- OUR MISSION -

CLOSING THE DISTANCE

Our mission is to bring people, information and services closer together.
About LINE

LINE is a messaging app offering free voice, video, and chat communication between users across different carriers and national borders. The location*1 of LINE users in Japan reflects the population distribution of Japan, and is supported by a large number of users. LINE launched its messaging app in June 2011 and since then has grown into a diverse, global ecosystem that includes AI technology, Fintech and more.

No. of domestic MAU: 86 million
DAU/MAU ratio in Japan: 85%

Approx. 68% of Japan's entire population uses LINE.*3

One of Japan's lifestyle infrastructures

No. of domestic MAU: 86 million
DAU/MAU ratio in Japan: 85%

5.7% Hokkaido
5.0% Tohoku
18.1% Chubu
19.5% Kinki
34.4% Kanto
8.5% Kyushu/Okinawa
6.2% Chugoku
2.8% Shikoku

* Figures are from an online survey conducted by Macromill Inc. in January 2021, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.

* As of September 2020

*3 LINE's 86 million domestic MAU divided by Japan's population of 126.31 million. (Based on figures taken from the Statistics Bureau in the Ministry of Internal Affairs and Communications (MIC), current as of February 1, 2019)
LINE User Demographics

LINE is popular among all genders, ages, and occupations.

Gender

Females 53.0%
Males 47.0%

Occupation

- Office workers 49.9%
- Homemakers/Part-timers 30.6%
- Students 10.5%
- Other 9.0%
- Other 9.0%

Office workers are the largest group, followed by homemakers/part-timers and then students. *1

LINE Usage by Age

- 10s 88.7%
- 20s 98.1%
- 30s 93.4%
- 40s 87.7%
- 50s 82.6%
- 60s 52.8%

Over 80% of those between 10s~50s, and 52.8% in the 60s use LINE. *2

*1 Figures are from an online survey conducted by Macromill Inc. in January 2021, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.

*2 Ministry of Internal Affairs and Communications (MIC) Institute for Information and Communications Policy, Report on Survey of Usage Time and Behaviors for Telecommunication Media – February 2018

Figures in graph above calculated by LINE Corp, based on usage rates given in the fifth chapter of the report for each type of service (social media services/apps and news services, etc.).
LINE’s Growth Strategy

Our vision is to become the “life infrastructure” for our users, always ready to fulfill their needs, 24 hours a day, 365 days a year. After beginning as a messenger app, we broadened LINE’s range of services and transformed into a smart portal, bringing day-to-day convenience to users through the connection of people, information, and services.

Now, we’ve evolved into a new stage, becoming the “life infrastructure” that supports all aspects of users’ lives. In addition, we are leveraging Fintech and AI technologies to blur the line between online and offline, creating new and highly personalized experiences for each and every person. We are determined to go beyond the bounds of a messaging service and evolve into a platform that can be a constant companion to our users.

LINE—always at your side.
LINE’s Marketing Solutions

P5  LINE Official Account
P7  LINE Promotion Sticker
P8  LINE Ads
P10 LINE Ads Network
P11 LINE Moments
P12 Talk Head View
P13 LINE de oubo
P14 LINE Flyer
P15 LINE POINT AD

For more details on LINE’s services and pricing plans, check the latest information under the LINE Business Guide. 
https://www.linebiz.com/jp/download/ (Japanese only)
LINE Official Account

LINE Official Account lets companies from large corporations to individual stores create their own dedicated LINE accounts. There are currently more than three million official accounts in Japan covering a wide range of industries. LINE Official Accounts is a service which allows businesses to contact users while blending in to their daily lives just like using LINE to communicate with friends and family.

Feature #1

✔ Connect with 86 million users* through LINE
Businesses and stores can use messaging and other features to communicate and build mid-to-long-term relationships with users who friend their LINE official account.

✔ Drive customers to stores and official websites
In addition to messaging, businesses can use other nifty features (e.g. one-on-one chats, and giving out of coupons and digital loyalty cards) to attract users to their website or physical stores.

✔ Free to get started, then pay-as-you-go
Businesses can get started immediately with a fixed monthly fee starting from zero yen. Paid plans use a pay-as-you-go system, charging the monthly fee and then billing for additional messages sent. This provides flexibility for every type of budget and schedule.

