

**meviy, an AI-based parts procurement platform,
Airs a new TVC “meviy Digital Manufacturing System”**

~ Broadcast across Japan from January 21, also on the website and official YouTube channel,
and special editions ~

meviy, an AI-based parts procurement platform powered by MISUMI Group Inc. (Headquarters: Chiyoda-ku, Tokyo, Japan; Representative Director and President: Ryusei Ono), starts airing a new TV commercial "meviy Digital Manufacturing System" (15 seconds), the third in a series. It will be broadcast across Japan from January 21, 2024. It will also be shown on meviy website and official YouTube channel.



meviy, for parts procurement!

■ **Creative Concept of this TV Commercial**

The theme is meviy's manufacturing innovation; "Digital Manufacturing System".

Meviy has realized unmanned manufacturing with its Digital Manufacturing System – once an order is received via the web, data is sent to the factory, a machining program is automatically generated, and the machining process begins immediately. This digital manufacturing system ensures reliable, quick delivery, with shipping as early as day one. Please take a look at our automated manufacturing system and technology.

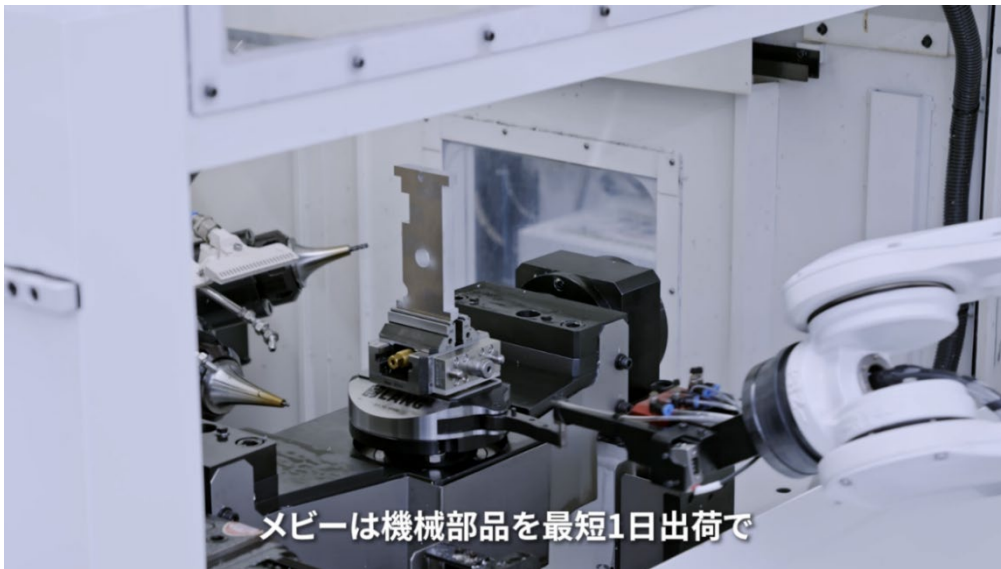
■ **Story**

A young worker who is an avid user of meviy takes a tour of a parts manufacturing plant. She is surprised to see the inside of the factory for the first time, including how ordered parts are processed and how automated production lines work. After learning about how the "meviy Digital Manufacturing System" achieves short and stable delivery times, this meviy-loving young worker concludes with a confident look on her face, "meviy, for parts procurement!"



メビーは機械部品を最短1日出荷で

meviy can ship mechanical parts...



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届けてくれる!

in one day from order receipt at the earliest!

■ TVC Overview

Title: "meviy digital manufacturing system" (15 seconds)
Air Period: January 21, 2024 (Sun) - March 31, 2024 (Sun)
Air Time: Mr. Sunday (Every Sunday 22:00-23:15, Fuji TV affiliates, Japanese nationwide network) *Excluding some areas
Cast: A busy senior colleague: Nobuhiko Adachi / a meviy-loving young worker: Mao Nakagawa

The TVC video is also available on meviy's official YouTube: <https://youtu.be/Nt3NBviZa04> (Japanese)

■ “A meviy-loving Young Worker Comes for a Factory Tour!”, a Special Edition of this TVC on the Website and YouTube

Ms. Mao Nakagawa, playing the role of a meviy-loving young worker, took a tour of the meviy production line. You should not miss her enthusiastic questioning as the development staff explained the mechanism and technology of digital manufacturing, and her charming appearance as she was surprised to see the parts being processed for the first time. At the end of the tour, we received an enthusiastic message from Ms. Nakagawa, standing in front of Mt. Fuji in the background.

