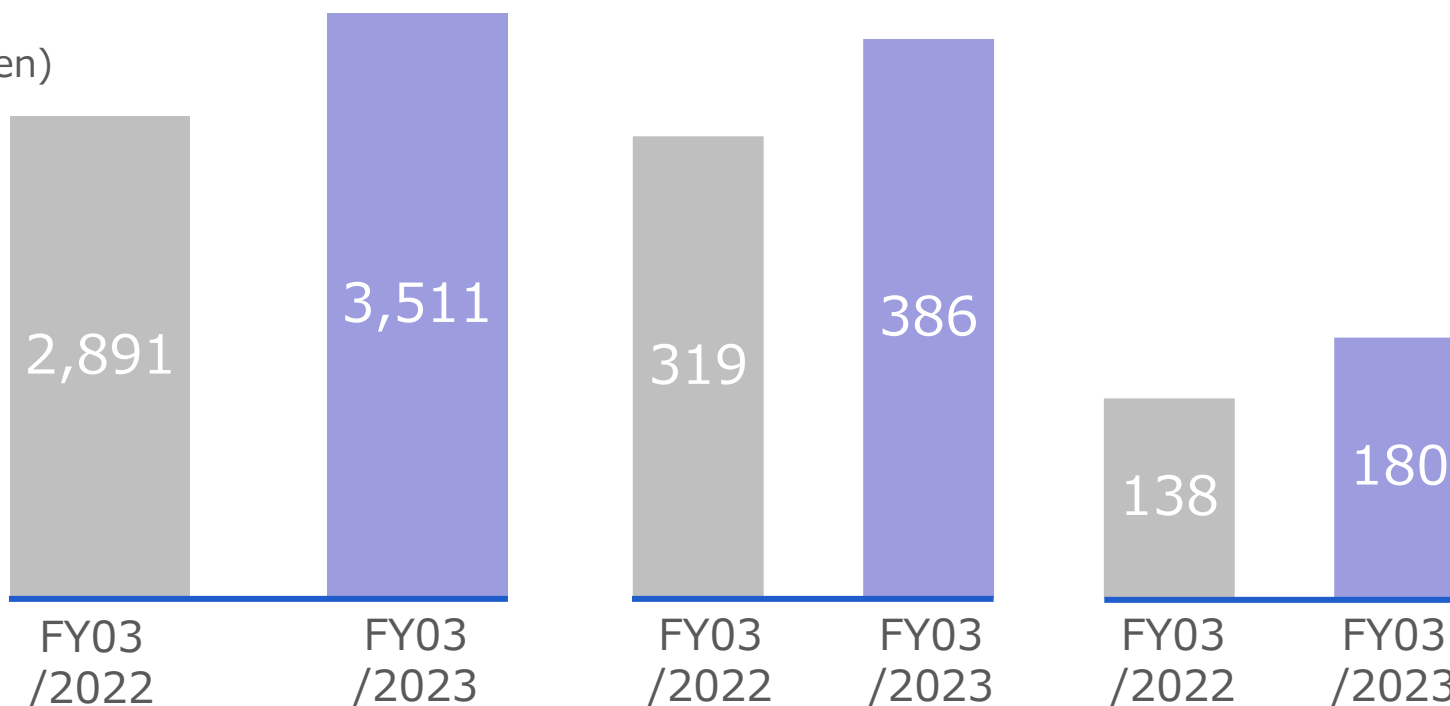
# Higher revenues & Higher earnings forecasts

Net sales  
**+21.5%**

EBITDA  
**+21.2%**

Operating profit  
**+30.4%** (+/- % YoY)

(mil. yen)



Proud Engine Inc. has been a consolidated subsidiary from the current 3Q of consolidated fiscal period. However, its influence was so small that the Company considered it did not need to amend these performance forecasts and thus they remain unchanged.



# From the Stations

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## Section 4

Topics



## Purchase and cancellation of treasury stock

(disclosed on November 9, 2022)

### Reasons for purchasing/canceling treasury stock

To carry out agile capital policies

【Capital policies】

- 1) Shareholder return
- 2) Improvement in profitability

### Anticipated effect

By purchasing and cancelling treasury stock, total number of outstanding shares is reduced while BPS (Book Value Per Share) and EPS (Earnings Per Share) increase, and thus effects of higher corporate value and capital efficiency are anticipated.