Feature #2

Actions taken after friending a business account

<table>
<thead>
<tr>
<th>Action taken</th>
<th>Free Plans</th>
<th>Light Plans</th>
<th>Standard Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought a product in-store or online after seeing it on LINE</td>
<td>37.7%</td>
<td>55.0%</td>
<td>55.9%</td>
</tr>
<tr>
<td>Watched a video sent by the business</td>
<td>55.0%</td>
<td>55.9%</td>
<td>56.7%</td>
</tr>
<tr>
<td>Used a service or went to a shop in order to get a coupon</td>
<td>56.0%</td>
<td>56.7%</td>
<td>56.8%</td>
</tr>
<tr>
<td>Use a coupon sent by the business</td>
<td>56.7%</td>
<td>55.9%</td>
<td>56.8%</td>
</tr>
<tr>
<td>Clicked a URL and visited the business' website</td>
<td>49.7%</td>
<td>49.7%</td>
<td>49.0%</td>
</tr>
<tr>
<td>Entered a promotion</td>
<td>52.9%</td>
<td>52.9%</td>
<td>53.0%</td>
</tr>
<tr>
<td>Read a message sent by the business</td>
<td>69.9%</td>
<td>69.9%</td>
<td>69.9%</td>
</tr>
</tbody>
</table>

Source: Figures are from an online survey conducted by Macromill Inc. in January 2021, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.

Price

<table>
<thead>
<tr>
<th></th>
<th>Free Plans</th>
<th>Light Plans</th>
<th>Standard Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed monthly fee</td>
<td><strong>Free</strong></td>
<td>JPY 5,000</td>
<td>JPY 15,000</td>
</tr>
<tr>
<td>No. of free messages per month</td>
<td>Up to 1,000</td>
<td>Up to 15,000</td>
<td>Up to 45,000</td>
</tr>
<tr>
<td>Cost of additional messages</td>
<td>N/A</td>
<td>JPY 5/message</td>
<td>Up to JPY 3/message</td>
</tr>
</tbody>
</table>

Businesses can change plans according to the Terms of Use.

* As of September 2020
LINE Official Account

Main Features
(selection of free features)

Messaging
Businesses can send either broadcast or targeted messages to all users who have friended their LINE official account. Images and videos can also be incorporated into messages for higher visibility, while a handy A/B test feature can assist in market research.

Coupons
Businesses can motivate users to use their products/services by giving out coupons to those who have friended the official account. Coupons can offer discounts, presents, and other special deals.

Loyalty Cards
With this feature, businesses can make a loyalty card (e.g. stamp card or points card) and offer it to users through their official account. Not only can this help create repeat customers, but can also attract new customers by creating an opportunity for first-timers to visit a store.

Optional Features

Messaging API
Businesses can send personalized messages and communicate in a more interactive way with users.

LINE Login
This allows businesses to link their membership database with a LINE account, making it easier for users to log in or sign up. Users can do everything from within the app, making this feature useful for increasing signup numbers and preventing customer churn.

Add-friend advertisement
This feature lets businesses advertise with the CPF ad product (offered under LINE Ads, the former LINE Ads Platform) through the LINE Official Account's admin panel. Simple, easy to use, and available from a low cost.
Companies can develop the users' attraction and sense of closeness towards their business image by using their original ‘Business Stickers’ featuring their logo/characters whilst communicating to the users.

Features

✓ “Active” advertisements that are used by users
Stickers can be “active advertisements,” with users actively using them in chats with friends and family and raising the profile of a business’ mascot, brand, or unique vision.

✓ Incentivize users to friend an official account/make a purchase
Offering stickers as an incentive can spur users to friend a business’ official account, as well as encourage them to make a purchase, attend an event, or take other actions.

✓ Flexibility in choosing plans according to budget
Depending on their budget and goals, businesses can choose from a fixed-rate plan or a pay-as-you-go plan based on the number of sticker downloads.

Available Plans

Sponsored Stickers
- Fixed price
- Stickers that are listed on the Sticker Shop and available for all users to download.
- Ideal for targeting a wide range of users.
- Sponsored Targeting Stickers also available when wanting to target a specific gender (based on “deemed attributes”).

