

December 3, 2014



# **Introduction of the “CocoPPa” Project to the Home Application Category of the Global Android Market**

United, Inc.

(TSE Mothers:2497)

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# Introduction

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Today, we have announced a launch of a new home application “**CocoPPa Home**” this month, marking our entry into the home application category of the global Android market.

The home applications category is in the spotlight as a prime category for smartphone applications which brings in many active users, increases advertising revenue and holds potential for various business expansion opportunities. Many major international IT corporations have also started participating in this market.

“CocoPPa”, our customizable community service application for smartphones, has grown to **exceed more than 30 million downloads in October 2014.**

For our next step, using the user base of “CocoPPa” as a foundation, we will focus our energies on spreading “CocoPPa Home”, a customizable home application geared toward female users.

We have positioned “CocoPPa Home” as a “**core application in CocoPPa related services**” and will strive to develop it as the smartphone portal for females who like to customize their phones, with a goal of gaining users in the global Android market.

Moreover, we are making efforts for a larger-scaled service, with services such as “CocoPPa” and the avatar application “CocoPPa Play”, to promote more users towards our various application services geared toward females.

Chairperson and CEO  
Tomonori Hayakawa

# The CocoPPa Project Objectives and Means for Achievement

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## Objective

To attain the position as **the Smartphone Portal** in the global Android market for “females worldwide who enjoy smartphone customization”

## Means for Achievement

Participation in the home application market with the CocoPPa brand

# About Home Applications

<What are home applications?>

- Applications that allow the user to customize their smartphone home screen
- The Android OS allows users to easily change wallpapers, icons, and also make convenient tweaks such as adding clock and weather widgets by using home applications.

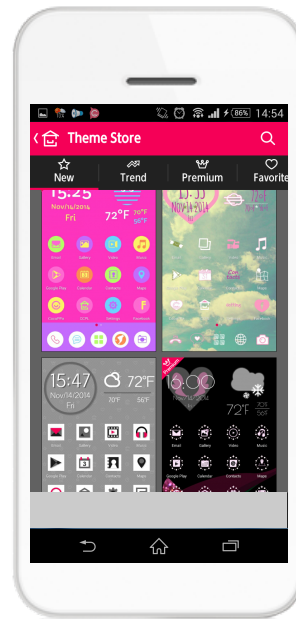
Android phones have a high level of customizability, and you can change your home applications

## Customizing the home screen using “CocoPPa Home”

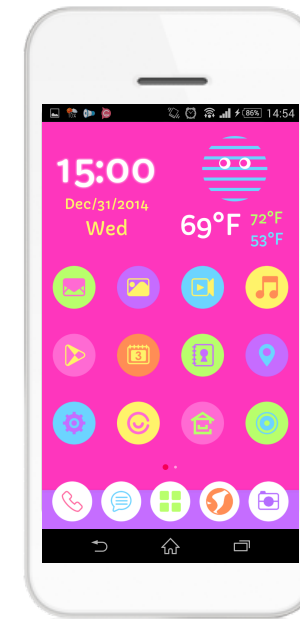
1.Starting “CocoPPa Home”



2.Selecting a home screen

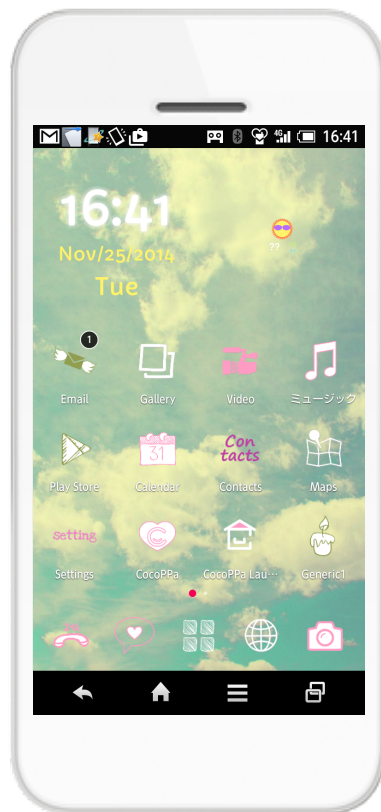


3.Customization completed



# CocoPPa Home = The User's Very Own Home Screen

When a smartphone is turned on, this screen is always seen by the user, and comes in contact with the user many times a day



