

Investment in AdInte Co., Ltd. Conclusion of Capital and Business Alliance Agreement

**Glory Ltd.
May 19, 2020**

Aims

To provide DMP* services that will assist retail and hospitality industry businesses to attract customers

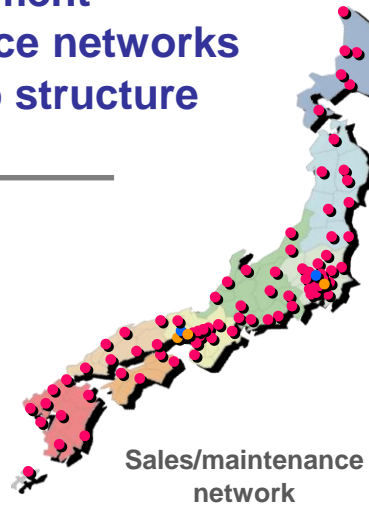
We will strengthen retail businesses by providing solution services that support the use of PDCA cycles to enhance both products and customer attraction rates.

GLORY

Development, manufacture, sale, and maintenance of cash handling machines, information processing equipment, cash terminals, vending machines, and automatic service machines

Strengths—

- Product development
- Sales/maintenance networks
- Integrated Group structure
- Customer base



Provision of solutions based on data collection and analysis



IOT terminal AIBeacon

Strengths—

- Data collection technology
- Big data analysis technology
- Data business expertise
- Customer base

Examples of solutions provided:

Store analysis	Sales area analysis	Customer analysis
Visualization using BI	Customer segment extraction	Linkage with digital advertising
Linkage with surveys	Improvement of shelf allocations, corners	Collaboration with manufacturers, distributors

*DMP: A data management platform (DMP) is a data business platform used to manage accumulated online and offline data, such as records of behavior by consumers who visit real-world stores, allowing that data to be used for action plans, etc., for streamed advertising.

Profile of AdInte

Company outline

Source: AdInte website

Name	AdInte Co., Ltd.
Head office	347-1, Shijo-machi, Shinmachi-dori Shijo Kudaru, Shimogyo-ku, Kyoto City, Kyoto Prefecture
Representative	Shinji Sogo
Business activities	AlBeacon marketing, AdInte DMP, DSP business
Capital	¥300 million (as of December 2019)
Established	April 3, 2009
Employees	91 (as of December 2019)
Structure	Company with a Board of Directors and Audit & Supervisory Board

Business segments

AlBeacon/signage business:

Installation of AlBeacon-equipped signage systems, sale of advertising spots

Geographical business:

AlBeacon-based analyses for major retail stores, provision of in-store behavior visualization services

DMP business:

Creation and operation of private DMPs linked to POS, etc., in large retail outlets

Trading business:

Online advertising agency services, information analysis

Retail media business:

Support for media development and brand marketing in real-world stores

Business overview

Specializing mainly in MA and DMPs, AdInte provides services that enhance the ability of real-world stores to attract customers. Other activities include online advertising and the development and management of retail media.

Marketing automation (MA):

MA refers to mechanisms and platforms used to automate actions in marketing processes. Examples include automatic advertising and automatic recommendation services.

Data management platform (DMP):

A DMP is used to manage all accumulated data (e.g., customer attribute data, records of customer behavior on websites) for use in action plans, such as advertisement streaming, and data business.