### Matters concerning the purchase

(1) Type of the stock to be purchase	Common stock of the Company
(2) Total number of shares to be purchased	750,000 shares (upper limit) (percentage to the total number of outstanding shares (excluding treasury stock): 13.41%)
(3) Total value of the stock to be purchased	374,250,000 yen (upper limit)

### Matters concerning the cancellation

(1) Type of the stock to be cancelled	Common stock of the Company
(2) Total number of shares to be cancellle	800,000 shares (percentage to the total number of outstanding shares before cancellation: 11.73%)
(3) Date of cancellation	November 30, 2022
(4) Total number of outstanding shares after cancellation	Total number of outstanding shares after cancellation 6,018,800 shares

(for reference) Holding status of treasury stock as of September 30, 2022

Total number of outstanding shares (excluding treasury stock): 5,593,684 shares

Number of treasury stock: 1,225,116 shares

## ~ From the Stations ~



### 【Contact for IR】

EKITAN Co., Ltd.    IR staff    E-mail <mailto:ir@ekitan.co.jp>  
URL <https://ekitan.co.jp/>

These materials are intended only for providing information for reference concerning current business performance, and therefore investors are encouraged to make their final decisions on investment or any other matters based on their own judgements.

Of course these materials have been created with extreme care as much as possible. However, the Company shall not assume any responsibility for their completeness.

In addition, the Company shall not assume any responsibility for any results and other matters concerning investment decided based on these materials.

Forecasts and plans presented in these materials have been created based on currently available information. Actual business performance to be achieved in the future may differ from such forecasts and/or plans due to various factors including overall economic situations.



# From the Stations

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## Appendix





Vision

Vision

To create novel services  
which have not ever existed,  
to contribute to the society



## ~ From the Stations ~

By utilizing EKITAN's business assets, and based on "stations" where many people gather, businesses (services) and users are connected



● past  
Monetization by  
"examining people's movement"

● From the Stations  
It is intended for creating new monetization points by supporting people's next actions around the stations where they arrive.

● Regional Marketing Platform Framework  
This concept is embodied by the "Regional marketing platform framework" described in the following pages.



Framework

Regional Marketing Platform Framework

(essence)

**incorporate**

**connect**

Information on users and business entities is **incorporated** which is analyzed/organized around a “station” by utilizing EKITAN’s business assets,

and then, business entities and users are **connected**

Users are provided with beneficial information and their explorations around the station are supported.

