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The Growth of the Global Communication App LINE

A photograph capturing the aftermath of a major disaster, likely a tsunami. The scene is dominated by a large, multi-story building that has been severely damaged, with its upper floors partially collapsed and its structure exposed. The ground is covered in a vast field of debris, including twisted metal, broken wood, and scattered household items. In the background, other buildings are visible, some appearing to be in various stages of destruction or reconstruction. The sky is overcast, and the overall atmosphere is one of desolation and devastation. The date "11 March 2011" is overlaid in large white text across the center of the image.

11 March 2011



181million↑

Monthly Active Users of Global

Messages



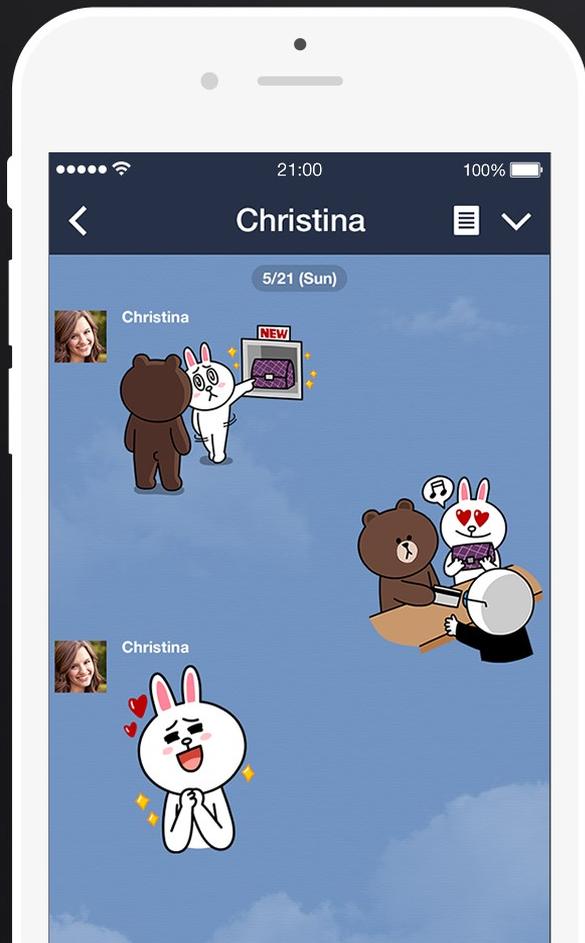
Sent, Received / Day

13 billion ↑

Growth Rate

87% ↑

Stickers



Sent, Received / Day

1.8 billion ↑



USA 25 million

Mexico 18 million

Colombia 11 million

Spain 18 million

Saudi Arabia 10 million

India 30 million

Indonesia 30 million

Thailand 33 million

Korea 16 million

Malaysia 10 million

Taiwan 17 million

Japan 58 million

Why LINE's growth will continue

A Shift in Communication



Email



SMS



Simple IM App



Multi
Communication
App

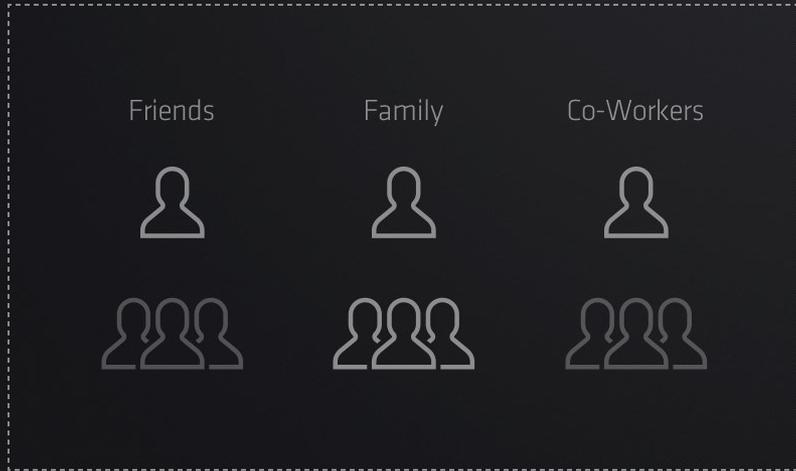
1st Generation

2nd Generation

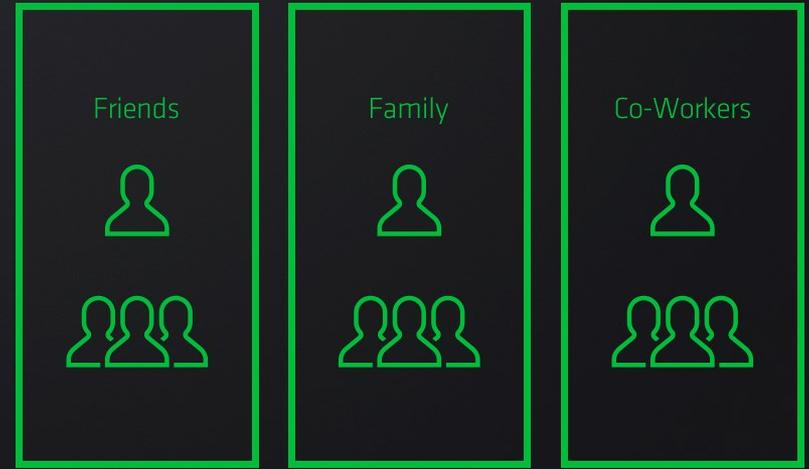
A young woman with blonde hair, wearing a floral tank top and a backpack, is smiling and holding a white smartphone to take a selfie. She is standing on a wooden deck overlooking the ocean. The text "= Evolution in Communications" is overlaid in white on the image.

