

from scratch

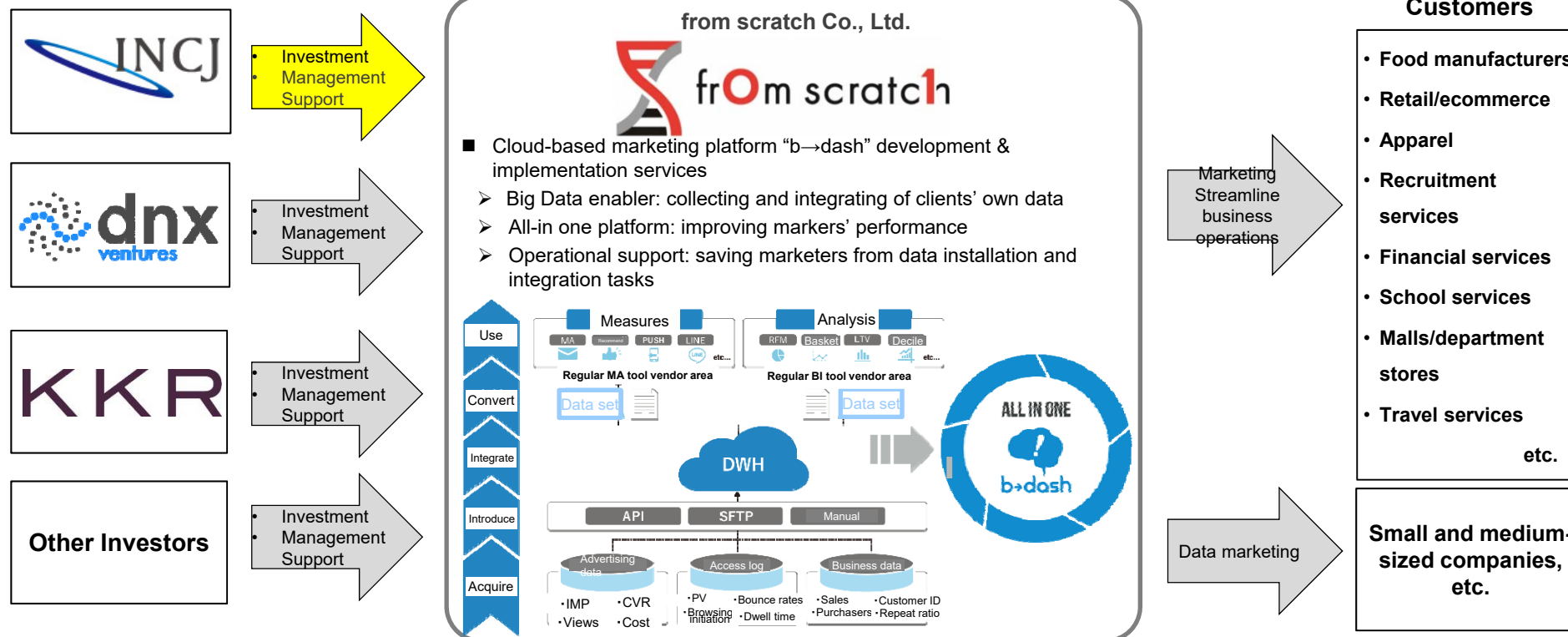


Target : from scratch Co., Ltd.

Outline : Cloud-based marketing platform* “b→dash” development and implementation services

Authorized investment : JPY 1.5 billion (maximum)

Announcement date of investment : May 16, 2017



- Planning and preparation as the big data business and data distribution market takes hold going forward
- Support the establishment of a globally competitive data technology venture company from Japan in a market where major global overseas companies dominate
- Contribute to improving productivity through of technology support for marketing activities in small and medium-sized companies

*Marketing platform: A cloud-based marketing solution that collects, integrates, utilizes and analyses big data held by a company equipped with data integration infrastructure