

Press Release

TOKYO, July 2, 2018

To Press Representatives

Aeria Acquires CYBIRD as Part of Its Strategy for Strengthening Global Distribution of Games for Women, Names Shuji Utsumi as CEO

Japanese game developer CYBIRD Co., Ltd. (Headquarters: Shibuya-ku, Tokyo; CEO and President: Shuji Utsumi; CYBIRD), officially acquired by Aeria, Inc., (Headquarters: Minato-ku, Tokyo; Representative Director/Executive Chairman Takayuki Nagashima; Aeria) appointed Shuji Utsumi, CYBIRD's President since 2016, as its Chief Executive Officer.

CYBIRD is a Japan-based mobile game and entertainment provider established in 1998. Its main products include the Ikemen Series which are romance games that target female game players and are among the most popular online games in Japan. Currently CYBIRD is providing its games to users in globally.

Aeria is a Japanese company specializing in the online game business. In recent years, it has been focusing energy on the women's game market and acquiring other game companies that own and operate leading titles into its corporate group. By welcoming CYBIRD as a member company at this time, Aeria Group has become the number-one provider of women's games in the Japanese market.

Aeria's Representative Director/Executive Chairman Takayuki Nagashima:

"As we attempt to further expand the presence of women's games from Japan in the global market, we are delighted to welcome the wealth of experience in the entertainment industry and in overseas business of CYBIRD, led by Shuji Utsumi, as a member of Aeria Group. With CYBIRD on our team, we intend to expand Aeria Group globally, and in this endeavor we have great expectations of Shuji, who has an admirable reputation as a pioneering executive."

Comment by CYBIRD's CEO & President, Shuji Utsumi:

"We are very excited to join Aeria Group and contribute to the distribution of content from Japan overseas in our new role as a member of Aeria Group. From now on we will endeavor to develop and market not only games but also content for women and technology in new areas."

Shuji began his career at Sony Corporation and was a founding member at Sony Computer Entertainment America and then an Executive Director at Sega America. Later, he served as Managing Director at Disney Interactive Asia Pacific and President and Chief Operating Officer at Warner Music Japan before being appointed President of CYBIRD in 2016. He has been active in global entertainment executive roles for over 15 years. He has a global entrepreneurial background as well as a deep understanding of the protocols of large international companies.

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■ About CYBIRD

Company Name: CYBIRD Co., Ltd.

Headquarters: Mansard Daikanyama, 10-1 Sarugakucho, Shibuya-ku, Tokyo
1500033

Representative: CEO and President Shuji Utsumi

Founded: 1998

Business outline: Mobile contents service provision and mobile business support · development and provision of cross-media solutions · mobile marketing · mobile advertising and mobile promotion, mobile website construction · mobile commerce, research and development of next-generation platforms, etc.

URL: <http://www.cybird.co.jp/en/>

■ For further information concerning this subject please contact:

Corporate Communication Dept. CYBIRD Co., Ltd.

Telephone: +81-3-6746-3111 Email: press@cybird.co.jp

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