Please visit our website or watch the video on YouTube.

meviy website: <https://meviy.misumi-ec.com/ja-jp/pages/dx/factory/> (Japanese)

meviy official YouTube channel: <https://youtu.be/eytBbESXzAo> (Japanese)

■ About meviy

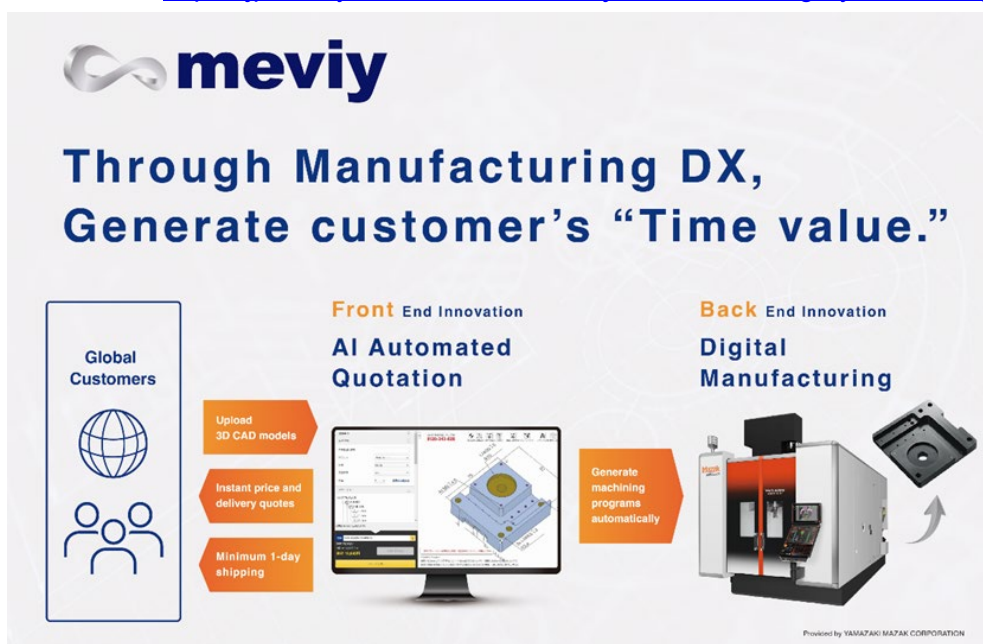
With meviy, customers simply upload a 3D model of a mechanical component, the AI automatically provides an instant quote, and our unique Digital Manufacturing System enables an order to be shipped in one day at the earliest.

meviy is a platform that eliminates perceived inefficiencies in parts procurement by reducing the time customers traditionally spend procuring mechanical components by more than 90%.

meviy received the Prime Minister's Prize at the Ninth Monodzukuri Nippon Grand Awards, achieved the No. 1 market share in Japan for three consecutive years, and is highly regarded for its contributions to improving productivity in the manufacturing industry. For our global customers, the range of services on each meviy website is expanding. meviy delivers "time value" to customers worldwide through digital transformation in component procurement.

meviy website: <https://meviy.misumi-ec.com/>

Customer Testimonials: https://jp.meviy.misumi-ec.com/info/ja/archives/category/case/user_case/



■ About MISUMI

MISUMI sells mechanical components required on-site for factory automation, as well as tools, consumables, and other products to more than 320,000 companies* worldwide. We wear two hats: a manufacturer with manufacturing functions and a distributor of other company's branded products. With this unique business model, supported by a solid business base, MISUMI achieves "globally reliable, quick delivery" for greater customer convenience. (* As of March 2023)

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