

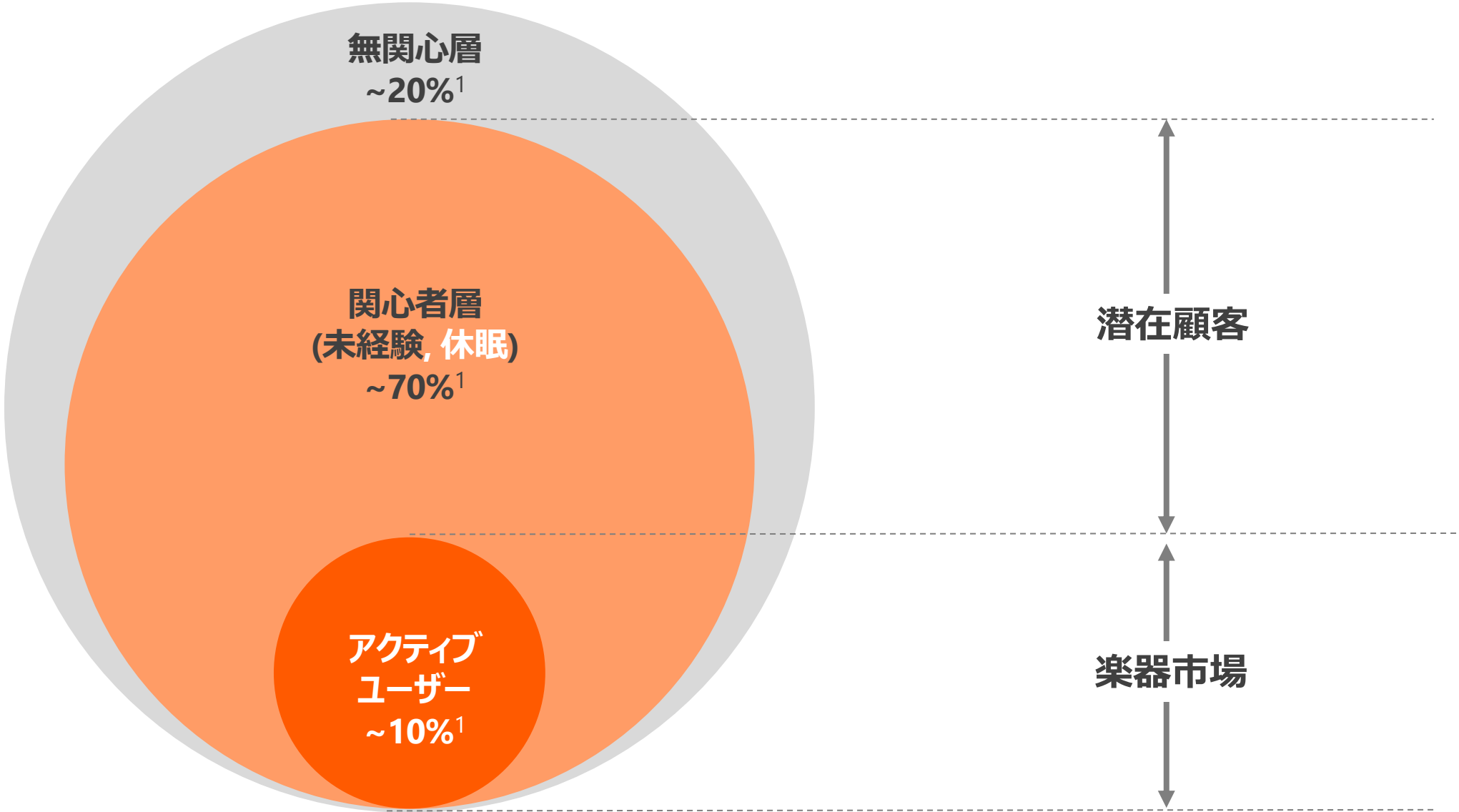
Roland Cloud Vision



What is Roland Cloud ?