Direct Stickers
- Fixed price
- Stickers that are not listed on the Sticker Shop, and instead distributed by the business itself.
- Ideal for targeting specific segments when promoting through products, direct messaging, or websites.

Sponsored Mission Stickers
- Fixed price
- Stickers that users can download after completing a survey or linking their ID.
- Ideal when wanting to maintain CRM-driven communication while acquiring new friends at the same time.

CPD Stickers
- Prorated Messages
- Stickers with a download limit.
- Pay-as-you-go plan along with the option to set a download limit makes this ideal for first come, first served campaigns or for use in printouts.
LINE Ads
LINE Ads helps businesses optimize their advertisements and get them in front of LINE’s 86 million MAU

Features

✔ Advertise through the LINE app and achieve formidable reach.
Leverage LINE’s ad network—comprising the LINE app and its 86 million MAU*, as well as LINE’s family of services—to advertise on external apps.

✔ Data-driven targeting
Utilize users’ registered information on LINE/family services, as well as their past behavior to target those more likely to take action.

✔ Unique ad delivery that propels business growth
LINE Ads offers the Cost Per Friends (CPF) product (aimed at increasing an official account’s friends,) as well as cross-targeted ads that tap into data on users’ actions across multiple services.

* As of September 2020

Service Structure

1. Ad locations
- Smart Channel
- LINE NEWS
- Timeline
- Wallet
- LINE Manga

- LINE BLOG
- LINE POINT CLUB
- LINE Shopping
- LINE Flyer
- LINE Coupon
- LINE Ads Network

2. Creatives
- Card
- Square
- Vertical

- Carousel
- Small Image
- Image and text

3. Ad delivery features
- LINE demographic targeting
- Audience targeting
- Cost Per Friends (CPF)
- LINE Dynamic Ads
- Audience targeting by LINE Official Account’s Friends

- Lookalike targeting
- Re-engagement campaign
- Auto-optimized targeting
- Reach & Frequency+
- Brand Lift Survey
- Cross-targeting
**LINE Ads**

**Ad delivery features**

- **Audience targeting (including lookalike targeting, etc.)**
  - Offers a diverse range of advertising options (including re-targeting and lookalike audiences) that leverages "deemed attributes" based off of users' registered information on LINE and family services (e.g. age, gender, region) and their past behavior.

- **Cost Per Friends**
  - Serves advertisements that aim to get new users to friend an official account. The natural flow from viewing the ad to friending means there is a higher chance of acquiring users who have a strong interest in the service/product. Fees are only incurred when a user friends an account.

- **Cross-targeting**
  - By linking with data across LINE's enterprise services, users can be approached based on their past actions. Currently, LINE Ads can link with LINE Official Account and LINE POINT AD.

**Ad locations**

- Note: Ad locations cannot be selected.
LINE Ads Network

LINE Ads Network is a unique solution that enables publishers to monetize their apps by running various LINE Ads campaigns. By considering ad locations and users, it is designed to offer excellent user experience and maximize ad revenues, aiming to grow together with partners.

Features

✔ Place ads on external apps and broaden reach
Advertising on quality external apps beyond LINE Ads and LINE family services increases opportunity to reach a wider range of users.

✔ Optimal effectiveness for any budget
With the minimum bid starting at JPY 1, advertisers can expect better ad effectiveness on a given ad spend.

✔ Accessible via LINE Ads
Ads appearing on external apps are served via LINE Ads, which enables businesses to leverage LINE user data and various features to optimize ad delivery.

External Apps
(Partial List)

Reach approx. 110 million MAU of LINE Ads Network.

Smartphone users

Total MAU of external apps*1

LINE Ads Network

110M APP MAU

38% Males

62% Females

Gender*

LINE Manga
LINE BLOG
linebox
live door NEWS
DELISH KITCHEN
flick
GANMA!
Linebear
LINE Manga
Disney POP TOWN
comico
Loli
LOCARI
MERY
MixChannel
nana
Filmarks
RoomClip
TRILL
Askam Diet
Weathernews Touch
Oshara Weather
Cookpad
kurashiru
Sunday Webry
Zebraia
Tokubai
PrePics
Filmarks
Sunday Webry
Zebrack
Toukubi
Manga BANG!
MixChannel
Powi
MANGA Mee
Manga Up!
Manga Zero
MixChannel
Manga One
tenki.jp
minkara
La La Lu
Money Forward ME
LunaLuna
Norikae Anmai

*1 Based on internal survey on MAU of external apps accessible via LINE Ads Network, as of Sep. 2020 (excludes duplicate counts within the network)

*2 Based on internal survey on gender demographics of LINE Ads Network (apps only) using LINE’s audience data, as of Sep. 2020.
LINE Moments helps businesses serve video brand ads mainly on top-tier mobile apps. It also offers quality video ad format and flexibility in campaign designing.

