



agito, Inc joining The Plaid Group

PLAID, Inc (4165, TSE Growth) | October 2022

Forward-Looking Statements

This document contains forward-looking statements. These statements are based only on information that is available at the time the statements are made. In addition, these statements do not constitute a guarantee of future results. They are subject to risk and uncertainty. Please note that actual results may differ materially from those expressed or implied in the forward-looking statements due to environmental changes and other factors.

Factors that may affect actual results include, but are not limited to, domestic and overseas economic conditions and trends in the industries that the Company serves.

Additionally, the information concerning companies or groups outside the Company is quoted from public information and elsewhere. The Company does not verify in any way or guarantee its accuracy, appropriateness, etc.

1. Summary of the transaction

2. Overview of agito, Inc.

3. Purpose

4. Appendix

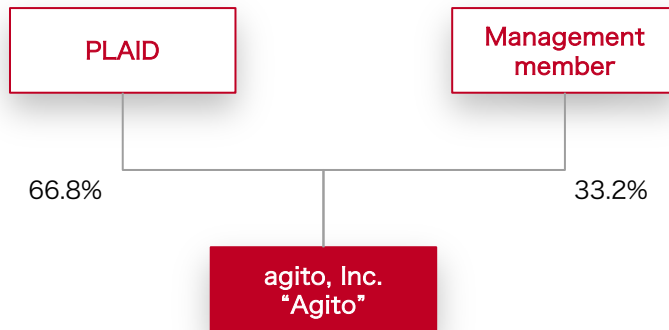


Acquired approximately 66.8% of Agito's outstanding shares

Transaction summary

Closing date	October 12, 2022
Consideration for the acquisition	Several hundred million yen
% shares acquired	Approximately 66.8%
Acquisition method	The purchase of Agito's existing shares and the underwriting of its new shares issued by third party allotment
Sources of consideration	Cash
Impact on financials	Agito's balance sheet and income statement are consolidated from Q1 FY23 and Q2 FY23, respectively

Shareholding structure after this transaction



Contents

1. Summary of the transaction
- 2. Overview of agito, Inc.**
3. Purpose
4. Appendix



Overview of agito, Inc.

- Agito is a startup founded in 2018 and offers Databeat, a cloud-based platform that automates extraction, transformation, aggregation and visualization of marketing-related data

Overview

Name	agito, Inc
Location	Chiyoda-ku, Tokyo
Established	September 2018
Representative	Kotatsu Takai
Employees	8 (as of May 2022)
Business Description	Offering the Marketing Data Platform "Databeat" and marketing support business

Net sales · Operating income

	(JPY mil.)	FY12/19	FY12/20	FY12/21
Net sales		261	301	398
Year-on-Year		-	15.1%	32.3%
Operating income(loss)		▲1	▲6	4
Operating income (loss) margin		▲0.6%	▲2.1%	1.2%

Overview of Databeat : product for marketing agencies or marketers at companies

Advertising-related data collection and formatting

Databeat automatically collects and accumulates advertising-related data and offer one-stop data management function, significantly reducing time-consuming data management procedures

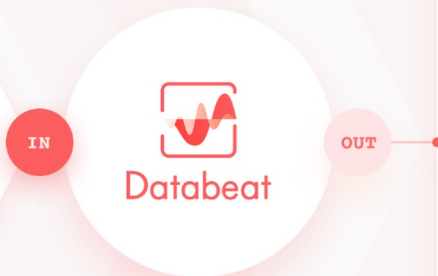
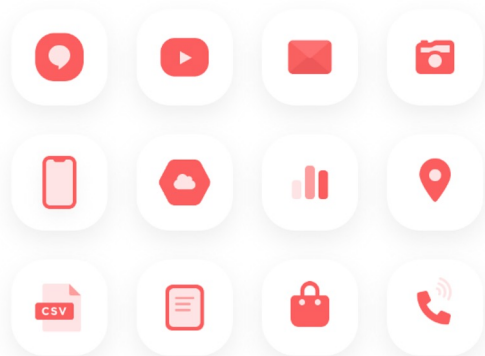
Visualization and analysis