Examples of businesses using AlBeacon



Hospitality



Beauty salons



Airports,
seaports



Public
transport



Stadiums



Commercial
facilities



Events



Amusement
facilities



Aquariums,
zoos



Security



Linkage to
digital signage



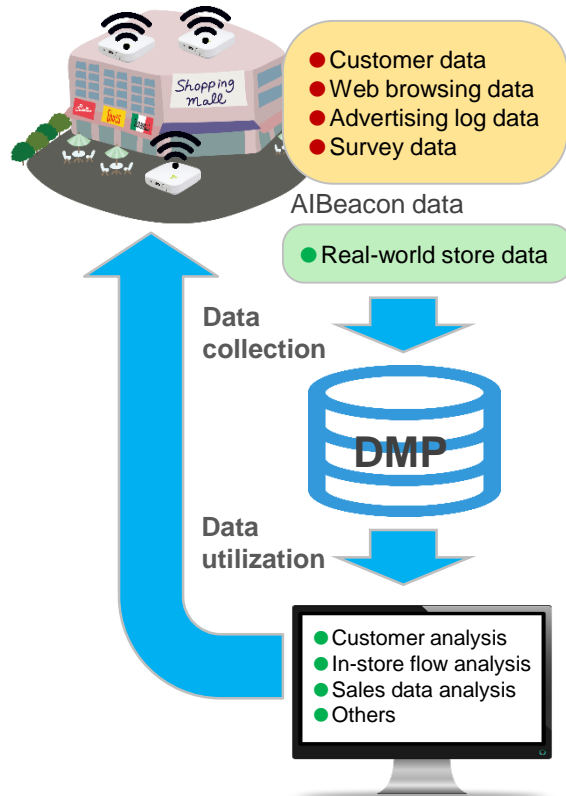
Schools,
educational
institutions

Store Visit Analysis Using AIBeacon

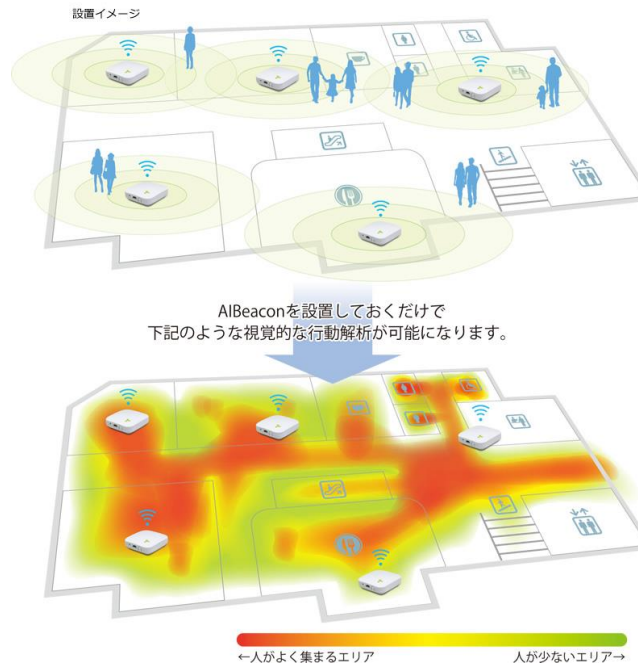
- The AIBeacon developed by AdInte is used to analyze customer visits to real-world stores.
- The store is visualized using flow analysis and heat mapping.
- The results are linked with POS data, etc., to allow analysis with sales data.

Data utilization

Data resources of retail/hospitality businesses



Flow analysis



Information analysis



AdInte's Strengths

1. A unique industry presence

- AdInte has a unique industry presence thanks to its ability to provide total O2O*1 and OMO*2 solutions reciprocally.

*1 Online to offline (O2O): Measures to promote a shift from Internet-based (online) to real-world (offline) behavior, and measures to influence offline purchasing behavior through online information contacts

*2 Online-merge-offline (OMO): A marketing concept that spans the boundaries between Internet-based and real-world stores by combining online and offline processes.

2. Original offline data collection technology

- AdInte has its own offline data collection technology based on the use of a simple beacon device (AIBeacon) that it developed in-house.

3. Big data analytics technology

- AdInte possesses original estimation and analysis technology based on AI/machine learning and carries out customer analyses using big data analytics technology.

4. Business based on own technology

- AdInte's business operations are based solely on its own technology. It does not use technology licensed from other companies.

Anticipated Benefits

Business transformation toward the realization of Long-Term Vision 2028

—Provision of value-added services through digital transformation—

◆ Anticipated synergy benefits ◆

Customer base,
products, maintenance



Data collection/
analysis technology



Glory expects to enhance its competitiveness by expanding into new business areas, such as the provision of analyses and recommendations concerning the improvement of customer service and business flows in real-world stores.

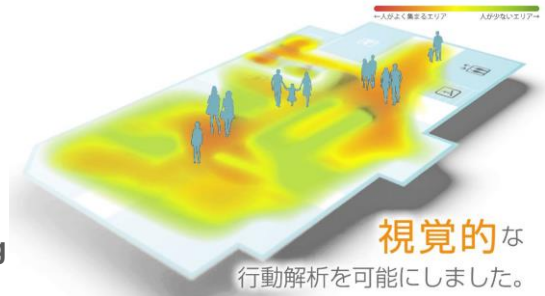
◆ Benefits from the capital and business alliance ◆

- Use of AdInte's IoT hardware devices to add IoT capabilities to Glory products for retail and hospitality businesses
- Provision of customer analysis, store analysis, and other services to solve management issues affecting Glory customers with real-world stores in the retail and restaurant industries
- Reciprocal business strengthening through digital transformation and the creation of new solution services based on the use of data analytics technology combining AdInte's data and know-how with data from Glory products



VT Series
ticket vending
machine

Behavior analysis



Analysis data



Digital streaming