## Basic Objectives

A drastic increase of active users in the CocoPPa service group

Resulting in increase of sales in proportion to the number of active users through items such as advertising

Furthermore, reinforcing user flow to other related applications such as CocoPPa Play

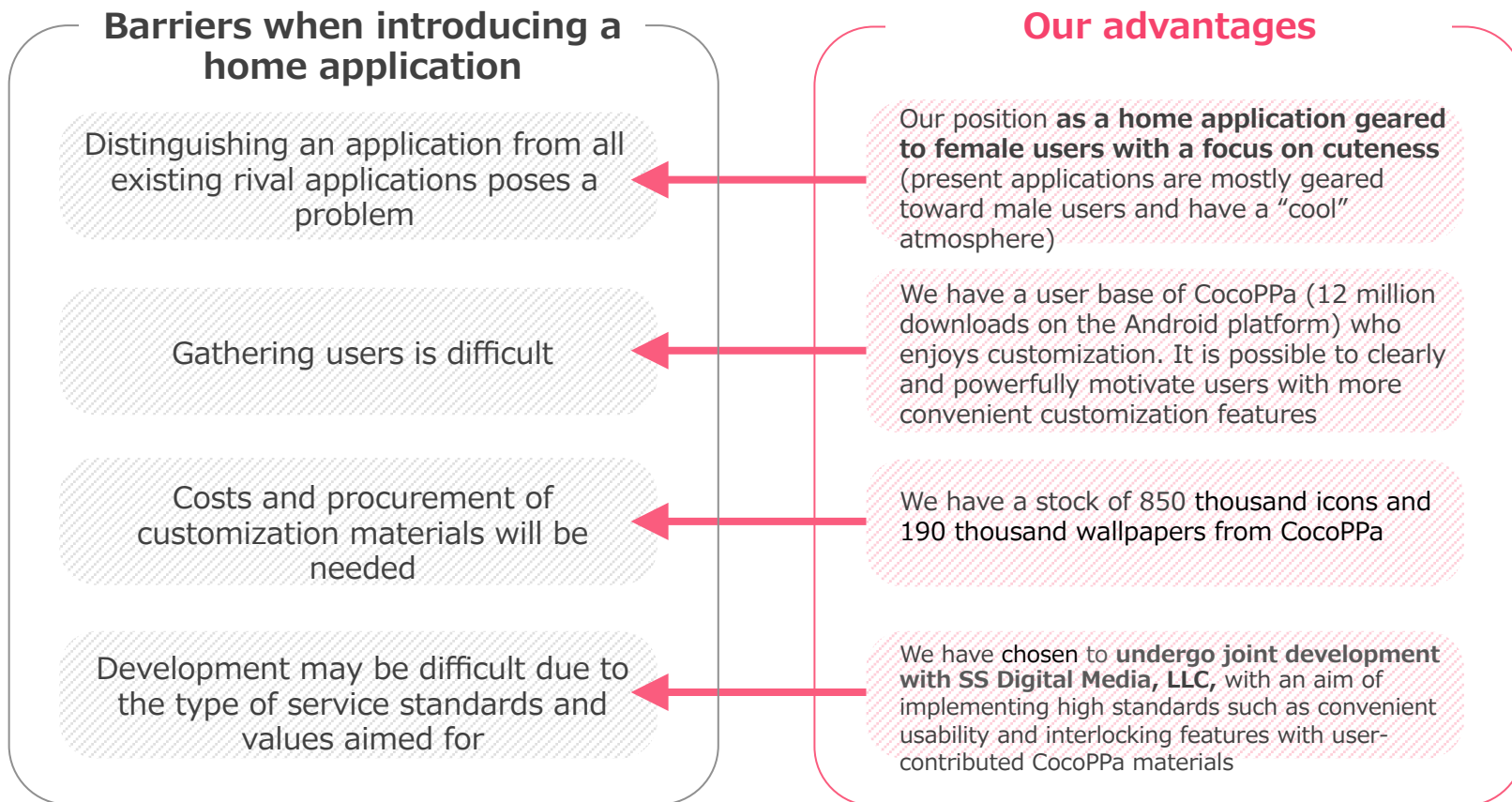
# Trends in the Global Home Application Market

