

Mobile Media Research, Inc.

<http://mmr.jp/>

Established in 1983 as Music Media Research, Inc.

MMR began developing a mobile media business in 2005, and changed its name to Mobile Media Research in August 2005 to reflect this new direction. Focusing on the rapidly growing mobile market, MMR operates a comprehensive publishing business with content geared primarily toward young girls. In 2007 the company opened the **IMAYOMU** mobile e-bookstore, and also began holding writers workshops. MMR also has a music copyright management business and a publishing agent business.

Print
publications

Printed versions
of popular mobile
e-books



Motare — Advice for Cute but Sexy Girls



Mashore — 8 Parts Devil / 2 Parts Angel; Techniques for Attracting Lots of Boys



Let Me Introduce My "Strange" Girlfriend



NUREO — The Wet Boy

Mobile phone
book series
[girls pocket book]

Popular series consistently in the various Top 10 e-bookstore sales rankings. Most popular among the "F1" group of young girls. (Approximately 70 titles published as of June 2006)



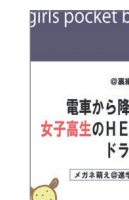
I Don't Understand Boys' Love! Gay Love is Real



Gokyu — 59 Poems of Lost Love



I Sell My Naked Body. Prostitution, Pornography — True Stories from Ordinary Girls



@ Underground Version — Strange Dramas of High School Girls Who Got Off the Train

MMR

Mobile Media Research, Inc.

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 Established December 10, 1983
 Capital 30 million yen
 Fiscal Year April 1 — March 31

Board of Directors Junichi Saito President/CEO
 Toko Umeki Director
 Atsushi Hakuta Director

Auditor Yutaka Suzuki

Businesses: Mobile media and music copyright management

Mobile
e-bookstore



NTT DoCoMo, KDDI official sites
Operating the "IMAYOMU" mobile e-bookstore

Targeting the "F1" group (18-34 year-old women), which has a high percentage of "mobile readers," Publishes the weekly free mobile magazine Imayoi Magazine with content emphasizing entertainment, including advance distribution of the girls pocket book series and columns providing information that young girls want to know.

E-book
writers'
workshops

Classes have begun to train e-book writers

Utilizing our experience in e-book publishing and our e-bookstore marketing capabilities, classes have been set up to train e-book writers.

Engaged in new publishing businesses not tied to traditional publishing business models, from planning and editing to circulation, and including joint businesses with various e-bookstores, content providers and cellular carriers, tie-ups with online novel portals, and new author auditions for readers.