

NEWS RELEASE

May 10th, 2017
AROMA BIT, INC.
HISAMITSU COFFEE CO., LTD.

Aroma Bit Beta-Releases "milunio," World's First E-Commerce Website That Lets Users Select and Search Products by Aroma

Hisamitsu Coffee, provider of GUILD COFFEE in Kagurazaka, Tokyo, to be first store featured in milunio, offering 15 kinds of roasted coffee beans

TOKYO, May 10, 2017 - Aroma Bit, Inc. (representative director: Shunichiro Kuroki; head office: Chuo-ku Tokyo; "Aroma Bit"), a company that designs and develops small odor imaging sensors and innovative services using the sensors, today announced the beta-release of milunio, the world's first e-commerce website where users can select and search products by aroma.

Along with this, Hisamitsu Coffee Co., Ltd. (representative director and general manager: Yasutaka Hisamitsu; head office: Shinjuku-ku, Tokyo; "Hisamitsu Coffee"), a provider of roasted coffee beans under the GUILD COFFEE brand in Kagurazaka, Tokyo, will become the first store to be featured in the website and start offering 15 kinds of roasted GUILD COFFEE beans in a sequential manner. Representative Director & Chief Operating Officer Yasutaka Hisamitsu, an award-winning Japanese coffee beans company known as "GUILD COFFEE" brand, today announced that the company is starting to sell 15 coffee beans from milunio site.

milunio

<"aroma code" samples of representative Japanese Sake Brand >

AROMA BIT, Inc.: <http://www.aromabit.com/en/about/index.html>

HISAMITSU COFFEE: <https://aroma.starless.net/guildcoffee-about.htm>

『milunio』 the world's first e-commerce website featuring an odor visualization sensor to allow users to choose and search products by aroma

“milunio” is the world's first e-commerce website that allows consumers to select and search products by aroma. Consumers can search, choose and compare products based on aroma.

The biggest feature of this website is that products carry “aroma code”, an aroma-visualizing smart label developed by Aroma Bit.

“aroma code” is a smart label that visualizes product aroma as a digital pattern based on measurement with an odor visualization sensor developed by Aroma Bit. Products with similar aroma code patterns have similar aroma, and those with different patterns have different aroma.

aroma code is a groundbreaking next-generation smart label that allows people to see the odor as if smelling it.

For consumers, it enables search and purchase of new products that they are not familiar with. For example, they can look for a product that has aroma similar to what they like at half price. This offers a new shopping experience and opportunity to discover products based on aroma, which was not possible in conventional e-commerce websites.

A benefit for sellers is that they can get new sales opportunities that would otherwise be lost because they can help consumers discover products that they would want to buy if they know the aroma of the products before purchase. aroma code provides a new tool for communication and promotion that conveys the aroma of products, which embodies their uniqueness or characteristics, to consumers digitally, visually and intuitively. This is expected to help sellers cost-efficiently create opportunities for consumers to discover and purchase products without spending a heavy promotion cost for tasting as consumers can see the aroma (flavor) of products before purchase.

By offering coffee labeled with aroma code, which is a visual tie to coffee aroma, Aroma Bit and Hisamitsu Coffee will suggest a new way for coffee enthusiasts to enjoy, choose, discover, and sensitively connect with coffee focusing on aroma, and will create entirely new product value for coffee.

milunio is currently available in Japan only (Aroma Bit plans to expand globally).

<<Overview of milunio e-commerce website for choosing and searching products by aroma>>

Name: milunio

URL: www.milunio.com

Logo: The logo for milunio, featuring the word "milunio" in a lowercase, sans-serif font. The letters are black and have a clean, modern appearance.

URL: www.milunio.com

Screen shot of milunio site:

milunio

milunioは世界初！商品の香りで選べる、探せるEコマースサイトです。



<<What is aroma code on milunio?>>

“aroma code” is a generic term for the service of issuing an aroma visualization label based on an aroma/odor sample sent by customers.

aroma code is a smart label that shows differences in odor in the form of patterns based on measurement with the world’s leading small odor imaging sensor developed by Aroma Bit.

Customers can place aroma code on their products or indicate the code on product websites to provide consumers with an unprecedented way to visually and intuitively understand product odor and aroma. For more details about aroma code, visit www.aroma-code.com.

■ About Aroma Bit

AROMA BIT, Inc. designs, develops, manufactures and sells compact odor imaging sensor and innovative services using the sensor.

<COMPANY PROFILE >

Company Name:	Aroma Bit Inc.
Address:	2 nd Floor, Sagami Building, 7-13-6 Ginza, Chuo-ku, Tokyo, Japan
Representative:	Shunichiro Kuroki, Representative Director and President
Established:	February 2014
Business:	- Development, Production and Sales of electronics equipments and systems including compact odor imaging sensor. -Production, Development and Sales of innovative services using the Sensor products. -Other business related to the above.
URL :	http://www.aromabit.com

■ About Hisamitsu Coffee Co., Ltd.

Hisamitsu Coffee offers roasted coffee beans under the GUILD COFFEE brand in Kagurazaka, Tokyo.

<COMPANY PROFILE>

Address: 1-15, Shirogane-cho, Shinjuku-ku, Tokyo
Representative: Yasutaka Hisamitu, Representative Director and General Manager
Business:

*Based on Aroma Bit's study

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