= Evolution in Communications

Open SNS



Closed SNS



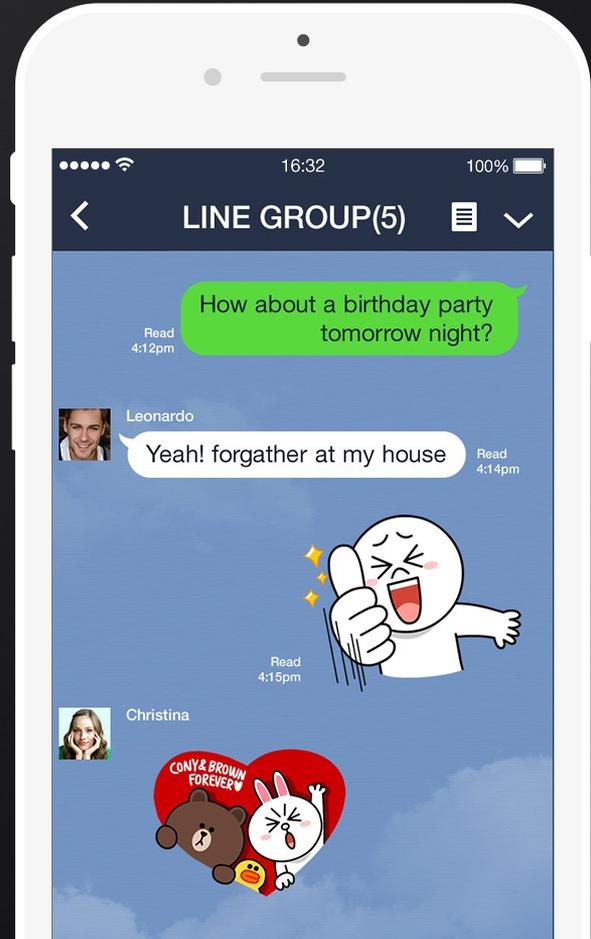
= Real Friends and Acquaintances

Sticker Communication

Text
= Information

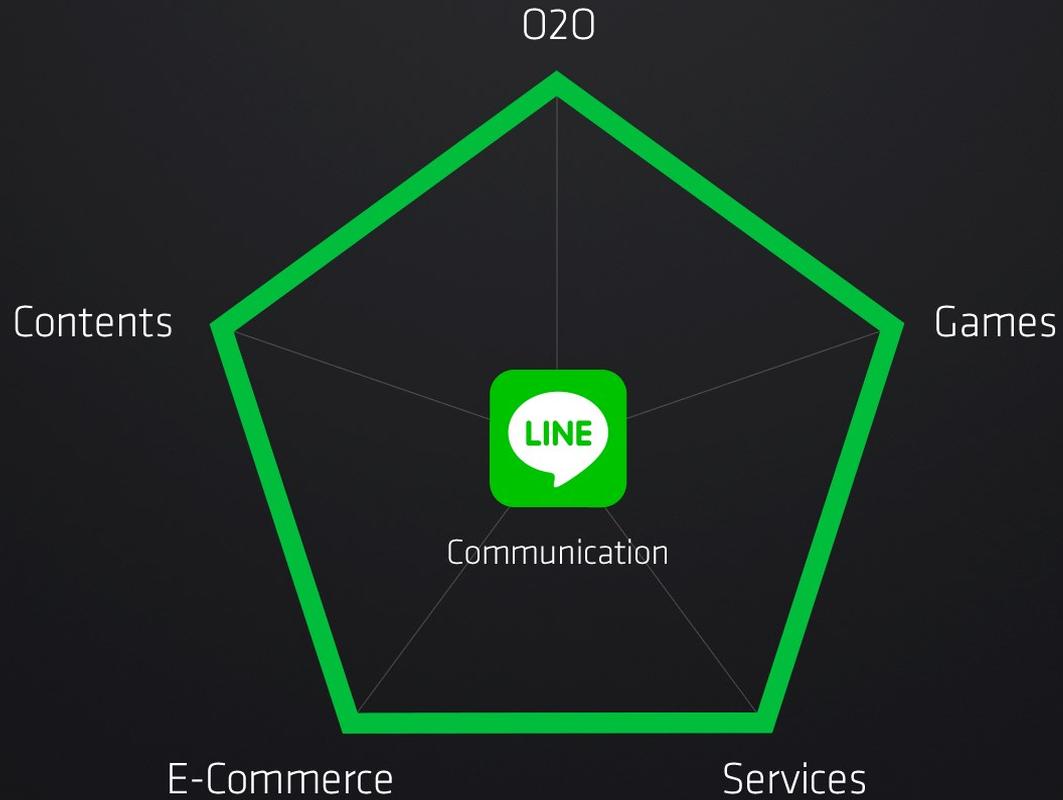


Stickers
= Emotion



A Shift in Platform

PC to Smartphone



A close-up photograph of a person's hands holding a smartphone. The phone's screen is lit up with a bright green background and the word "LINE" in white capital letters. The person's fingers are positioned as if they are about to interact with the screen. The background is blurred, showing what appears to be another person's face in the distance. The overall lighting is soft and slightly dim, creating a focused and intimate atmosphere.