New ways of monetization are realized

<Earnings from various media, enhanced services for corporations, etc.>

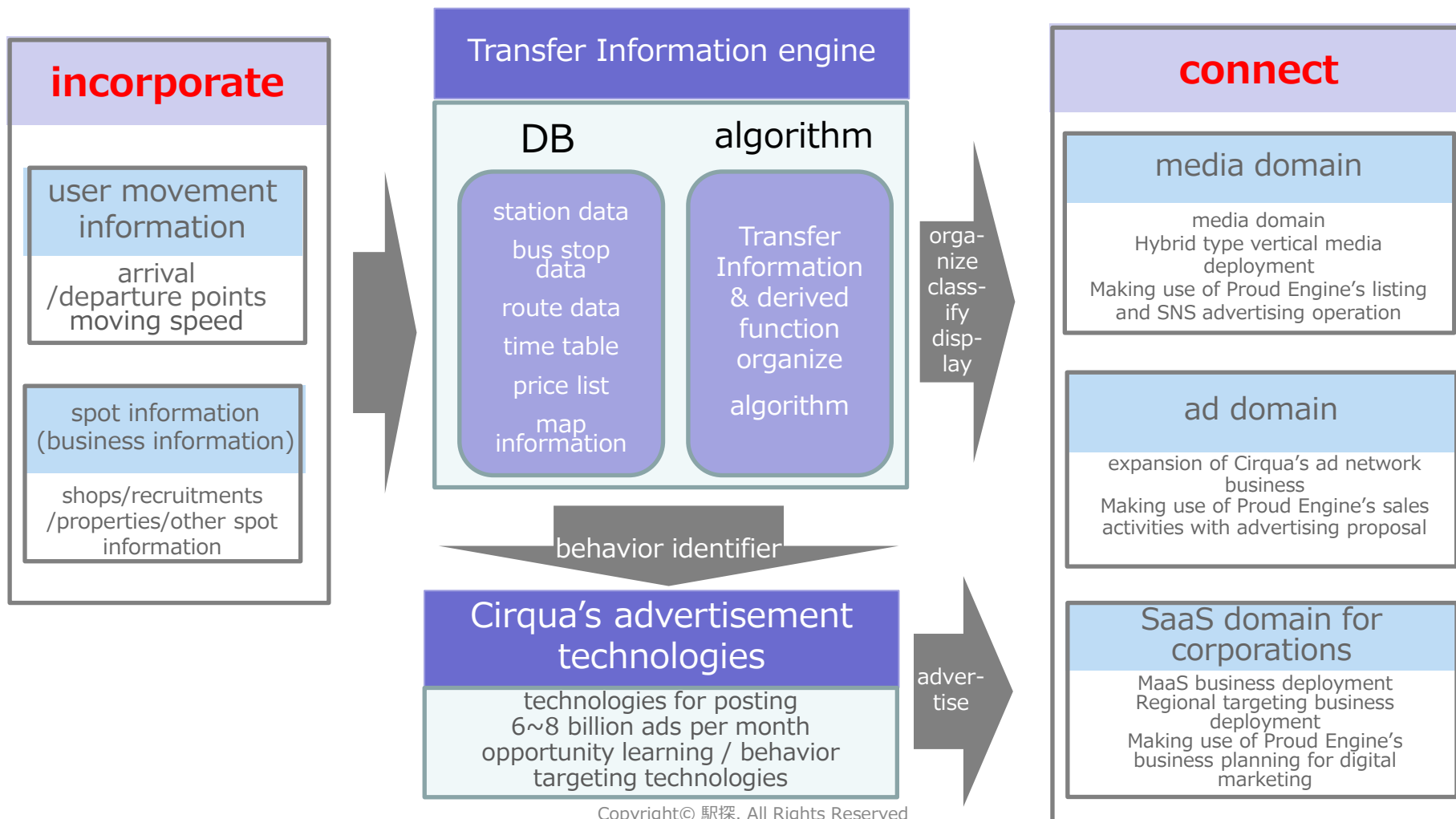


# Framework

## Regional Marketing Platform

Information on users and business entities is **“incorporated”**  
 By utilizing **transfer information engine** and **Cirqua’s advertisement technologies**,  
 business entities and users are **“connected”**.

Proud Engine’s capability of advertising proposal





# Promotion of the Regional Marketing Platform Framework with EKITAN's business assets as its strength

## Technologies / Data assets

### transfer information engine

25 years' experience of data operation  
Transfer:  
50 mil./month

Train coverage: 100%  
(more than 9,500 stations nationwide)  
Bus data  
(more than 325 operators nationwide)  
other data  
(e.g. airports)

Transfer information functions (data & algorithm) are applied to marketing domain

## Media assets

### EKITAN.com & apps



Users per month  
PV: more than 80 mil.  
UU: 12 mil.

Utilizing the domain power which is effective in searching with any station name as a keyword

## Customers' assets



Communication carriers  
Media companies operating real estate / recruitment / food services  
Nationwide train companies

Strengthening business partnership

## Group's assets

### Cirqua's advertisement technologies



Adnet network capable of 6~8 bil. ad impressions targeted at women

### Laterra International, Inc.



No.1 share of producing domestic /overseas travel guidebooks/contents

Elements of strength which differentiate EKITAN from others in promoting the framework going forward

“Transfer information engine” “EKITAN.com & apps” “Cirqua's advertisement technologies”



Strength

## Strength

1

Technologies / Data assets

Transfer information engine

2

Media assets

EKITAN.com & apps

3

Group's assets

Cirqua's advertisement technologies



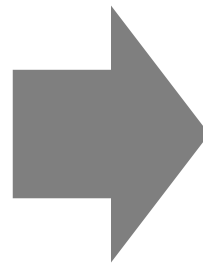
## Strength 1 Technologies / Data assets

Strength  
1

Technologies / Data assets

# Transfer Information engine

- 1) 25 years' experience of data operation
- 2) Transfer: 50 mil./month
- 3) Train coverage: 100% more than 9,500 stations nationwide
- 4) Data 325 bus operators / airports nationwide
- 5) Unique technologies/know-how e.g. technology for inferring which train a user will transfer to (by analyzing his/her location information, even the train number he/she is boarding can be identified)



Transfer information functions are utilized in the marketing domain, leading to differentiation

**Only 4 companies in Japan have this transfer information engine  
EKITAN's unique related technologies/know-how**



Strength 2 Media assets: EKITAN.com & apps

Strength  
2

Media assets

EKITAN.com & apps



**Users per month**

PV: more than  
80 mil.

UU: 12 mil.

