



January 1, 2025

New Year's Greetings

Overcoming the “2025 Digital Cliff” with No-Code and AI! Shaping Social Impact through Generative AI, DX, and GX”

Wishing everyone a happy and prosperous new year.

2024 was a tumultuous year, marked by significant investment in generative AI and technological progress, but also by ongoing conflicts and global instability. While the world's attention centered on the US presidential election and shifts in the global political landscape, Japan experienced a heightened awareness of disaster preparedness. This was driven by events such as the Noto Peninsula Earthquake and an emergency warning regarding a potential Nankai Trough Earthquake. This year also brought signs of Japanese economic revival, including the Bank of Japan lifting its negative interest rate policy, the first renewal of banknotes in 20 years and the Nikkei Average reaching a record high.

Since its founding, Asteria has contributed to society with its ‘connecting’ and ‘no-code’ technologies by promoting digital transformation and addressing issues such as labor shortages. Our flagship product, ASTERIA Warp, achieved record-breaking sales revenue in the first half of the fiscal year and retained the top position for market share in Japan for the 18th consecutive year. Mobile app creation tool Platío also continued to grow steadily in response to business digitalization needs across a wide range of industries. In addition, we established the “AI Transformation & Utilization Center (AITUC)” to support the integration of AI into business and human skills development for AI.

As we enter 2025, we are committed to leveraging no-code technology to overcome the “2025 Digital Cliff”, a critical challenge posed by the limitations of legacy systems. In the meantime, we will drive business and regional transformation through social implementation of AI, Digital Transformation (DX) and Green Transformation (GX). We will enhance performance stability by focusing on the software business and ensure continued sustainable growth in line with our previously announced “Medium-Term Management Plan”.

Facing growing uncertainty, we align with the government's “Regional Development 2.0” initiatives to strengthen disaster prevention and transition to a nature-positive society. To realize these goals, we will leverage our ‘connecting’ technologies, which are indispensable to these new missions that humanity faces. Staying true to our founding vision, we will remain steadfast in our advocacy for and efforts toward realizing a “decentralized, autonomous and collaborative” society.

All the best in 2025.

Pina Hirano
Founder and CEO
Asteria Corporation

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