Customers can analyze data whenever necessary in addition to pre-set reports, reducing burdens for visualization and analysis of data

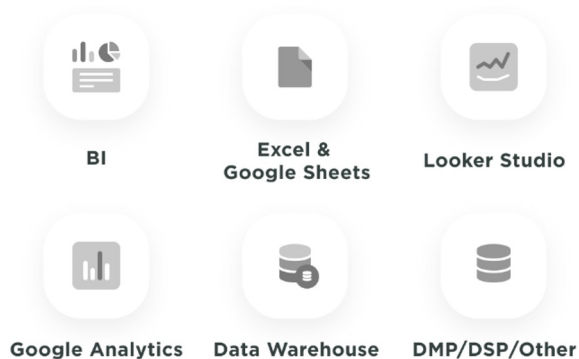
Reporting and output

Databeat enables customers to compile flexibly customizable reporting function with connections to various data management tools, fitting with existing operations at customers

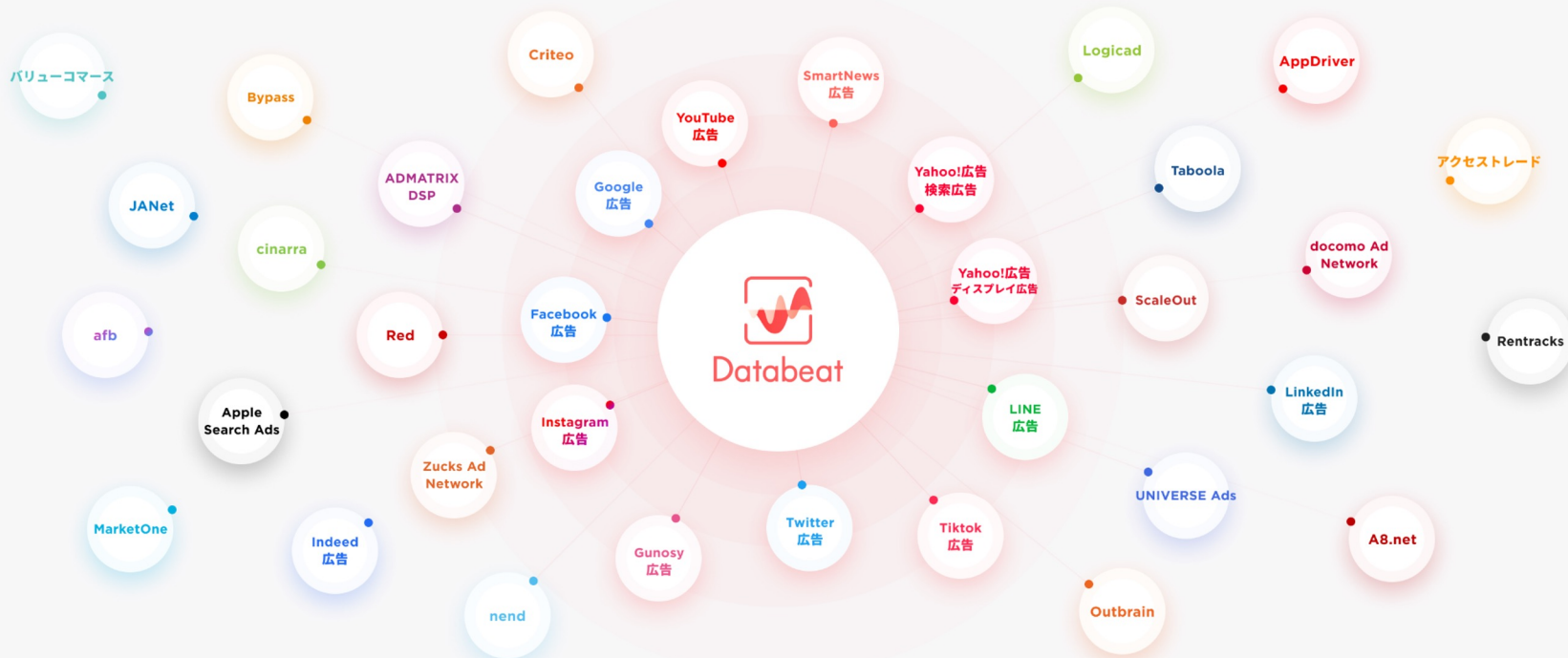
A variety of marketing data



A variety of data sources



Features of Databeat : one of software platforms with the largest number of connections with digital advertising platforms in Japan