音楽や楽器を楽しむためのソリューションを提供するCloudサービス

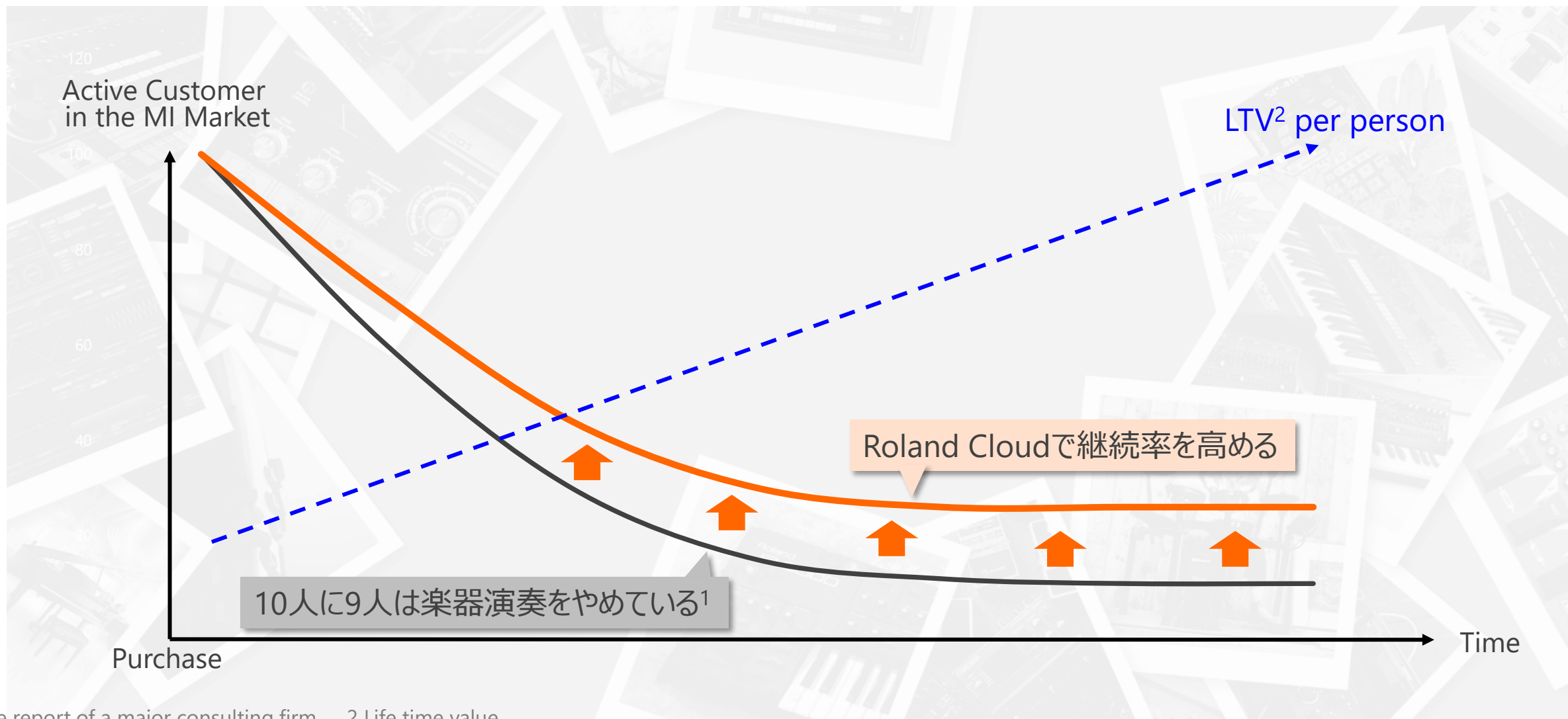
楽器市場には、更なる拡大のポテンシャルがある



¹ Estimated by the Company based on various surveys

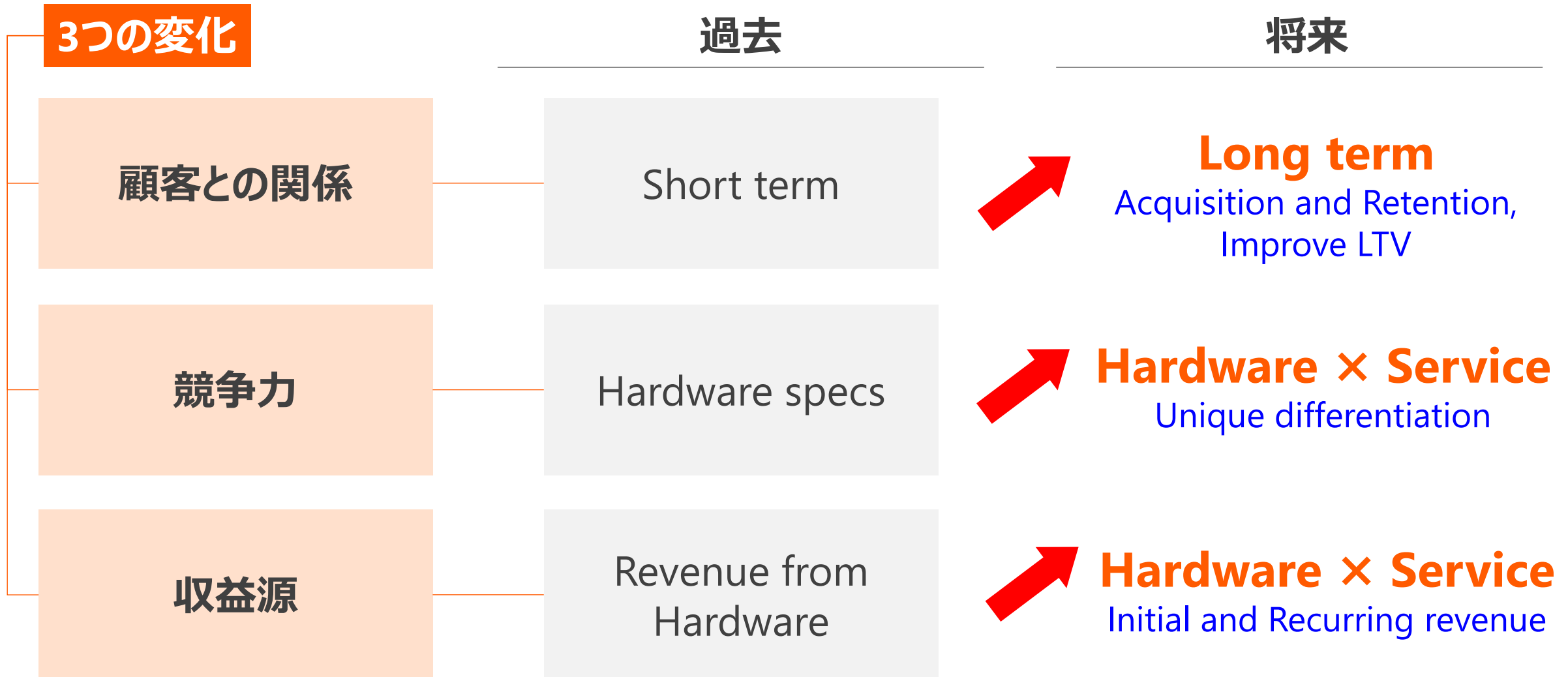
Big Promise: Fun with music for life

Roland Cloud で音楽を一生の趣味に



Roland Cloudの戦略的意義

- Roland Cloudに取り組むことで、将来的に**当社のビジネスはより強力になる**



How to achieve the Goal?

