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February 17, 2021

Company Name: COLOPL, Inc.
Representative: Naruatsu Baba, President
(Securities Code: 3668
Tokyo Stock Exchange First Section)
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Notice of Business Transfer of Smart Answer Business

COLOPL, Inc. (the "Company") hereby announces that the meeting of the Board of Directors held today, the Company decided to transfer (the "Transfer") its smartphone-specific research service "Smart Answer" business (the "Business") to Truegio k.k. ("Truegio").

Notes

1. Reason for the Transfer

Since its release in June 2014, "Smart Answer", a research service specialized for smartphones, has been operated as one of our peripheral businesses.

However, in order to respond to the recent changes in the market environment, we have been considering the possibility of reorganization from the perspective of redistribution of management resources of the entire Group and further development of this business.

As a result, the Company determined that transferring the business to Truegio, which has strengths in BPO services in the marketing research field, would contribute to the sustainable growth of the Business and increase its business value, and agreed to the Transfer.

2. Outline of the Transfer

Business Activities : Smartphone-specific research service "Smart Answer"

Date of transfer : April 1, 2021 (planned)

3. Overview of the company to be transferred

Name : Truegio k.k.

Address : 3F Hasegawa Building No.2, 1-12-4 Hamamatsucho, Minato-ku, Tokyo

Job Title/Name of Representative : Hirokazu Miyoshi, President and Representative Director

Date of Establishment : December, 2010

Business Activities : Domain-specific BPO Solution, Business Augmentation Solution

URL : <https://www.truegio.com/>

4 . Future Outlook

The impact of this business transfer on our results of operation is negligible.

End.