

August 28, 2017

To: Members of the Press



Fundely Co., Ltd.

## Redesign of Investor Relations Page and Launch of the English Version of FUNDELY Corporate Site

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Fundely Co., Ltd. (President, Founder: Kosuke Abe; hereinafter “Fundely” or “the company”) will renew the design of its IR web page and enhance the content to ensure that as many shareholders and investors as possible can better understand Fundely and use the page as a reference for making investment decisions. The company will also launch the new English version of its corporate site intended for overseas shareholders and investors.

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Fundely places importance on providing its corporate information in a timely and appropriate manner, and proactively communicating with shareholders and investors. Since the listing of its stock in June 2015, Fundely has continued to upgrade its IR page in an effort to transmit to its shareholders and investors corporate information that is easier to understand.

In order to ensure that as many of its shareholders and investors as possible can understand Fundely and use it as a reference for making investment decisions, the company will renew the design of its IR page and enhance the content. In an effort to send out Fundely’s corporate information to overseas shareholders and investors for global communication in light of the recent trends of overseas investors as well as to Japanese domestic shareholders and investors, the company will also launch a new English version of its corporate site.

Fundely will continue enhancing the content of its IR page and the English version of the corporate site and endeavor to transmit information to its shareholders and investors in and outside Japan.

### Summary of Redesign and Launch of Fundely Website

|                       | IR Page   | English Version of the Corporate Site   |
|-----------------------|---|---|
| 1. Design concept     | <ul style="list-style-type: none"> <li>• A simple all-white color scheme is used for the background, and the tones of other sections are lowered.</li> <li>• The action is emphasized and the visibility is improved by clearly changing the color of the selected item.</li> <li>• A responsive design for optimizing the display of content on various devices is adopted.</li> </ul> |   |
| 2. Details of content | A wide range of Fundely's corporate information is posted by enhancing the content to include CSR, IR Email distribution, IR Questionnaire, etc.  | In addition to basic information, such as Corporate Profile and Top Message, information that shareholders and investors find valuable such as differentiating factors is provided as Business Model and Strengths. |

|                             |   |   |
|-----------------------------|---|---|
| 3. Time and date of release | Monday, August 28, 2017, 3 p.m. (scheduled)                           |   |
| 4. URL                      | <a href="http://www.fundely.co.jp/ir">http://www.fundely.co.jp/ir</a> | <a href="http://www.fundely.co.jp/en">http://www.fundely.co.jp/en</a> |

## Website Images

### ・ IR Page

(PC version)

(Smartphone version)

• English Version of the Corporate Site

(PC version)

**FUNDELY** Japanese | Print  
SiteMap | FontSize **Small** Medium Large

The financial result for the first quarter of the fiscal term ending March 2018

Investor FAQs → Contact Us → Stock Price →

**News & Topics**

August 28, 2017  
Redesign of Investor Relations Page and Launch of the English Version of FUNDELY Corporate Site.

July 31, 2017  
[Summary of Non-Consolidated Financial Results for the Three Months Ended June 30, 2017 \(Based on Japanese GAAP\).pdf \(PDF: 115KB\)](#)

News & Topics →

**About Fundely**

- Corporate Profile
- Top Message
- Corporate Philosophy
- Executive Members
- Corporate Governance

**For Investors**

- History
- Business Model
- Strengths
- Investor FAQs

**Financial Data**

- Earnings Highlights
- Financial Position
- Cash Flow

**IR Calendar**

- Fiscal term ending in March 2017
- Fiscal term ending in March 2016

**Stock Information**

- Stock Prices
- General Stock Information
- State of Stock & Shareholders

**CSR**

- CSR Philosophy
- For Our Customers
- For Our Employees
- For Our Investors
- For Our Business Partners
- For Our Environment and Our Community

Contact Us → IR Policy → Privacy Policy →

SiteMap Japanese

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(Smartphone version)

**FUNDELY** menu

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SiteMap Japanese

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[Company Overview]

- Company Name: Fundely Co., Ltd.
- Representative: President, Founder, Kosuke Abe
- Date of Foundation: September 2000
- Capital: 274,035,000 yen
- Address: 3F, NS3 Building, 2-51-3, Akabane, Kita-ku, Tokyo
- TEL: 03-5249-5080 (main number)
- URL: <http://www.fundely.co.jp/>
- Business Areas: Medical Food Delivery (MFD) business

1. Planning, editing, and publishing the mail order catalogue, called “mealtime,” for healthy food
2. Running the mail order website, called “mealtime,” for healthy food  
<http://www.mealtime.jp/>

Marketing business

1. Marketing support business for corporate customers
2. Running a community site for registered dietitians and dietitians named “Foodish”  
<http://www.foodish.jp/>
3. Running the “Hachimaru (80) Recipes” website providing single unit (80 kcal) recipes designed by registered dietitians  
<http://www.80recipe.jp/>
4. Running the artificial intelligence Internet of Things (AIoT) “Point Kaden” website, food and health related information distribution service  
<https://point-kaden.jp/>

For inquiries regarding this press release, please contact:

- Dept. in charge: Corporate Planning Office, Fundely Co., Ltd.
- TEL: 03-6741-5880
- FAX: 03-5249-0606
- Email address: [ir\\_info@fundely.co.jp](mailto:ir_info@fundely.co.jp)