1

Connectivity

Connect all Electronic Musical Instruments to on-line

2

Contents & Services

Provide Contents & Services on Roland Cloud

3

Alliance/M&A

Utilize 3rd parties for speeding up and expansion

How to achieve the Goal?

1

Connectivity

Connect all Electronic Musical Instruments to on-line

様々な電子機器がネットワークと接続することは一般的に

- ほとんどの電子機器は、直接またはSmart devicesを通じてクラウドに接続



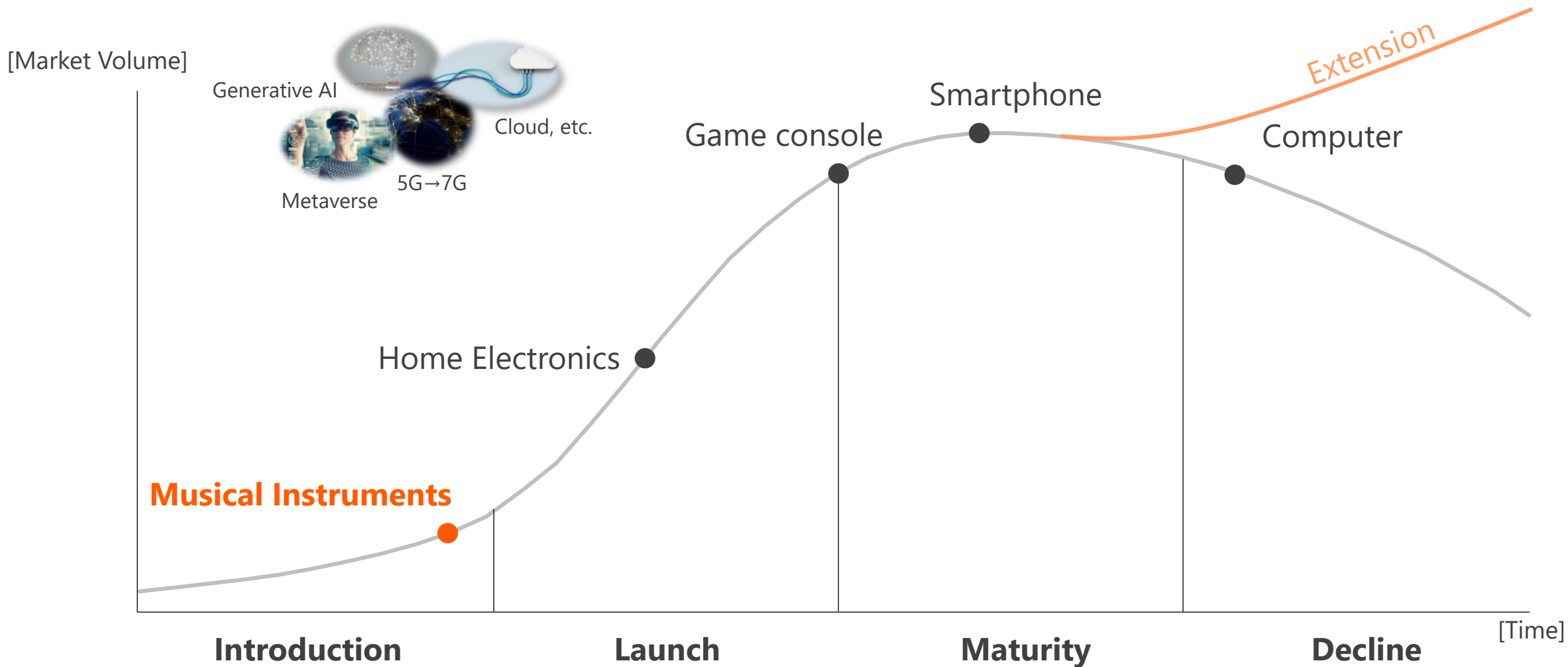
顧客の“Key Buying Factor”の変化

「製品そのもの」から、体験価値 **“Experiences”**へ



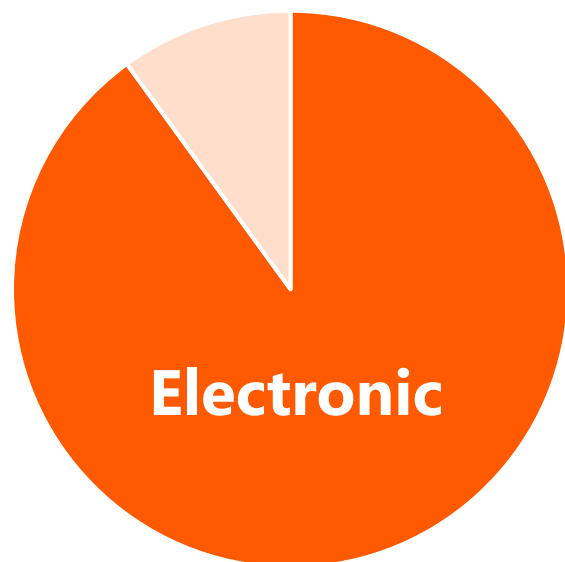
楽器業界は“Connectivity”の黎明期

Product Life Cycle of **Connected device**¹