Contents

1. Summary of the transaction
2. Overview of agito, Inc.
- 3. Purpose**
4. Appendix



Aiming at transforming digital advertising operations



- ✓ Business relationship with leading companies in multiple industries through the offering of KARTE
- ✓ 1st party customer data properly collected by KARTE tags
- ✓ Development capabilities to standalize user data format and analyze users based on essential metrics such as LTV



- ✓ One of software platforms with the largest number of connections with digital advertising platforms in Japan
- ✓ data related to digital advertising platforms including spendings or deliveries of advertisements
- ✓ Knowledge and insights cultivated through the advertising agency business and development capabilities to reflect those into products

**Shifting a focus of digital advertising operations
from short-sighted metrics represented by CV⁽¹⁾
to essential value creation metrics such as LTV⁽²⁾**

What we do together and incremental value proposition

What we do together

Integrates and visualizes advertising data of domestic major digital platforms, such as ad spending and delivery data, on Databeat and customer behavior data of users with impressions on KARTE



Enhanced values for our customers

Customers optimize advertising budget allocation by referring to essential value creation metrics such as LTV

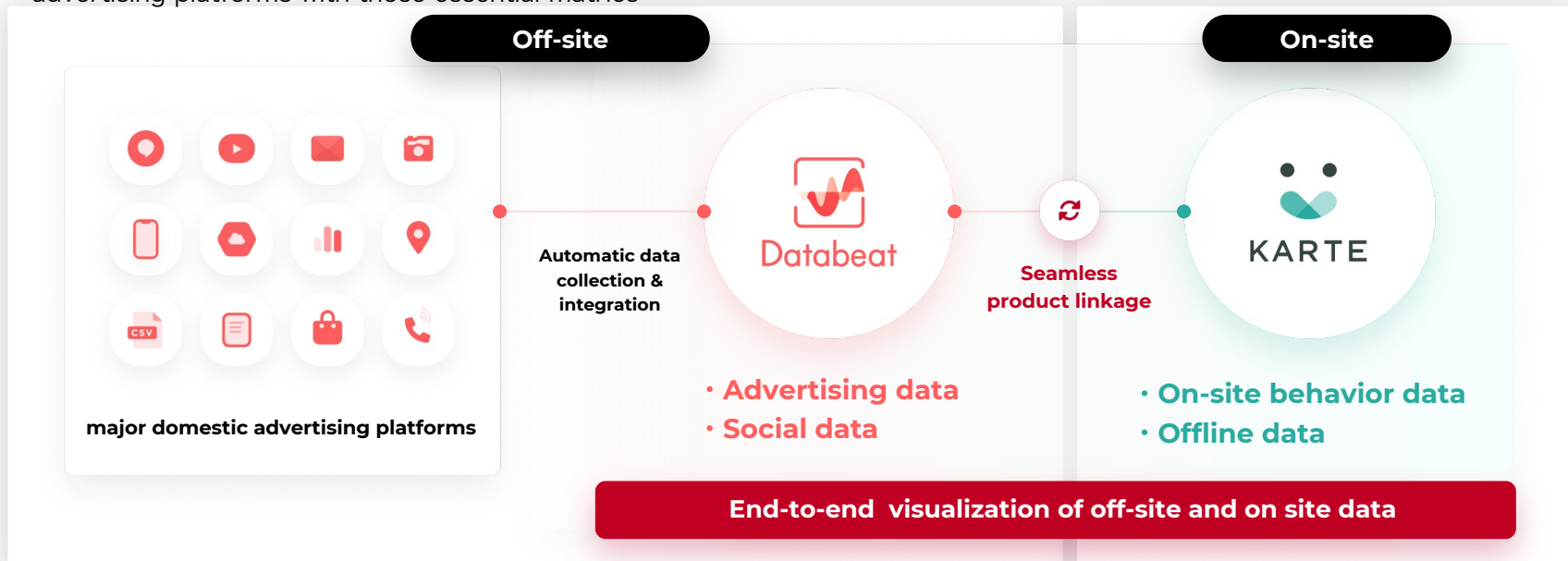


Customers significantly reduce the workload of marketers through the automation of digital advertising operations with KARTE directly connecting Databeat