**Features**

- **Ad locations and video format suitable for branding**
  Serving autoplay video ads (viewable) mainly on top-tier apps contributes to enhancing service and product branding.

- **Use data and ad delivery features to maximize ad effectiveness**
  Businesses can optimize effectiveness with ad sequencing based on view history and lookalike targeting that leverages "deemed attributes" owned by LINE (e.g. age, area, gender, and interest).

- **Analyze and visualize ad effectiveness from multiple angles**
  Gain further insight on ad effectiveness with LINE Research and/or LINE Moments survey feature, or other supported third-party tracking tools.

- **Optimization options to meet brand KPI targets**
  Ad delivery can be optimized for reach, user visits, complete views and other metrics to meet campaign objectives.

**Plans**

- **Whitelist is available to check accepted media**
  - Focus on quality ad space?
    Advertise on premium media that suits target audience.
  - Focus on better performance?
    Place ads with fixed KPI targets, such as reach, clicks and complete views.

- **Guaranteed**
  Serve an agreed number of ads mainly on top-tier mobile apps/websites over a fixed period of time.

- **Performance**
  Served based on "Reach", "Click", or "Complete View" metrics to meet campaign KPI.

**Price**

- **Guaranteed Prices**
  - Minimum budget: JPY 3M, JPY 1.5M, JPY 0.5M
  - Minimum bid: JPY 3, JPY 2, CPM JPY 500

- **Performance Prices**
  - Reach: JPY 3, JPY 2
  - Click: JPY 500, JPY 50, JPY 5

*Prices are subject to change and confirmed upon quotation.*
Talk Head View

Video ads that are estimated to have the greatest degree of reach in Japan. These ads appear at the very top of a user’s chat list (limited to one company per day).

Features

✔ Advertise in the top of the LINE app’s chat list most accessed screen

Businesses (one company per day) can advertise in Smart Channel, the name of the highly visible ad slot at the top of the LINE app’s chat list. Ads appearing in Smart Channel reach an estimated 55M UUs*1 daily, offering a significant boost to product awareness and brand lift.

✔ More dynamic expression through video

When users tap the ad, it will expand and auto-play the video. Videos are effective in both delivering more information and encouraging users to take action.

✔ Unparalleled ability to reach young demographic

Ads can reach around 90%*2 of 15–29 year old users in one day. Depending on which users are being targeted and how many, ads can target specific genders or other segments.

Over 55M UU in one day

Screenshots

Option to serve only still ads is now available.

(1) Ad before expansion (still image)

The user taps the ad at the top of the chat list.

(2) Ad after expansion (video auto-plays)

The ad expands and auto-plays a video ad.

(3) Ad after expansion (video ends)

The user taps the CTA button after the ad ends and is taken to a landing page.

(1) Ad before expansion (still image)

The user taps the ad at the top of the chat list.
LINE de oubo is a solution specialized in promoting store sales by leveraging the LINE messaging app and related services to allow businesses to reduce in-store operations and point-of-purchase (POP) advertising, encourage their customers to enter promotional campaigns, gain insights into consumer buying behavior, and resolve other pain-points related to driving in-store sales.

### Features

- **Use LINE to bring existing in-store promotions closer to users**
  Businesses can use different plans to leverage LINE in their existing promotions, including a simple all-purpose package and a more structured package offered by LINE’s partners. Opening a LINE Official Account also makes it possible to maintain communication with users who took part in a campaign.

- **Reduce the burden of in-store operations**
  Businesses can reduce complicated in-store operations and POPs since campaigns can be held entirely within the LINE app. Additionally, stores can run sales promotions to attract new users and develop repeat customers.

- **Easy for users to participate in campaigns**
  Removing the need for separate app downloads and new membership signup, LINE de oubo makes participating in a campaign simple for the user.