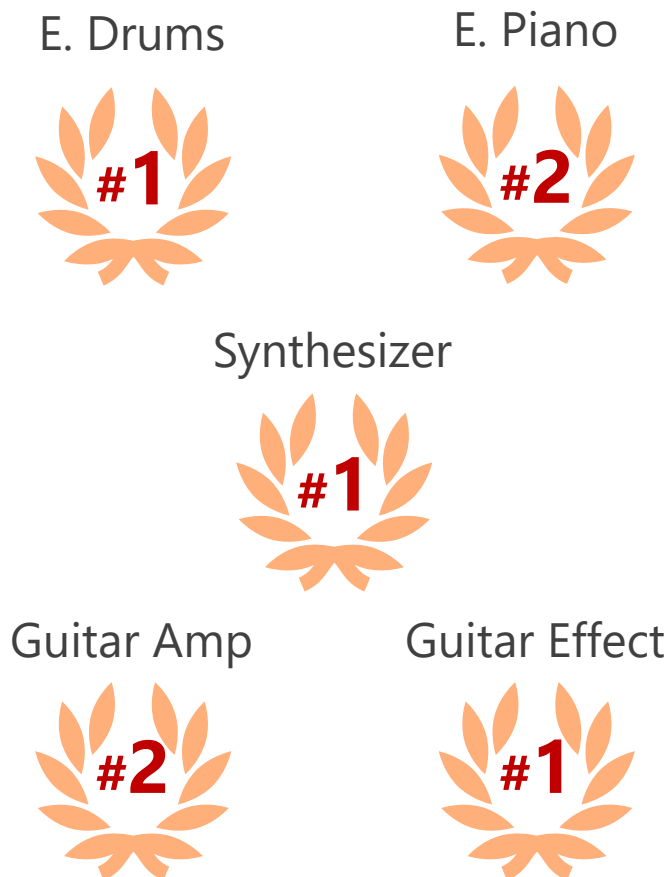
機会を活かす当社の特長

1. 電子楽器売上構成比



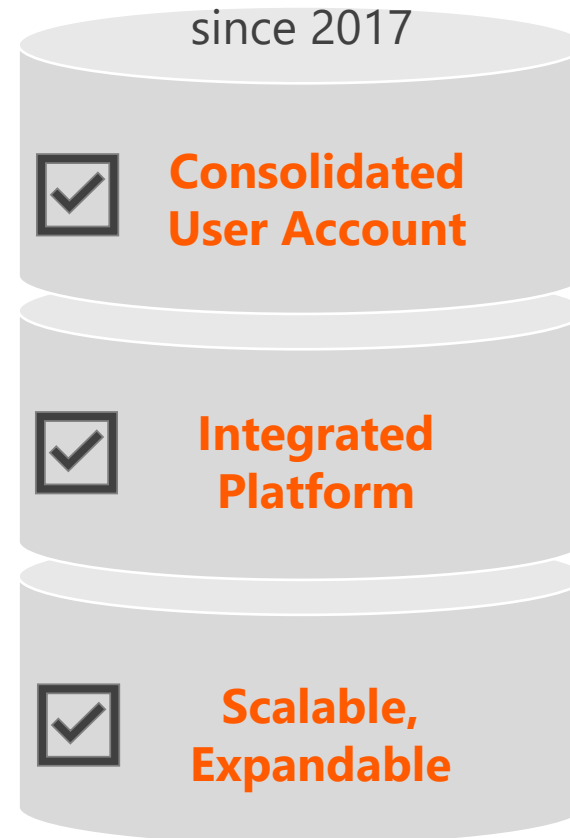
90%
of our sales

2. 様々なカテゴリでの高いシェア¹



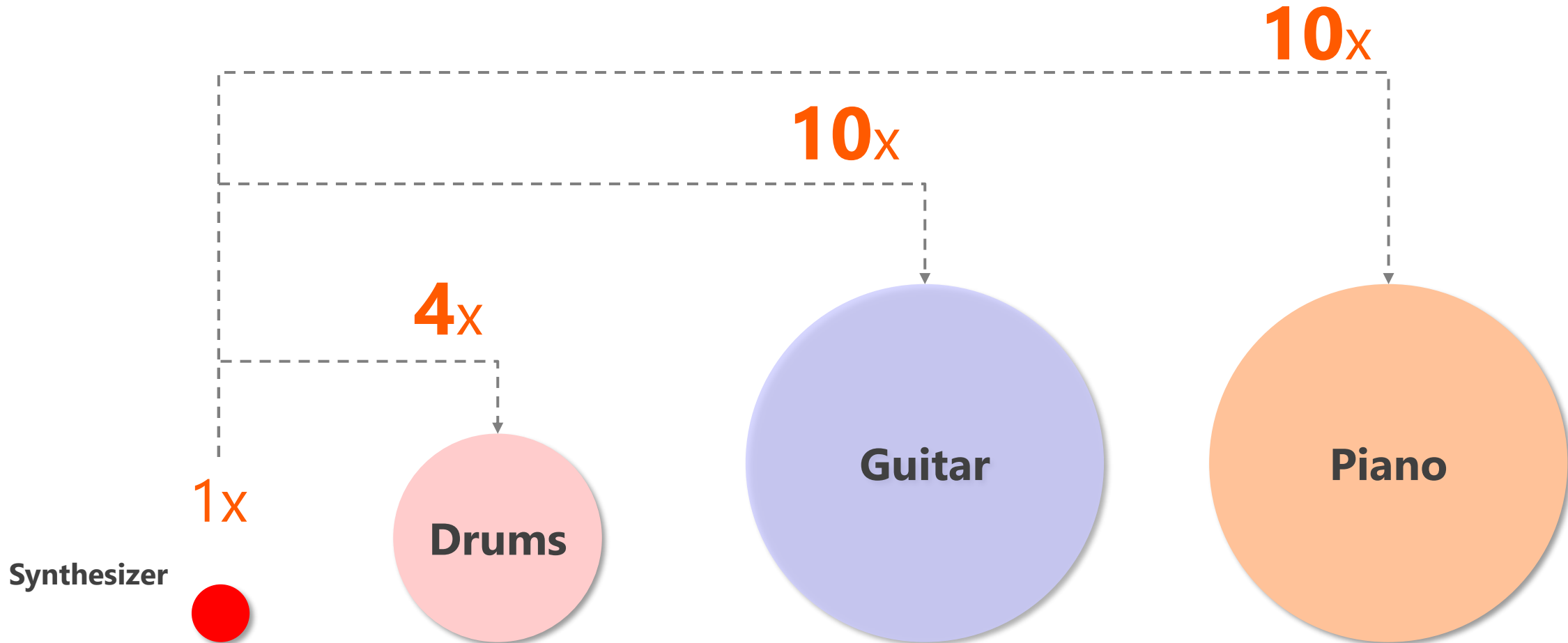
3. Cloud System

Continuous evolution
since 2017



より大きな市場へ “Connectivity” を拡大

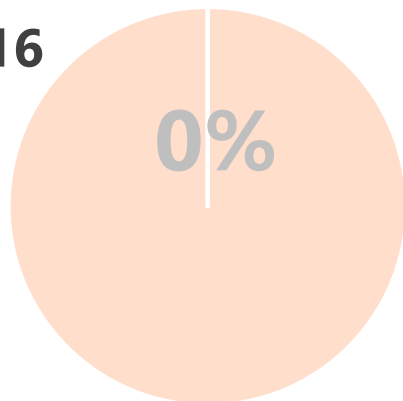
[MI Market size¹]



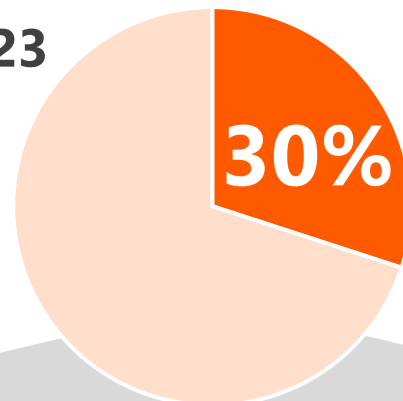
Cloud-Ready Products の構成比を拡大

Roland Cloudから提供されるサービスを楽しむことができる製品の開発を加速

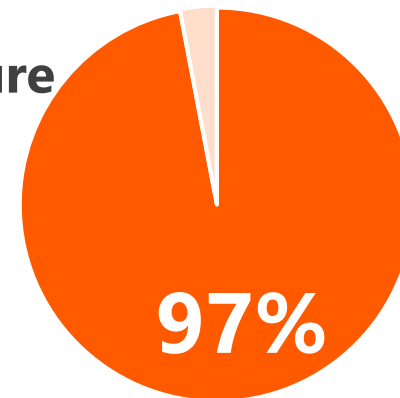
2016



2023

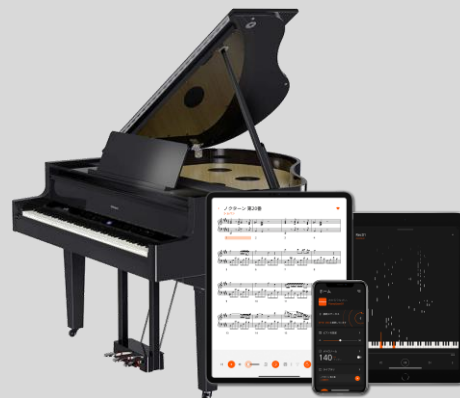


Future



**Synthesizer sounds, Expansions
and OS Upgrades**

Expand supported models and the quantity, variety, & value of Cloud contents.



GP series & Mobile App

Provide utility and "edutainment" for pianists via Cloud-connected apps.



DWe & soundworks

Build bridges between acoustic and electronic with Roland Cloud.

How to achieve the Goal?

2

Contents & Services

Provide Contents & Services on Roland Cloud

Roland CloudのCore value

音楽家には4つの普遍的な欲求がある。Roland Cloudでこれらの欲求にアドレスし顧客をサポート

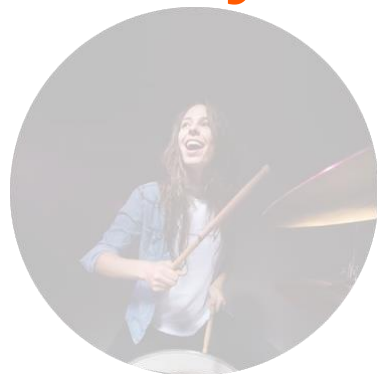
Roland Cloud

Grow



All musicians want to improve their skills.

Play



Playing and performing music is uniquely pleasurable.

