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SEPTENI CO., LTD.

Septeni Original Inc. (subsidiary of Septeni Grp) provides LTV-based advertising operations using Twitter mobile app promotions using mobile ad measurement tool, Pyxis ad Measure. Also, is recognized as a Twitter Mobile Measurement partner, the first in Asia to be certified in 2 fields.

SEPTENI CO., LTD., (Headquartered in Shinjuku-ku, Tokyo; Koki Sato, President; hereinafter “Septeni”) will launch its mobile measurement and web tracking tool, Pyxis Ad Measure for tracking and measuring mobile app promotions over the Twitter platform. Using Pyxis Ad Measure, mobile app marketers can measure the LTV (life time value) of their users and use this data to improve their advertising and marketing operations. Pyxis Ad Measure is a product of Septeni Original Inc., a wholly owned subsidiary of the Septeni Group and recognized Twitter Ads API Partner. Septeni Original, Inc, is the first company in Asia to be recognized under Twitter’s Marketing Platform Partner (MPP) program for both Ads API and Mobile Measurement.

Select companies with expertise in Twitter Promoted Products are allowed entry into a partnership with Twitter as MPPs. Pyxis Ad Measure allows mobile app installs and other in-app actions coming from Twitter mobile app promotions to be measured accurately and consistently. Septeni uses data from Pyxis Ad Measure (such as revenue data, user acquisition/campaign costs) to calculate LTV and effectively manage and measure campaign performance for mobile app advertisers.

This service is part of Septeni’s continued commitment to the social media marketing business.

#1 “Mobile App Promotions” are promotional ads on launched by Twitter July 2014. Aside from being able to set detailed targeting, by using app cards, advertisers can direct Twitter users to the app store of the mobile app being advertised. (<https://dev.twitter.com/ja/docs/cards>).

#2 Lifetime value is the amount of revenue generated by users over their entire transactions with a company. LTV can be calculated by obtaining the difference between user-generated revenue and costs to acquire and retain those users.

#3 Aside from Ads API partners the Twitter MPP Program also companies that specialize in mobile measurement and ad targeting.

#4

Twitter Promoted Products is the collective term for all of the official advertising products of Twitter. These include other products such as Promoted Accounts, Promoted Tweets and Promoted Trends ([see https://business.twitter.com/ja/ad-products.](https://business.twitter.com/ja/ad-products))

※ "Twitter" is a registered trademark of Twitter, Inc.

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SEPTENI CO.,LTD., a leading Internet advertising agency in Japan, provides various services such as Display ads operations, SEM, SEO, ad networks and social media marketing solution and has been supporting more than a thousand clients.

SEPTENI HOLDINGS CO.,LTD. parent company of SEPTENI CO.,LTD. is listed on the Tokyo Stock Exchange JASDAQ market(4293).