LINE'S Future

LIFE

LIFE
Platform



Entertainment
Platform

A Unique Company Culture

Market Change = Opportunity

Market change driven by Device change

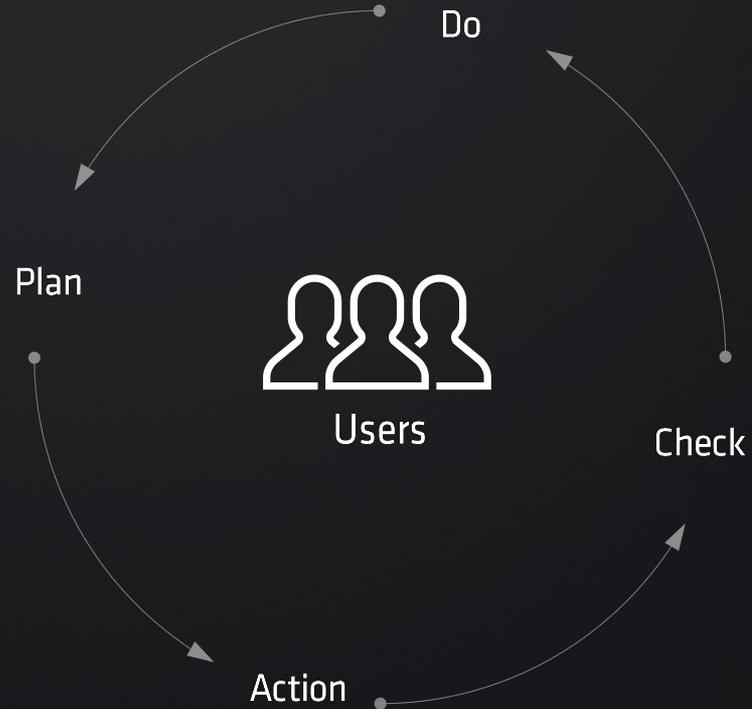
Market change driven by New competition