Create



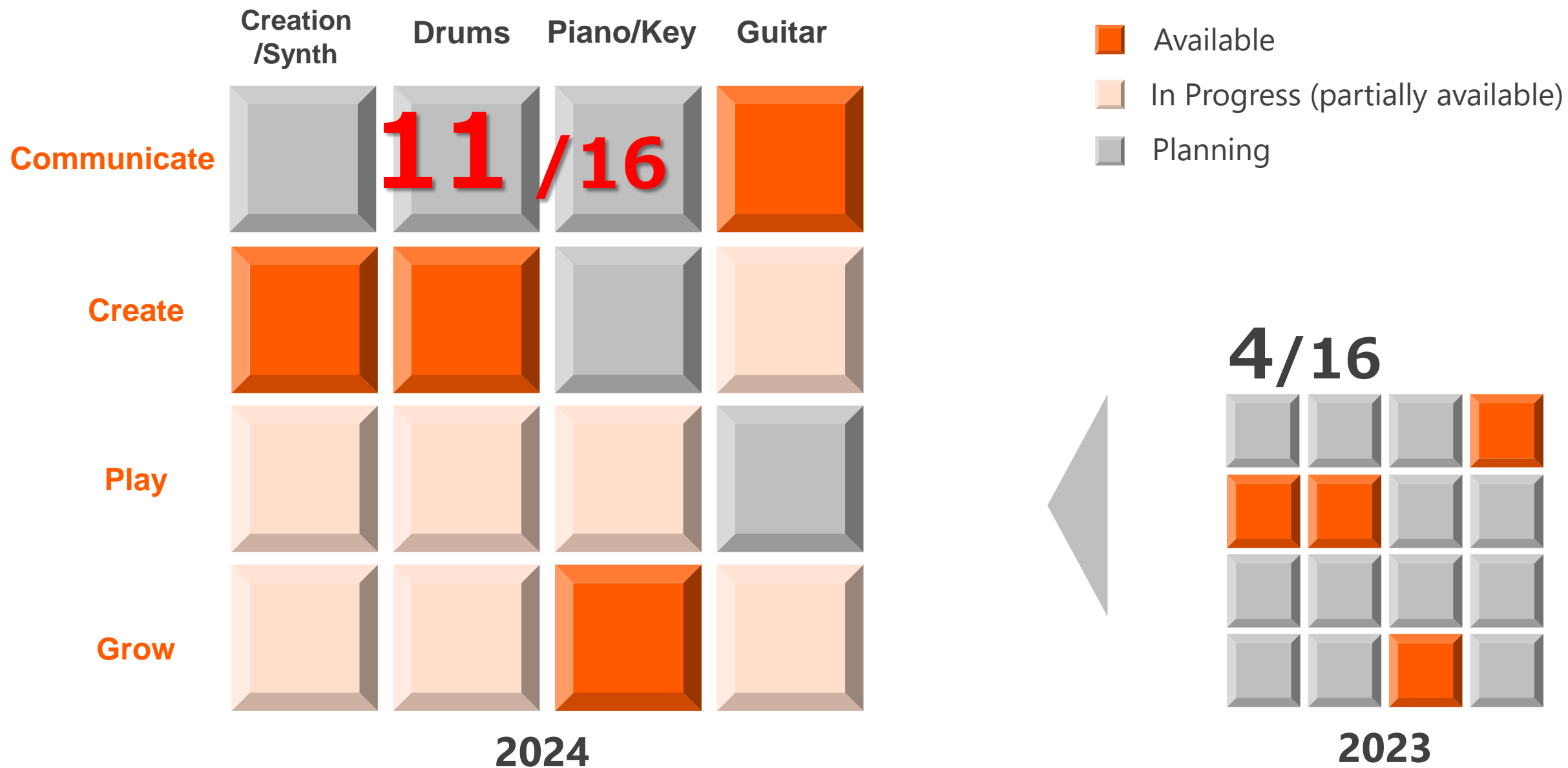
Every music lover has the desire to create.

Communicate

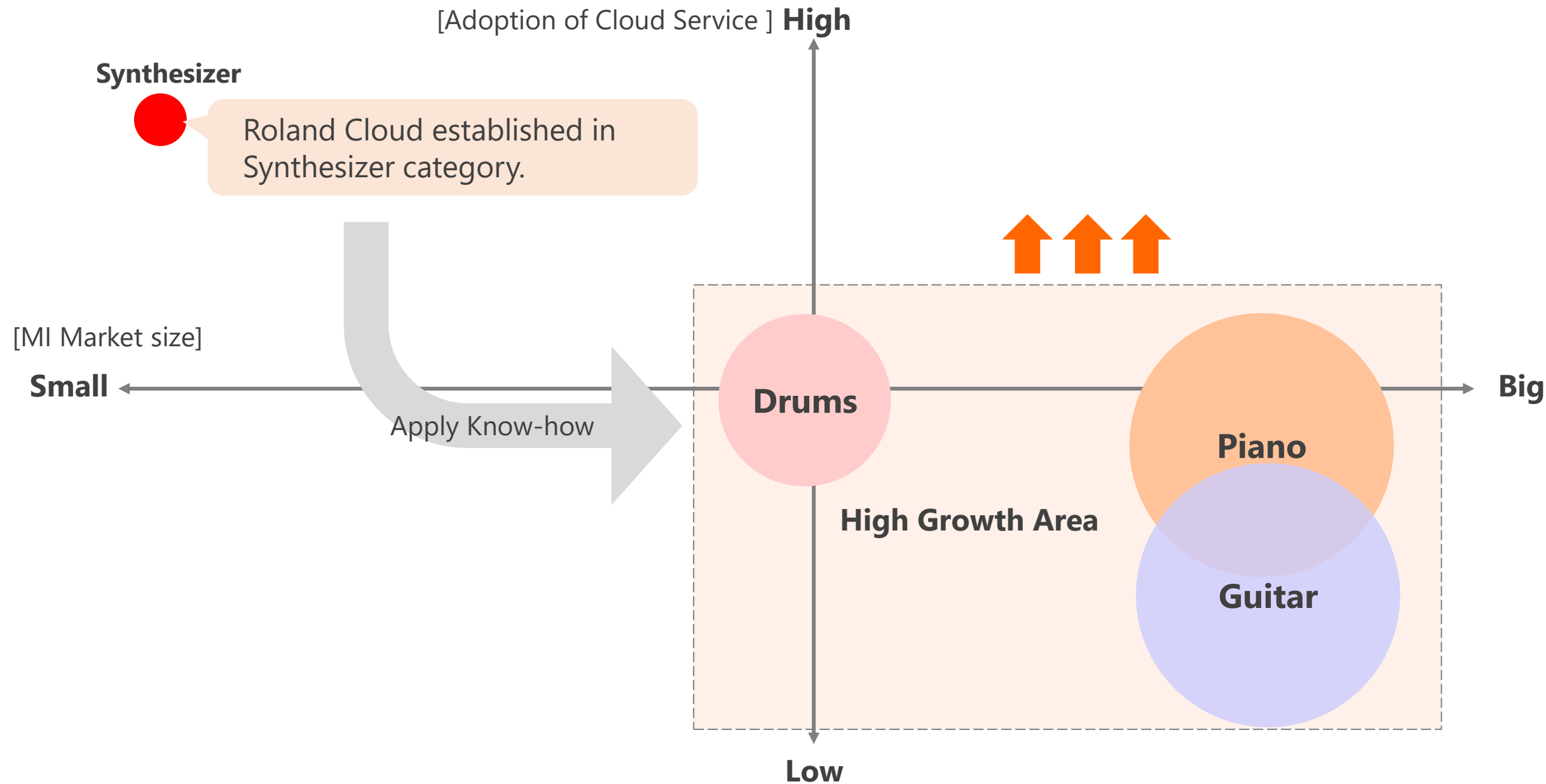


Connection, sharing, and collaboration is deeply satisfying.