Customers optimize advertising budget allocation by referring to essential value creation metrics such as LTV

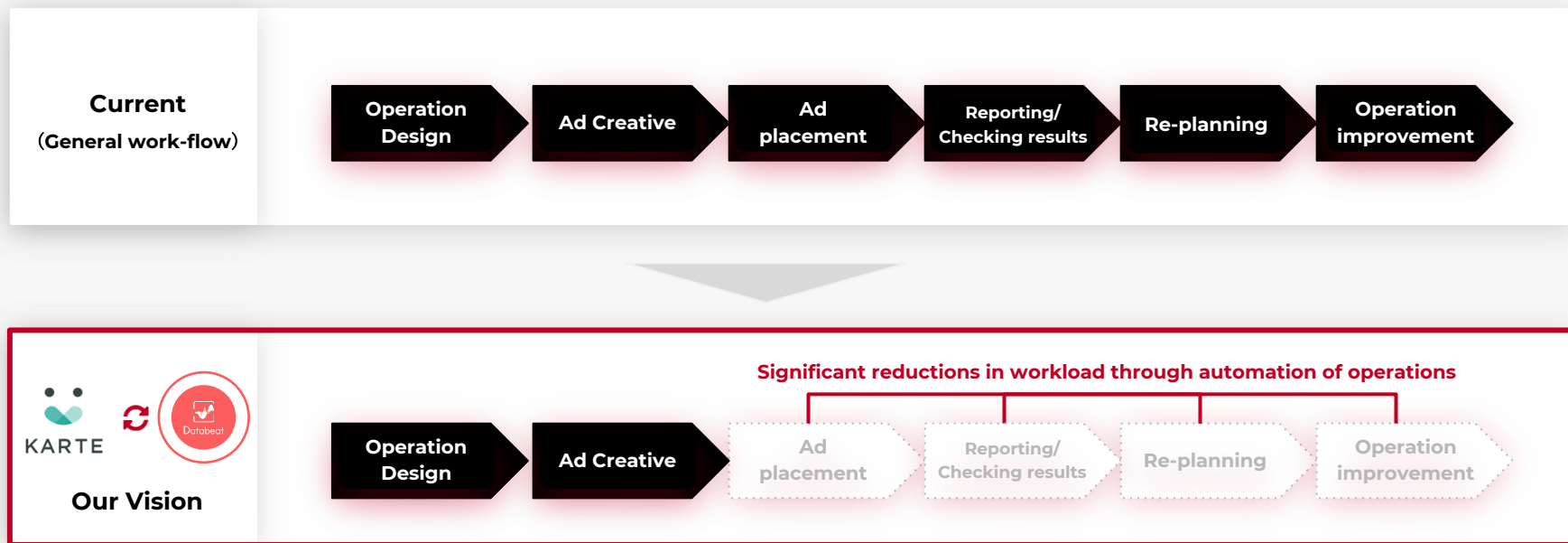
- Short-sighted CV has been a dominant metric to measure effectiveness of advertising campaigns because it has been difficult to measure effectiveness by essential metrics such as Life-Time-Value (or LTV)
- The integration of Databeat and KARTE data enables customers to optimize ad budget allocation by comparing performances of advertising platforms with those essential metrics



Purpose

Customers significantly reduce the workload of marketers through the automation of digital advertising operations with KARTE directly connecting Databeat

