

For immediate publication

1/10/2013

OPT, Inc.

## OPT Business Alliance and Investment with Retailigence

Announcement of the Establishment of the O2O Platform

OPT, Inc. (“OPT” Chiyoda-ku Tokyo, CEO Noboru Hachimine, JASDAQ 2389) and Retailigence Corporation. (“Retailigence” U.S.A., CEO Jeremy Geiger) announced that Retailigence has accepted a preferred stock purchase offer by OPT. The capital and business alliance (“the alliance”) aims at the development and expansion of Online to Offline marketing “O2O”. (※1)

The alliance establishes the agreement of the sole agency in Japan taking advantage of the rich resource developed by Retailigence. Utilizing the combined knowledge and technologies of the two companies, OPT ensures to build the most effective O2O marketing solutions in the country while seeking potential clients including retailers, brands, ad network agencies, and application developers.

### <Objectives of the Alliance>

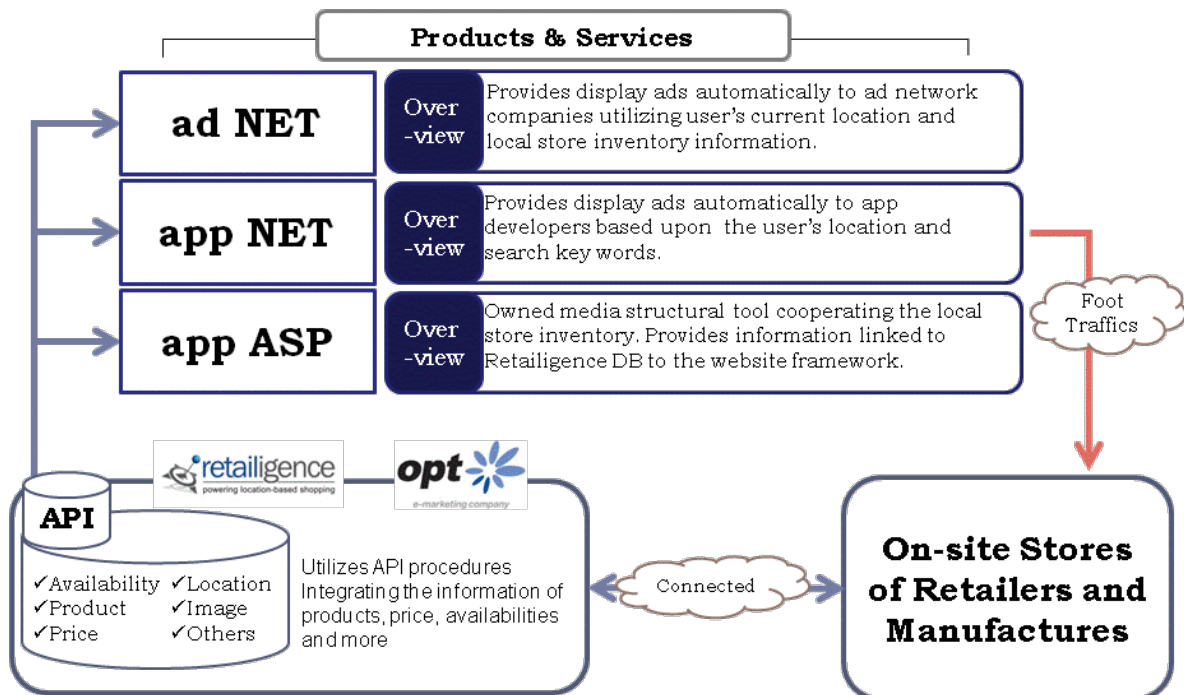
The widespread and development of location-enabled smart devices have brought diversification in shopping behaviors. Consumers today are highly influenced by the online information before making purchases at store. The impact in 2011 was approximately 24 trillion yen, and it is expected to grow in Japan to approximately 50 trillion yen by 2017. (※2) O2O marketing is now one of the most in demand marketing methods.

In order to cope with these situations, OPT introduces an innovative e-marketing method collaborating with the U.S. company, Retailigence which specializes in the local retail data of retailers and brands. While sharing resources, the two companies will provide the best solutions for companies searching for a more effective way to attract users and increase sales.

### <Service Overview>

Information of local product availability, name, price, store location of products is linked to the database system of Retailigence and provides the display ads onto media after receiving requests from ad network companies or application developers via API. (※3) Taking advantage of the rich resource, the service helps users purchase offline and maximize local sales.

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The OPT solution provides the following benefits to retailers, brands, ad network companies and app developers:

## ■ To retailers and brands

- Helps shoppers searching via mobile, find nearby products they want and increases foot traffic utilizing appNET.
- Based upon behaviors collected by Retailigence, clients will be able to maximize the effect of the promotion activities and attract more mobile shoppers.
- The hyper local inventory data from Retailigence can power on-site store inventory immediately on the retailer or brand's owned media.

## ■ To ad network companies

- Automatically delivers effective ads based on the information in a prescribed form.
- Maximizes the performance and foot traffics dealing with advertisers.

## ■ To application developers

- Adds an extra value on the application allowing the expansion of the base of users.
- Accesses to the offline product information easily. Additional benefits for the uses may be delivered depended upon the usage.

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## <Future Plans>

OPT teams up with retailers, brands and API users (ad network companies, and app developers) and aims at being the exclusive agency among the ads sellers within the country.

From January 2013, OPT plans to invite participations of retailers which have retail stores, brands ad network companies and application developers, to start test marketing with them from April 2013, with launch of services officially in June 2013. OPT aims at dealing with about 22,000 stores and about 1,000,000 products information by the end of 2015.

※1: Online to Offline. Refers to the impact from online (The Internet) information to Offline consumption behaviors and the marketing method which involves in online information that reflects upon retail foot traffics and sales.

※2: The O2O consumption market is expected to expand at 50 trillion yen in 2017 from the current scale of 24 trillion yen in 2011. (Referred to “IT Navigator 2013” published by the Department of ICT Media Consulting at Nomura Research Institute, Ltd.) The market will be growing continuously because of the increasing number of smartphone users which is expected to reach at 80 million in the end of March 2017 and the widespread use of Social Media.

※3: Application Programming Interface. An interface used by an application program to communicate with an information system.

## ■About OPT, Inc.

OPT, Inc. is a full service e-Marketing company which maximizes clients' marketing ROI.

## 【Company Profile】

Foundation: March 4, 1994

Stated Capital: ¥ 7.595 billion

CEO: Noboru Hachimine

Head Office: Tokyubancho Build, Yonbancho 6, Chiyoda-ku, Tokyo

Business: e-Marketing

Listing: JASDAQ (2389)

URL: <http://www.opt.ne.jp/>

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## ■About Retailigence Corporation.

Retailigence has a partnership with many famous nationwide retailers and brands in the U.S. The company holds a database comprised of more than 100,000 of individual stores and more than 10 million of products information including availability and location, and open API. Retailigence API improves performance of various kinds of applications and advertising solutions, such as location-based app, mobile commerce app having the access to the unique database, Retailigence has the advantage over the traditional marketing methods, and is able to increase the foot traffics at stores.

The company has been funded by well-known venture capitals such as DFJ and 500startups etc., and is considered as one of the promising companies in Silicon Valley.

## 【Company Profile】

Foundation: January 8, 2010

Founder & CEO: Jeremy Geiger

Head Office: 541 Jefferson Ave. #204 Redwood City, CA 94063, USA

Business: Planning, development, and operation of O2O platform, DaaS

URL: <http://www.retailigence.com/>

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