Solution提供の進捗



対象カテゴリーの拡大により、成長を加速



How to achieve the Goal?



3

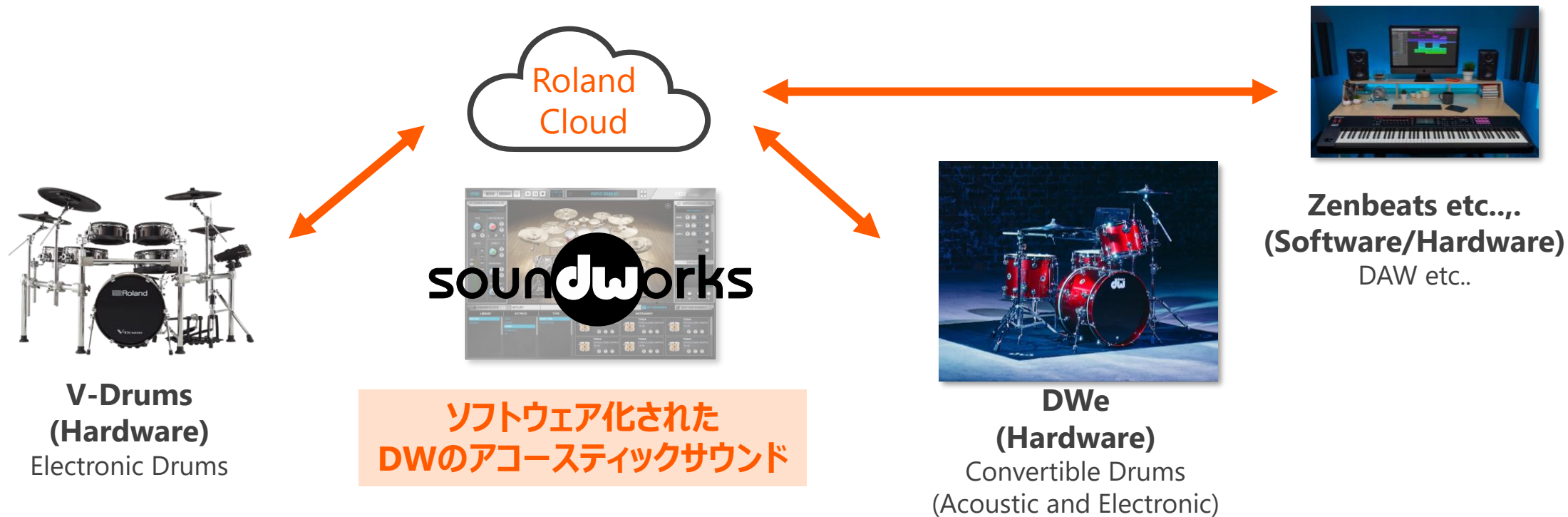
Alliance / M&A

Utilize 3rd party for speed up and expansion

Alliances / M&Aを活用し、サービス追加を加速

Inhouse Development ▶ Inhouse / Alliance / M&A

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 アコースティックドラムメーカー



Alliances / M&Aを活用し、サービス追加を加速

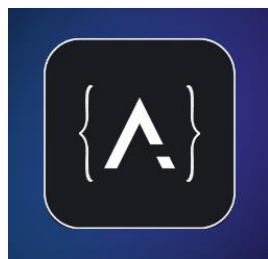
Inhouse Development ▶ Inhouse / **Alliance** / M&A

 Roland

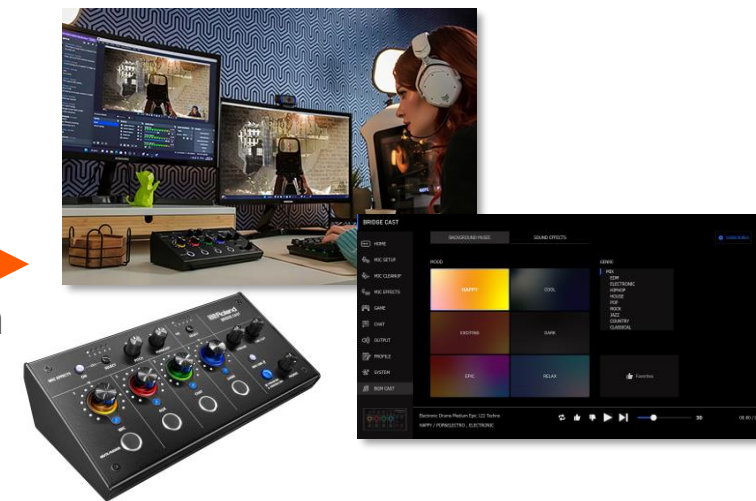
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 AMADEUS CODE