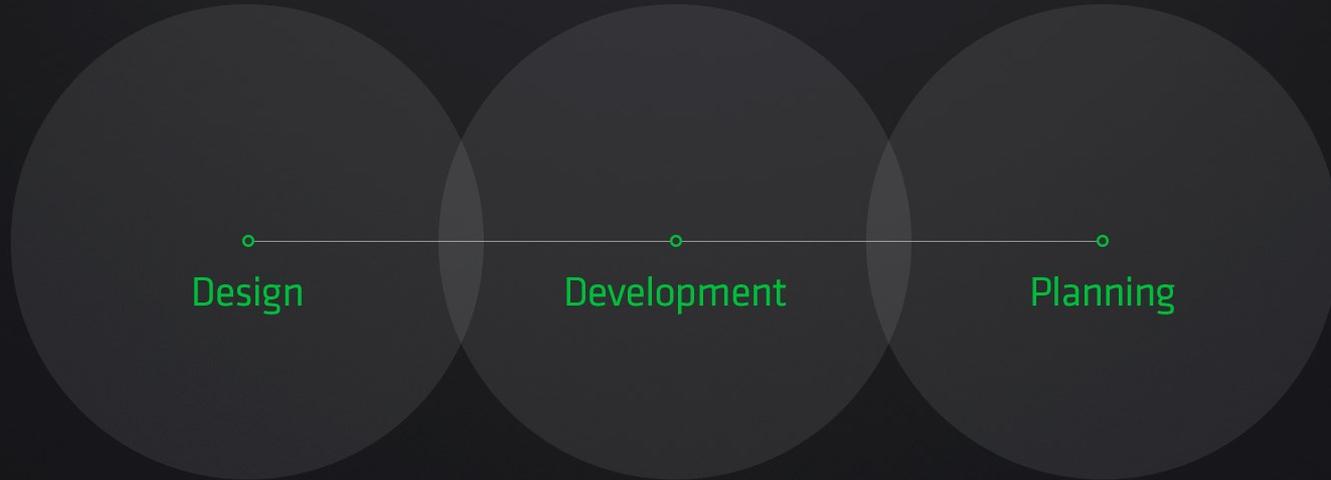


Adaptive planning

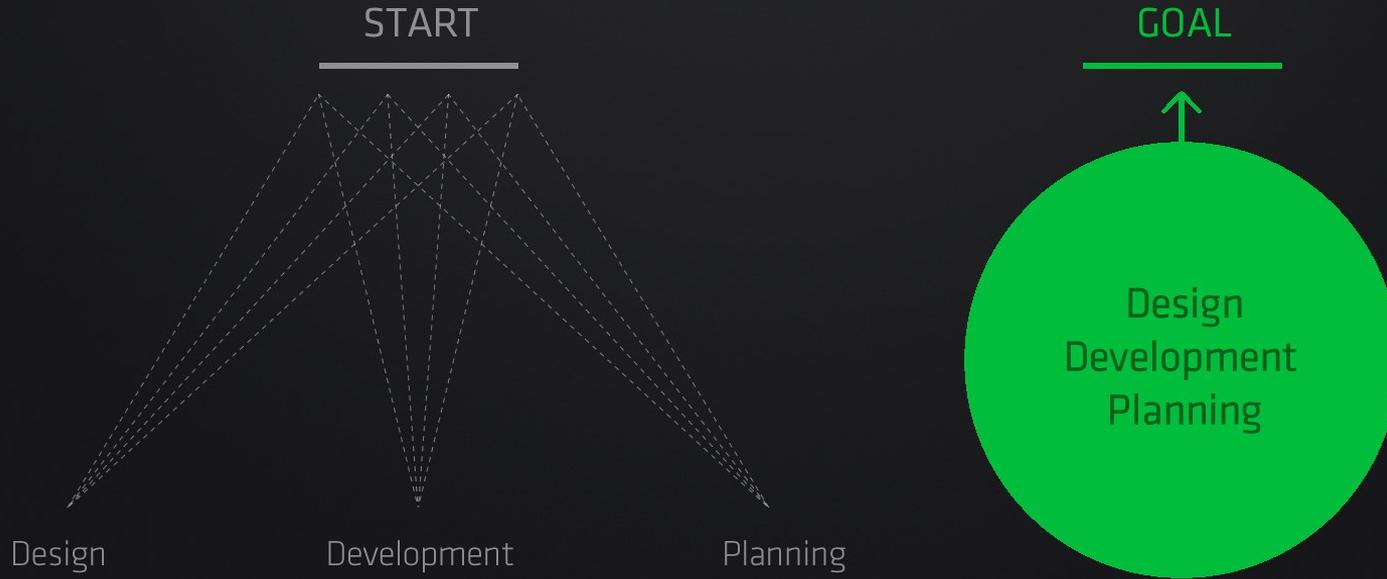
Users First



An agile business culture



Potential is taken from all directions
and focused on one point





The Method of Organization

Corporate Innovation



