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October 12, 2022

Company Name	PLAID, Inc
Representative	Kenta Kurahashi, Representative Director and CEO
Code No.	4165, TSE Growth
Contact	Kentaro Muto, Executive officer and CFO (TEL. +81-50-5434-8563)

**The announcement of the acquisition of majority stakes in agito, Inc. (“Agito”)
by the purchase of its existing shares and the underwriting of its new shares
issued by third party allotment**

We hereby notify that Agito is joining The Plaid Group as a consolidated subsidiary by the acquisition of majority stakes in Agito by the purchase of its existing shares and the underwriting of its new shares issued by third party allotment (the “Transaction”).

We do not consider that the Transaction itself constitutes mandatory disclosure requirements. Nevertheless, we disclose the Transaction on a voluntary basis because this is information valuable to investors. Following this release, supplementary materials regarding the Transaction with an explanatory video will be disclosed on our IR website on Tuesday, October 18, 2022.

1. Reasons for the Transaction

Agito is a startup, marketing tech company, founded in 2018, offering Databeat, a marketing data platform. PLAID Inc. started to offer KARTE Signals, which enable customers to make use of first party customer data for their online advertisements. With Agito joining The Plaid Group, both companies will further expand their businesses by enriching their offering services around online advertisements.

We are pursuing the following potential synergies expected from the Transaction.

(1) Making it more common to use first party customer data for online advertisements

As a background, it can be said that it is difficult to measure effectiveness of online advertisements by essential metrics such as Life-Time-Value (or LTV) or Net Promoter Score (or NPS⁽¹⁾) to ascertain whether users acquired through advertisements are satisfied with experiences at online services and continue to use those services because gathering potential customers and converting them into customers are considered to be more important.

KARTE Signals is a product that addresses the above issue by enabling customers to use first party customer data to improve the accuracy of online advertisement targeting and ultimately to provide better advertisement experiences to end users. By connecting KARTE Signals with Databeat by Agito, we can visualize advertisements through major media in Japan and users to whom those advertisements are displayed, on a streamline basis. On dashboards, our customers can check if those advertisement campaigns changed potential customers' actions as intended. Those dashboards make operations or procedures that persons in charge of managing online advertisements have to conduct, as described in (2), simple in addition to optimizing advertising spending by customers. Displaying advertisements at the right timings will improve the engagement rate of users.

Note1: Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld

(2) More automated reporting and other operations related to advertising at customers' end

Persons in charge of advertisement campaigns are always busy with submitting advertisements, extracting and analyzing data, and making reports with spreadsheet applications. With KARTE Signals and Databeat combined, their reporting procedures can be automated, significantly reducing their burdens.

PLAID Inc. and Agito are aiming that such automation creates a time for them to focus more on essential matters such as better understanding of customers, analyzing campaigns generating performance, and marketing planning reflecting those.

(3) Sales of KARTE Signals to customer universe of Databeat

Databeat is used by 234 domestic customers as of the end of September 2022, which mainly consist of online advertisement agencies. We intend to sell KARTE Signals to Databeat's corporate customers and expand our sales channels to Databeat's agency customers.

2. Overview of the Subsidiary Being Transferred

(1)	Name	agito, Inc		
(2)	Location	4-8-1 Kojimachi, Chiyoda-ku, Tokyo		
(3)	Representative	Kotatsu Takai, Representative Director		
(4)	Business Description	Planning, development and operation of marketing technology		
(5)	Capital	13 million yen		
(6)	Established	September 13, 2018		
(7)	Major shareholders	Kotatsu Takai	44.56%	
		Masafumi Ueno	44.56%	
		5 other persons	10.88%	
(8)	Relationship between the Company and Agito	Capital relationship	There are no capital relations that need to be mentioned. One employee of the Company holds a portion of the shares of Agito.	
		Personal relationship	There are no personal relations that need to be mentioned.	
		Business relationship	There are no business relations that need to be mentioned.	
(9)	Operating results over past 3 years			
	Fiscal year	December 2019	December 2020	December 2021
	Net Sales	261 million yen	301 million yen	398 million yen
	Operating Income (Loss)	(1 million yen)	(6 million yen)	4 million yen

3. Overview of the Sellers of the Shares

(1)	Name	Kotatsu Takai
(2)	Address	Chiyoda-ku, Tokyo
(3)	Relationship between the Company and the individual	There are no capital relations, personal relations, or business relations that need to be mentioned.

(1)	Name	Masafumi Ueno
(2)	Address	Yokohama, Kanagawa
(3)	Relationship between the Company and the individual	There are no capital relations, personal relations, or business relations that need to be mentioned.

4. Number of Shares to be Acquired, Acquisition Costs, and State of Share Ownership Before and After Acquisition

(1)	Number of shares held before the share transfer	0 shares (Number of voting rights: 0) (Voting right holding ratio: 0.00%)
(2)	Number of shares to be acquired	Acquisition of shares from existing shareholders Underwriting

	capital increase of third party allotment:2,410 shares (Number of voting rights:2,410) (Voting right holding ratio:66.76%)
(3) Acquisition costs	Several hundred million yen
(4) Number of shares held after the share transfer	2,410 shares (Number of voting rights:2,410) (Voting right holding ratio:66.76%)

5. Schedule

Execution date of the Transaction

October 12, 2022

6. Outlook

The contribution of Agito's results to our consolidated results is expected to begin in the second quarter of the fiscal year ending September 30, 2023, and its impact on our consolidated results for the current fiscal year is expected to be minimal.