&

Utilizing the domain  
power which is effective in  
searching with any station  
name as a keyword

These assets will be good places to attract even more users  
and to connect service (business) entities and users.

**Increase in earnings from media**





Strength 3 Group's assets: Cirqua's advertisement technologies

Strength  
3

Group's assets

Cirqua's advertisement technologies

株式会社 駅探

LATERA  
INTERNATIONAL

Transfer information  
and EKITAN.com

Contents power with  
no.1 share of producing  
domestic/overseas  
travel guidebooks

+

Ad network that provides  
6~8 bil. ad impressions  
targeted at women

Expanded to  
targeting  
advertisement  
around regional  
axis

Cirqua



## Framework

### Regional Marketing Platform Framework

Strategy  
1

Hybrid type vertical media deployment

Strategy  
2

Cirqua's adnet business deployment

Strategy  
3

MaaS business deployment

Strategy  
4

Regional targeting business deployment

Strategy  
5

M&A/alliance strategy



# Strategy 1

## Hybrid type vertical media deployment

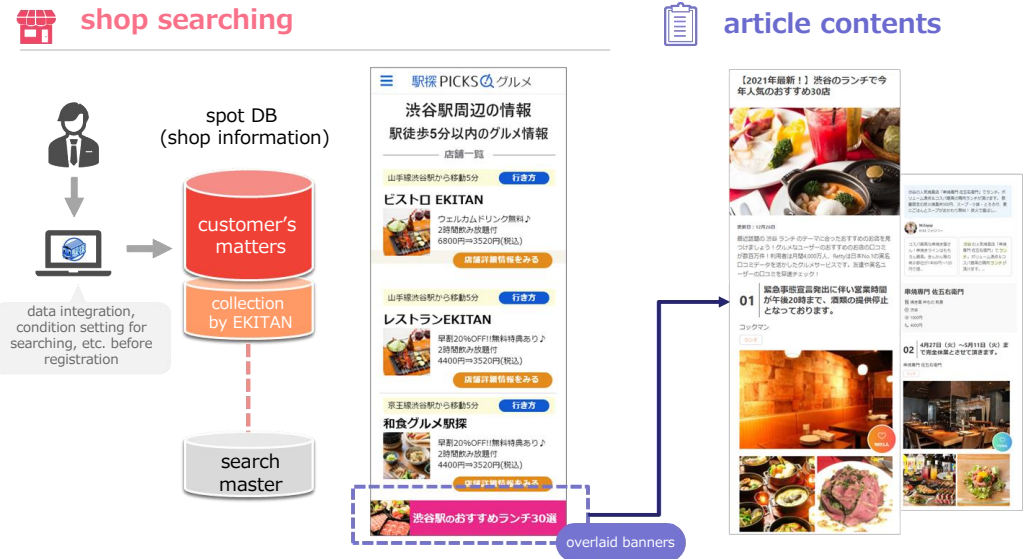
Far more shop information is “incorporated”, and “organized/classified/displayed” using transfer information technologies, and rolled out to various pages. Improvement in attracting guests via media and better internal migration lead to profit growth.

### conventional (curation type)



For shops curated by commodities, services and specific themes, media are created for posting shop information, contents for comparison and descriptions. More categories will be created in addition to dehairing services.

### hybrid type



In addition to curated shops data, other shops information is obtained by using such as other websites' API to enhance EKITAN's spot database. Then this spot database and transfer information technologies are utilized to deploy various regional media around individual stations/routes/areas.



# Cirqua's adnet business deployment

By exploitation of media and new commercial materials, more users and commodities are “connected” to realize further growth.

Building up bases for rolling out regional targeting advertisement

### Business model

- Centered on complex commercial materials, ads of those targeted at women are posted on about 1,000 pieces of media.

### Earnings structure

- $\text{Ads IMP} * \text{CTR} * \text{CPC}$   
More IMPs: Exploitation of media  
More CTR/CPCs: Exploitation of commercial materials

### Current situation

- During FY03/2022, insights into legal risk management were obtained regarding such as PMD Act.
- Since December 2021, under the new operational regime, the Company has maintained a smooth recovery trend.

### Strategies

Advertisement spaces will be exploited to increase ad IMPs.  
(Ad widgets such as SSP, DSP, and PTD linkage)

Introducing video LP leads to obtaining new commercial materials and more CPCs.

Obtaining advertisement spaces contributes to regional targeting ad deployment as described in the following pages.