Corporate Giants

VS.

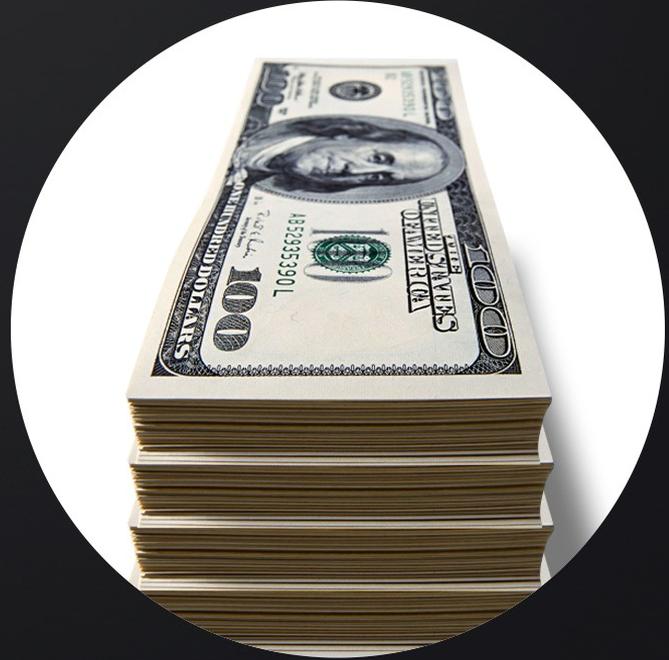


Venture Capital Firms

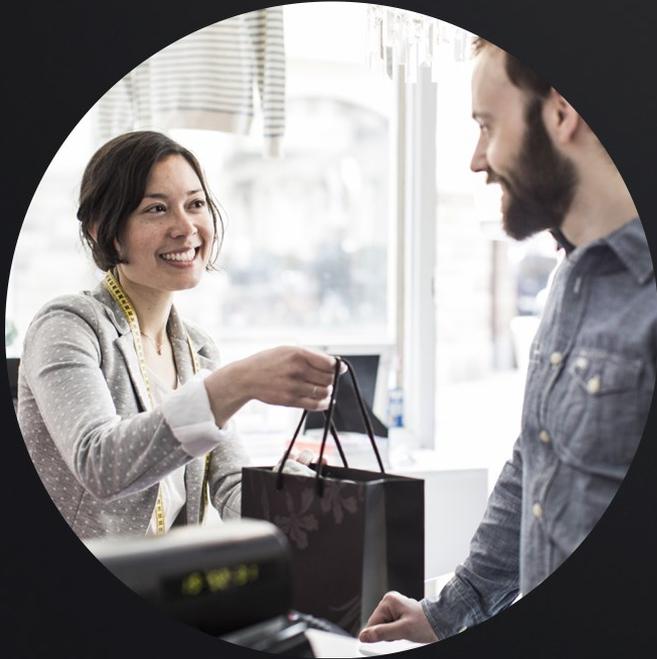


People

VS.



Cash



Customer Service

VS.



Profit Margins



Technical Differentiation

VS.



Speed

Japan



Asia



Global