音楽生成AI開発会社



Subscription



BRIDGE CAST/BGM CAST
(Hardware + App)
Gaming Audio Mixer

音楽生成AIで作られた
著作権フリーのBGM等

来期、新規Allianceを实行予定

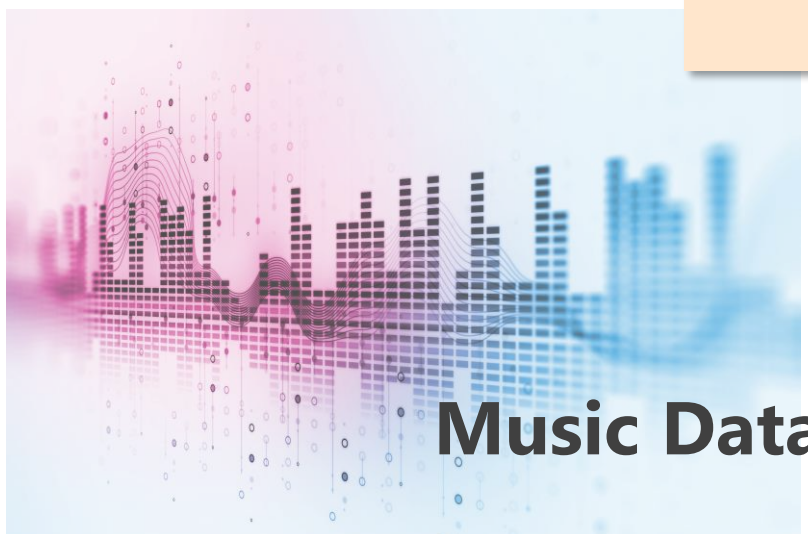


AI Tech Company



Video Lesson Company

Newly signed licenses
In **2024**



Music Data Company



Education App Company

Roland's Long-Term Vision



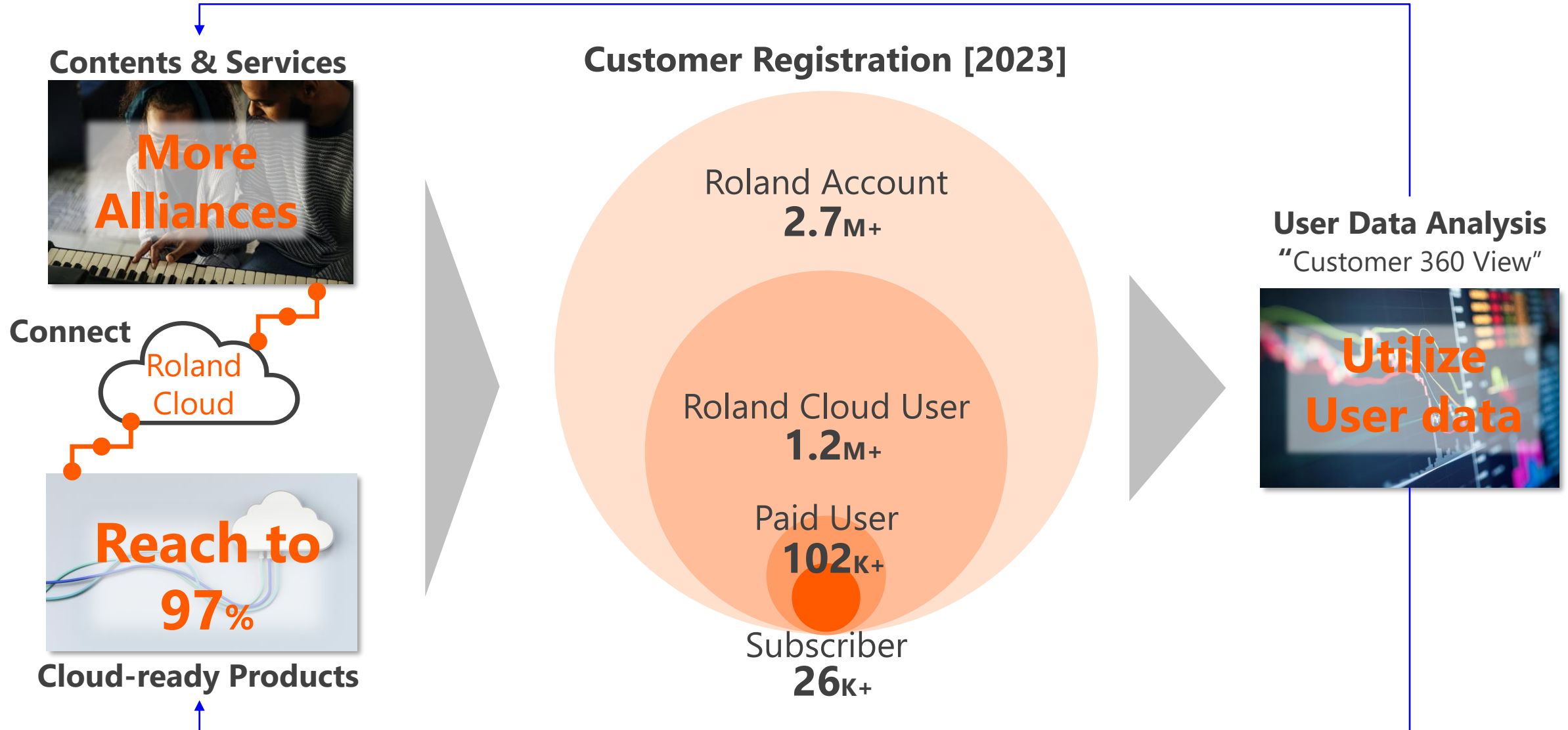
ROLAND WILL BE THE WORLD
LEADER IN MUSIC CREATION¹

WE WILL ACHIEVE THIS BY

INSPIRING THE **HEARTS AND MINDS**
OF MUSIC LOVERS AND CREATORS
EVERYWHERE

¹ Music Creationとは音楽製作のみではなく、楽器演奏や歌うこと、発信すること等を含む

Roland Cloud 戦略で “The World Leader in Music Creation” へ



Hardware ProviderからExperiences Providerへ進化



Connect with people from
around the world

長期ビジョン

売上: **2,000億以上**
営業利益率: **15%-20%**