\* abbreviations

IMP (impression): Total number of users who viewed the advertising

CTR: click through rate

CPC: cost per click

LP (landing page): Page displayed after clicking an ad creative



# Strategy 3

## MaaS business deployment

Users and secondary transportation are “connected” to contribute to the SDGs, resulting in obtaining a unique position.

### Current situation

- Project in Esashi Town (demonstration experiment in February 2022)
  - For elderly people who have difficulties in operating smartphones, reservation service of on-demand vehicle assignment by voice input is provided.
- Project in Komoro City (released in March 2022)
  - Searching for routes in combination of secondary and public transportations by utilizing transfer information functions

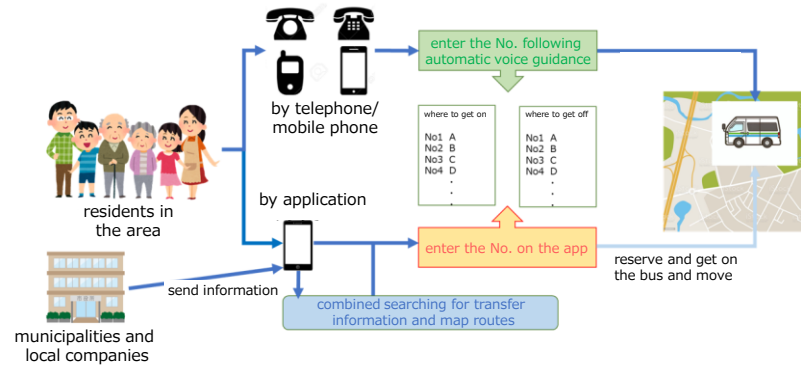
### Target

- Focusing on regional support type MaaS domain based on the results of the above-mentioned projects
  - Issue 1: Elderly people (who have difficulties in using transportations and low we literacy)
  - Issue 2: Financial problems in municipalities being principal clients

### Strategies

- Solutions such as voice input experimented in Esashi Town for elderly people who have difficulties in using smartphones will be deployed, contributing to SDG 11 “Sustained Cities and Communities” (for elderly people).
- Package sales with cost advantages
  - Building up and providing a MaaS package at a reasonable price for municipalities to adopt
- Strengthening partnership
  - By partnering with Sapporo Drug Store Co., Ltd. which worked together in the business deployment in Esashi Town, similar projects would be realized in other municipalities of Hokkaido Pref.
  - By partnering with Mirai Share Co., Ltd. and other secondary transportation business entities, similar projects would be realized in other municipalities nationwide.

Diagram of the reservation service of on-demand vehicle assignment by voice input provided in Esashi Town



EKITAN’s MaaS package will be rolled out: with which MaaS can be easily started

<b>Feature①</b> Combined route search	Highly scalable route searching function that is easy to integrate with local secondary transportation information
<b>Feature②</b> Creating a regional webpage	Specialized website (regional webpage) can be easily created, where users can use various MaaS functions
<b>Feature③</b> On-demand reservation	① On-demand mobility operation system named “SAVS” is integrated by default ② Convenient functions for elderly people are provided by default (voice input is enabled)
<b>Feature④</b> Other functions	Functions to increase convenience for users of tourism-related MaaS services ① Searching “Within XX minutes’ walk” (searching by latitude/longitude in minutes) ② Trip-planning function (itinerary search)