### About the Plan

- **LINE Partner Package**
  Offered by LINE’s partners, this campaign package specializes in LINE’s digital sales promotions. It utilizes LINE de oubo features to make a diverse range of campaigns possible.

- **LINE Open Campaign Survey**
  A campaign platform that makes it easy for users to enter a campaign by completing a survey, and then rewarding them with LINE POINT.

- **LINE POINT Incentive**
  A campaign platform that can provide LINE Points as a digital incentive. Points can be used for LINE services, at stores, and for online shopping.
LINE’s new digital flyer service. Optimized for smartphones, it offers more convenience to everyday consumers.

**Features**

- **Reach a massive number of LINE users**
  Businesses can deliver flyers through LINE to over 86 million domestic MAU* without requiring users to download separate apps or sign up for a new account.

- **Build a steady POC with users with LINE Official Account**
  The LINE Flyer Official Account sends push notifications and other messages to encourage users to check flyers regularly. Businesses can go a step further and use their store’s official account to send information particular to that store.

- **Visualize effectiveness by flyer/product**
  While traditional flyers made it difficult to visualize their effectiveness, LINE Flyer allows businesses to measure their progress by looking at quantitative data, such as the number of flyer views.

**About the Plan**

**LINE Flyer’s media formats**
Information on special deals can be provided for each store and sent to users within the target geographic region. Users who add the store to their favorites will also automatically friend both the store and LINE Flyer’s LINE official accounts, making it possible for businesses to communicate with them.

<table>
<thead>
<tr>
<th>Store page</th>
</tr>
</thead>
<tbody>
<tr>
<td>List store information (address, business hours, etc.), display flyer and individual product data, and run special offers.</td>
</tr>
</tbody>
</table>

**Product Page**
List details for each product, such as slogans, sale dates, and its origin.

**Price**
Basic fee: JPY 1,000 x no. of registered stores
Advertising price: (No. of monthly viewers x JPY 30) + (no. of monthly sessions x JPY 10)

* As of September 2020

* MAU: Monthly Active User
**LINE POINT AD**

Capitalized on the largest reach in Japan and use LINE POINT as an incentive when acquiring users, raising the profile of a service, or boosting an official account's friend numbers.

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### Features

- **Largest reach in Japan**
  A service that lets businesses advertise on the LINE POINT Offer Wall (“Earn” tab)—boasting around 320 million monthly PVs—and rewarding LINE POINT to users who clear missions.

- **Supports cross-targeting with LINE Official Account and LINE Ads**
  LINE POINT Ad supports cross-targeted advertising: leveraging data from across different services to target ads to users based on their behavior. Businesses can expect to increase the effectiveness of LINE Ads by utilizing data from campaigns and other activities.

- **LINE official account auto-friending and suggestion to unblock**
  With LINE POINT Ad, both LINE POINT Reward Ad and LINE POINT Friends Ad enable auto-friending for an official account and can also encourage a user to unblock the account.

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### About the Plan

**LINE POINT Reward Ad**
- Reward CPI Ad
- Reward CPE Ad
- Reward Affiliate Ad

Encourages users to not only friend an official account but also to take an additional action, such as installing a particular service or app, or clearing a mission. The ability to choose the point of completion makes this an effective tool for acquiring new users.

**LINE POINT Friends Ad**
- Friends Swipe Ad
- Friends Video Ad
- Daily Targeted Friends Video Ad

Along with friending an official account, this option aims to raise a service's profile through slideshow and video ads that introduce the service.

**LINE POINT Mileage**

Push notifications sent from the LINE POINT official account can more immediately spur users to take action.

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*The Offer Wall's design may change in future.*

*1 Based on LINE Corp research (average figures from June–August 2020)*
[Appendix] : LINE for Business Channels

The following channels provide information for corporate customers. Please visit each channel for more details.

**Website**
Provides useful tips for businesses on how to utilize LINE including case studies, seminar schedules, and media guides available for download.

https://linebiz.com/jp/

**LINE Official account**
Friend this account to receive push notifications regarding seminar schedules, informative case studies, and other hot topics.

@line_biz

**SNS account**
Helpful information is provided through social media platforms as well.

Facebook
@LINEBizJP

Twitter
@LINEBIZ_JP
THANK YOU