

INCJ to invest in SMART INSIGHT CORPORATION,
a big-data-analysis software development and sales company

Tokyo, October 7, 2013—Innovation Network Corporation of Japan (“INCJ”) announced today its decision to invest in SMART INSIGHT CORPORATION (“SMART INSIGHT”), a company focusing on the development and sales of big-data-analysis software for the corporate market. The investment will provide SMART INSIGHT with up to ¥1 billion in capital to be used for establishing a global development structure and for collaborating with overseas partners to pursue joint development, sales promotion, and market entry. SMART INSIGHT was established through an incorporation-type company split from Uchida Spectrum, Inc., a subsidiary of Uchida Yoko Co., Ltd. In addition to INCJ’s investment, the company has also secured investment totaling ¥400 million from Energy & Environment Investment, Inc. and Nippon Venture Capital Co., Ltd.

SMART INSIGHT independently developed SMART/InSight®*, a search-based application software that enables analysis and utilization of data scattered both inside and outside companies. SMART/InSight has already been implemented by a number of large corporations, including a major Japanese automobile manufacturer, and has been rated highly for its short implementation time, low cost, and ability to deliver significant results. These include increased efficiency in designs through analysis of product-quality data, and improved customer services through analysis of purchase history. Going forward, SMART INSIGHT is aiming to build presence in the corporate software market, by developing a cloud version of the software that allows not only large corporations but also small and medium-sized enterprises to use the tool for big-data analysis, and by creating a software-as-a-service (SaaS) type global product offering in collaboration with a cloud service provider.

By providing SMART INSIGHT with growth capital, managerial support, and through appointment of external directors, INCJ will help enable the global expansion of a Japanese player in the corporate software market where Japanese companies relatively lack presence. With this investment, INCJ is also helping to broaden the use of big data, including by small and medium enterprises, and supporting business expansion through the creation of new businesses from major corporations in the form of carve-outs.

* “SMART/InSight”: registered trademark of SMART INSIGHT CORPORATION

About Uchida Spectrum, Inc.

Established: March, 1995
Main shareholder: Uchida Yoko Co., Ltd.
Business: Sales and management services of software licenses, consultation for software licenses
Head office: Across Shinkawa Building Annex, 1-16-14 Shinkawa, Chuo-ku, Tokyo, Japan
URL: www.spectrum.co.jp

About SMART INSIGHT CORPORATION

Established: October, 2013
Business: Planning, development and sales of software, SMART/InSight (a big-data application)
Head office: 9F Across Shinkawa Building Annex, 1-16-14 Shinkawa, Chuo-ku, Tokyo, Japan
Representative: Kiyoshi Machida, President and Chief Executive Officer
Website: www.smartinsight.jp

About Innovation Network Corporation of Japan (INCJ)

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\$25 billion).

To date, INCJ has invested approximately ¥650 billion in a total of 48 projects and is currently focused on a broad range of areas from green energy, electronics, IT and biotechnology to infrastructure-related sectors such as water supply. INCJ maintains a hands-on approach to investment, engaging in the business development of cutting-edge core technologies through intellectual property funds, expansion of venture companies and aggressive overseas development through initiatives such as restructuring and mergers of tech businesses and acquisitions of foreign companies.

Press contacts:

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Corporate Planning

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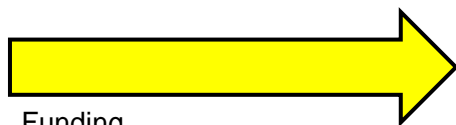
1-4-1 Marunouchi, Chiyoda-ku Tokyo

e-mail : info127@incj.co.jp

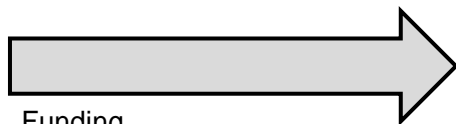
Target: SMART INSIGHT CORPORATION

Overview: Planning, development and sales of software, SMART/InSight® (a big-data application)

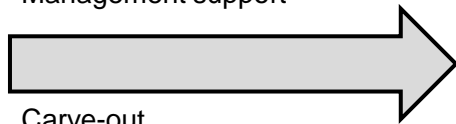
Investment: Up to ¥1 billion



Funding
Appointment of directors
Management support



Funding
Appointment of directors
Management support



Carve-out
Transfer of necessary resources and IP
Ongoing business support

Create a successful case of a software package company originating in Japan, and support development of big-data-analysis tools by a Japanese company

SMART INSIGHT CORPORATION



- Development and sales of SMART/InSight, a big-data-analysis software for the corporate market. (Inherits the SMART/InSight business from Uchida Spectrum Inc.)
- Aim for global expansion by establishing a global development structure, and by promoting joint development through collaboration with overseas partners
 - Establish a global development structure with development personnel from Japan, India, US, and Europe
 - Incorporate Cloud Computing functions and enhance features of existing products
 - Collaborate with cloud services providers for development and sales

※“SMART/InSight”: registered trademark of SMART INSIGHT CORPORATION