

INCJ to invest in Treasure Data Inc.

Company develops and sells big-data analysis platforms

Tokyo, November 8, 2016 – Innovation Network Corporation of Japan (“INCJ”) announced today its decision to invest up to US\$10 million in growth capital in Treasure Data Inc. (“Treasure Data”) through a third-party allocation of shares. Treasure Data is engaged in the development and sales of big data analysis platforms. SBI as well as existing investors Sierra Ventures, Scale Venture Partners, AME Cloud Ventures, IT-Farm, Dentsu Digital Investment Limited Partnership, and Bill Tai and others have also confirmed investment.

Treasure Data develops and sells cloud-based data management platforms for the collection and analysis of big data and provides consulting services for their integration. Treasure Data was established in Silicon Valley in 2011 and operates offices in the United States, Japan, and South Korea. Its services are used in the analytical processing of log data such as from web and mobile, as well as sensor data. It offers a user-friendly, one-stop service for data collection, storage, and aggregation with low implementation costs. As of September 2016, more than 200 companies have introduced Treasure Data’s data management platform.

The big-data market has grown as the amount of data available has expanded dramatically. In recent years the number of companies using digital marketing and IoT has increased and the need is growing for a service that aggregates and manages a large volume of data on the cloud. Japanese companies have been behind their U.S. and European peers in utilizing big data, but the low cost and ease of use and introduction of Treasure Data’s platform is driving its adoption by a wide range of companies, in particular SMEs. This trend is expected to improve business productivity.

INCJ will provide Treasure Data with management support through the appointment of outside directors and helping strengthen the company’s business development. The utilization of big data is an urgent issue for Japanese companies and through the provision of this low cost and user-friendly services, INCJ is aiming to support the promotion of big-data utilization and the creation of new businesses.

Announced by Treasure Data at 07:00, November 7 U.S. Eastern time (21:00 November 7, Japan time.)

About Treasure Data

Established: December 2011
Business description: Cloud-based live data management (LDM)
Head office: California, United States
CEO & Co-Founder: Hironobu Yoshikawa
URL: <https://www.treasuredata.com/jp/>

About Innovation Network Corporation of Japan (INCJ)

Established July 2009
Headquarters Chiyoda-ku, Tokyo
President & COO Mikihide Katsumata
URL <http://www.incj.co.jp/>

INCJ was established in July 2009 as a public-private partnership that provides financial, technological and management support for next-generation businesses. INCJ specifically supports those projects that combine technologies and varied expertise across industries and materialize open innovation. INCJ has the capacity to invest up to ¥2 trillion (approx. US\$20 billion).

INCJ's management team is drawn from the private sector with diverse experience in investment, technologies and management. Through its Innovation Network Committee, INCJ assesses investment opportunities that contribute to industrial innovation in Japan in line with criteria set by the government.

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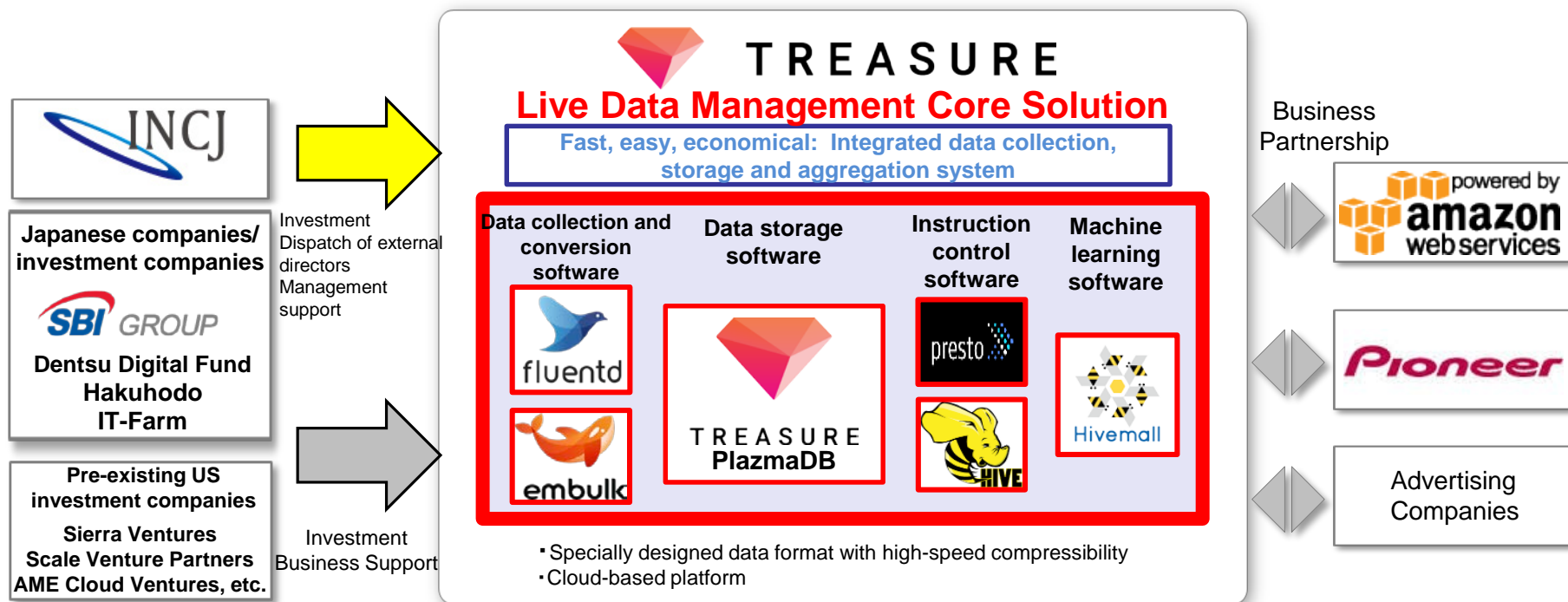
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Target: Treasure Data Inc.

Business Outline: Cloud-based live data management* (LDM)

Investment: US\$10 million (maximum)

Date of announcement: November 8, 2016



- Treasure Data Inc. was established in 2011 by 3 Japanese people from the IT industry to provide data management software for big data analysis.
- To provide a fast, easy, convenient and economical end to end solution in the future for data management which was previously complex and expensive.
- Already, more than 200 companies in both Japan and overseas have introduced the management platform. Treasure Data Inc. are building a strong position in the cloud-based live data management*sector.
- By supporting global expansion, the aim is to foster Japanese founded global IT venture companies.

*: Making all your data connected, current, and easily accessible