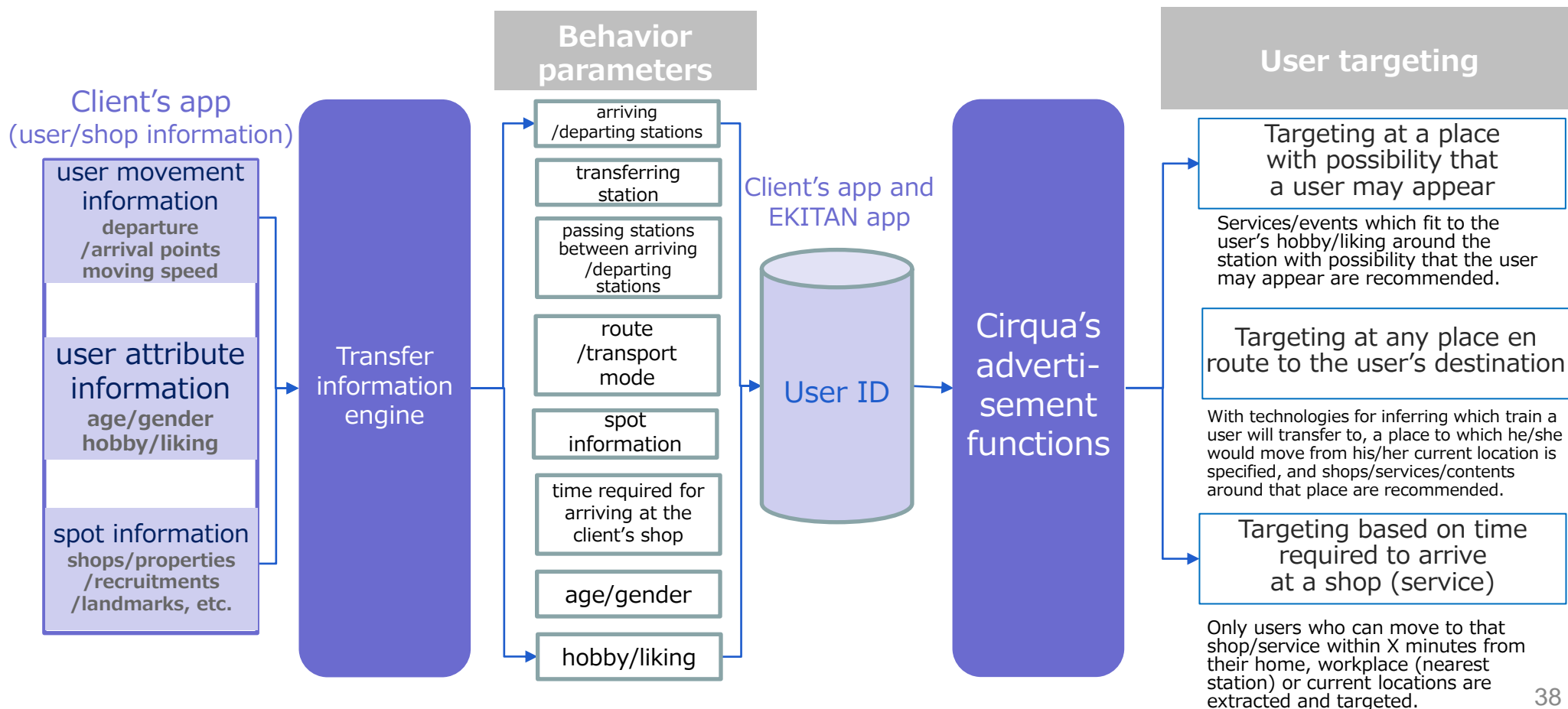


## Strategy 4

# Regional targeting business deployment

A system will be built up in which user information and spot information are “incorporated” and analyzed with transfer information engine, and then a user ID is assigned a behavior identifier to which some advertising (content) is delivered using Cirqua’s advertisement function.

→By applying transfer information technologies to ad technologies domain, regional targeting business will be deployed.





## Promoting M&A/alliance

In order to achieve mid-term management plan, M&A/alliance which satisfy the following three goals are promoted.

Goal 1 To contribute to sales/profit for realizing the mid-term management plan

Goal 2 Functional reinforcement necessary for realizing the “Regional Marketing Platform” framework

Goal 3 Enhancement of business portfolio  
:to disperse business risk and build up new pillars of earnings



# Glossary

Term	Description
EBITDA	Abbreviation of "Earnings Before Interest Taxes Depreciation and Amortization" which means profit calculated by adding depreciation and amortization of goodwill to operating profit
station-by-station ad	A service which enables sorting ads in line with the resulting station, train and/or flight upon searching
MaaS	Abbreviation of "Mobility as a Service" which is a service aiming at optimizing demand and supply by utilizing data on movements of vehicles and people, leading to solving social issues around such movements
vertical media	Media which provide contents specialized in a particular field/genre/theme
targeting (ad)	To display advertisings suitable for a user based on data such as webpages which he/she has viewed in the past and his/her registered information
ad network	A system in which multiple advertising media (such as website, social media and blog) are gathered to create an advertisement network, and post advertisings on those media collectively
domain power	A kind of indicator showing strength of a website, representing how that website is trusted by a search engine
on-demand vehicle assignment	A system for assigning vehicles not based on conventional time table but on demands for operation
SSP	Abbreviation of "Supply Side Platform", meaning a tool which supports sales of advertising spaces and maximization of earnings from advertisement
DSP	Abbreviation of "Demand Side Platform", meaning a tool which supports maximum effects of advertisements advertisers and ad agencies
PTD	Abbreviation of "Publisher Trading Desk", meaning an organization which undertakes operational services for advertisings provided by media