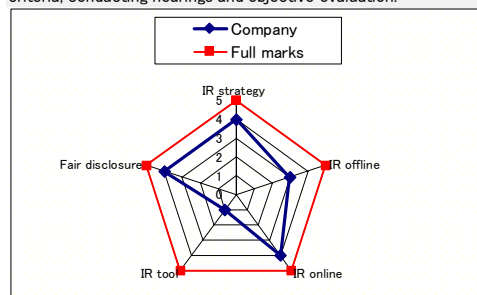


<b>WILLs Inc.</b>						<b>IR Overall Rating</b>		
【Stock Code】	【Industry】	【Market Division】	【Fiscal Year End】	【Zip Code】	【Telephone Number】	★★★		
4482	Internet Content & Information	TOKYO	Dec. 31	105-0001	81 3 6435 8151			
【Address】	2-3-17 6th Floor Toranomon 2-chome Minato-ku							
【Representative】	Mitsuo Sugimoto							
【Company Features】							【Share Price】	614 yen
<p>WILLs Inc. develops and offers a shareholder management platform using blockchain technology in Japan and internationally. The company develops and offers Premium Special Club, a platform that allows listed companies and others to exchange shareholder points and products. It also provides IR-navi, an institutional investor marketing platform that connects listed companies, institutional investors, and individual investors. In addition, the company involves in planning and production of reports. Further, it engages in online financial results briefing services.</p>								

Investor Relations Strategy Analysis	Reference Data	Point	WILLs Inc.
1. IR activities (10 points)	89.3%	10	10
2. IR system (10 points)			7
IR Dedicated department		10	
General affairs department	24.0%	4	
Planning department	23.0%	8	
Public relations department	17.0%	3	
Finance department		5	
Accounting department		3	
President's office		6	
The others		2	
3. Management philosophy and operating style (50 points)			35
Does top management perform IR activities?	83.6%	50	
YES		10	10
Activities			
Top management participates in briefing sessions for investors	81.8%	10	10
Top management gives individual interviews to analysts	67.6%	30	15
4. IR communication (80 points)		80	55
Financial settlement briefings	77.7%	10	10
Individual interviews	32.6%	10	5
Overseas briefing sessions	15.9%	10	0
For whom the above activities are conducted?			
Analysts and institutional investors	37.7%	10	10
Individual investors	13.4%	10	10
Is disclosure made fairly?	Priority point	20	15
IR roadshows	50.0%	10	5
5. IR tools (20 points)		30	0
Stockholder communication materials・Analyst report	89.6%	10	0
English materials(annual reports etc.)	42.8%	20	0
6. IR website (100 points)	97.5%	100	77
Is there a web page that clearly states IR?	79.4%	10	10
Top message	45.9%	10	10
Annual securities reports	42.0%	10	10
Statement of accounts	41.5%	10	10
Monthly reports,mid-term plan & handouts etc.	36.2%	10	7
IR calendar	28.5%	10	10
IR videos	23.8%	10	10
E-mail magazines about IR	19.5%	10	0
FAQ	14.6%	10	10
English IR web page	19.4%	10	0
7. IR effect measurement (10 points)			0
Conducting	84.3%	10	10
8. IR annual expenses (10 points)			0
More than 5 million yen	24.0%	10	0
<b>Total</b>		<b>300</b>	<b>194</b>

※In carrying out this analysis, BIR places importance on fair disclosure and uses its unique judgement criteria, conducting hearings and objective evaluation.



	BIR Average	203.7	Viewpoint
General rating	64.7%	66.4%	Very good 270~ ★★★★★
IR strategy	64.0%	63.9%	Good 230~ ★★★★★
IR offline	62.5%	66.9%	Standard 180~ ★★★
IR online	77.0%	67.8%	Below Standard 130~ ★★
IR tool	0.0%	45.5%	Inferior 80~ ★
Fair disclosure	83.3%	64.7%	Problematic 0~ -

The BIR IR analysis report analyzes and evaluates IR activities of the company covered from 5 viewpoints: IR offline, IR online, IR tool, IR website and IR strategy. BIR rates the company's IR activities, believing that strategic IR activities have big effects on its stock performance.