Major international IT corporations are entering the market one after another  
The largest home application company, Sungy Mobile Limited, has been listed in the NASDAQ stock market

Date	Events
April 2013	<b>Facebook, Inc. (USA)</b> releases “Facebook Home”
May 2013	<b>Kakao Corp.(Korea)</b> releases “KakaoHome”
November 2013	<b>Sungy Mobile Limited (Guangzhou, China) is listed in America’s NASDAQ stock exchange</b> <ul style="list-style-type: none"><li>• Providers of the home application “GO Launcher EX”, which totals over 300 million downloads</li><li>• Their proceeds for 2013 were 54 million dollars (In which proceeds from the application category with a focus on the GO Launcher EX were 25 million dollars or approximately half of all proceeds)</li></ul>
January 2014	<b>Yahoo! Inc.(USA)</b> acquires Aviate, providers of home applications
April 2014	<b>Twitter, Inc. acquires</b> Cover, providers of home applications

# Barriers to Introducing a Home Application and our Advantages

We will strive for a constant share in the home application market by establishing a unique position using our **CocoPPa user base and implementing collaborations with external corporations**



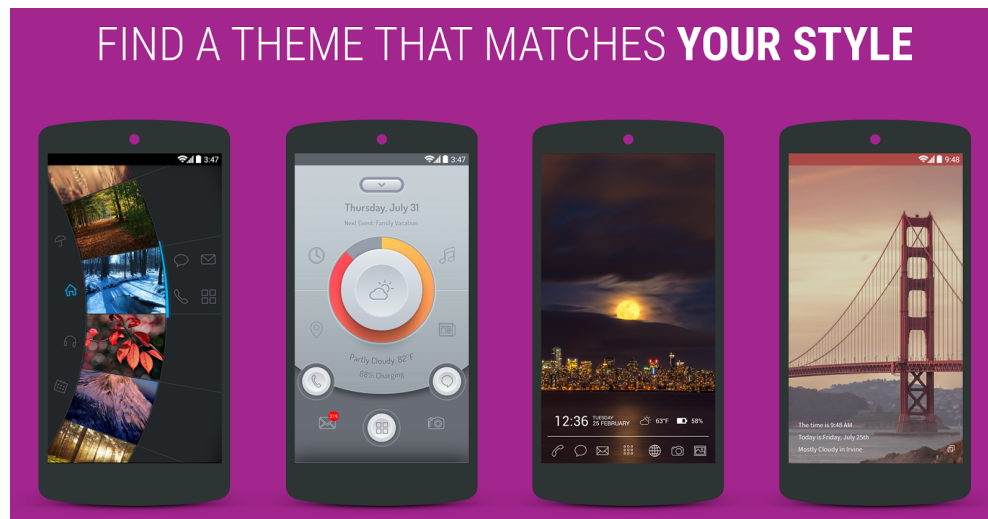
# Our Capital and Business Alliance with SS Digital Media, LLC (USA)

In June 2014, we started a capital and business alliance with SS Digital Media, LLC, who created the home application “Themer” and is a specialized startup in the same category as we are. Along with our company and our wholly owned American subsidiary CocoPPa, Inc., a joint team of the three companies are developing “CocoPPa Home” in the USA.



## Home Application “Themer”

- Released in October 2013 with over 3 million downloads
- The total downloads of home screen materials have exceeded 12.5 million since its release
- Enables home screen customization with one touch (without additional downloads of themes and widgets)
- Published in media such as the New York Times, Wired, CNET, Tech Crunch, and Lifehacker as an excellent home application



## SS Digital Media, LLC

Headquarters: California, USA

Representative: Ashvin Dhingra (CEO)

URL : <http://themerapp.com/>

As of June 2014, we acquired an equity stake of 19.9%

# The “CocoPPA” Service Group and Future Strategy

We will strive to **establish a position as the smartphone portal for females who enjoy customization** by positioning “CocoPPA Home” as the core of services such as “CocoPPA” and “CocoPPA Play”. We will also promote other various applications geared to female users by interlocking functions with other services

**We aim to become the smartphone portal for females who enjoy customization**  
“CocoPPA Home”