- Marketers or persons in charge of advertisement campaigns are always busy with submitting advertisements, extracting and analyzing data, and making reports with spreadsheet applications
- Automating ad reporting or adjustments of ad delivery setting would significantly reduce in workload

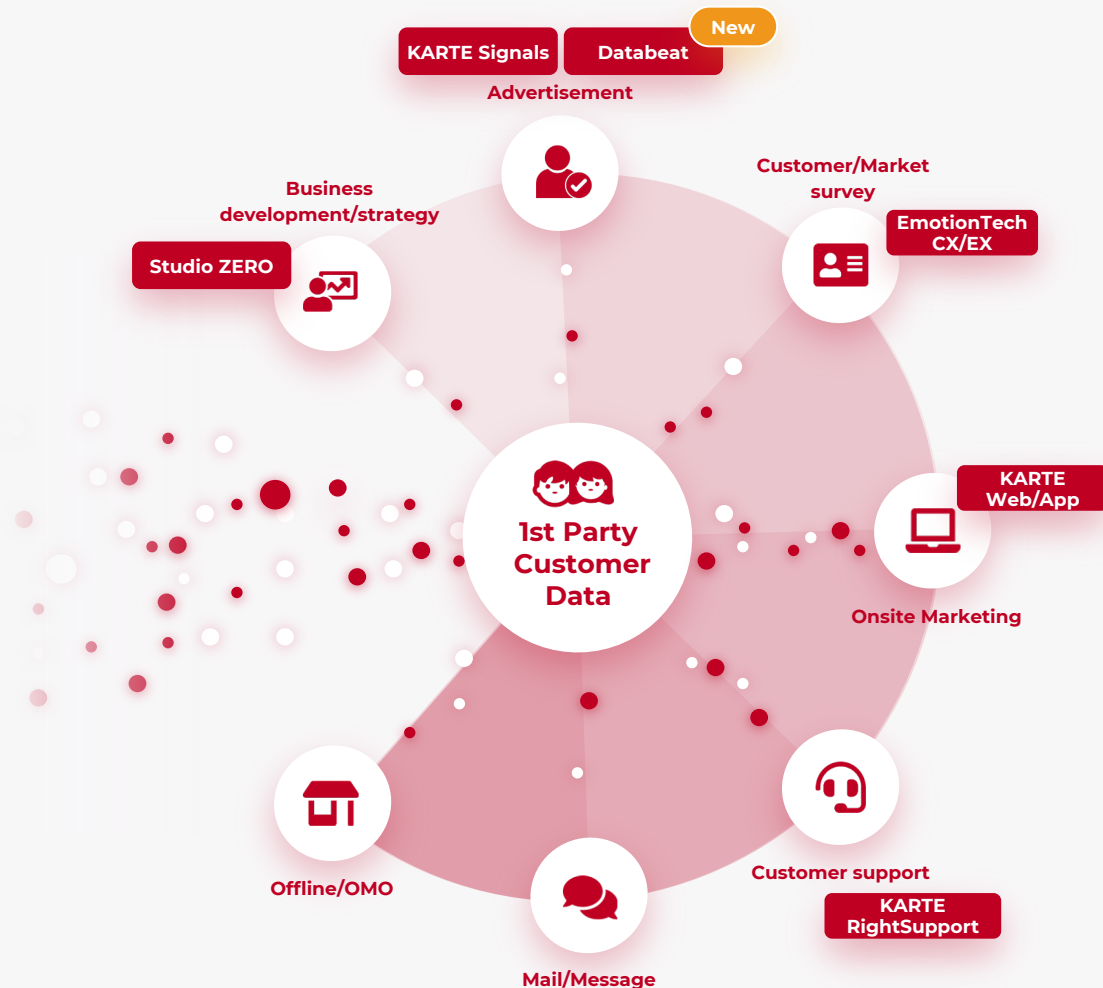


Purpose

Overall Strategy of the Plaid Group

Plaid's core values are the advanced technologies to analyze each customer data in high resolution and real time, which is indispensable to realize an appropriate customer experience, and the accumulated customer database

Plaid supports customer-focused business activities by expanding the above database through the development of products/services optimized for each business area



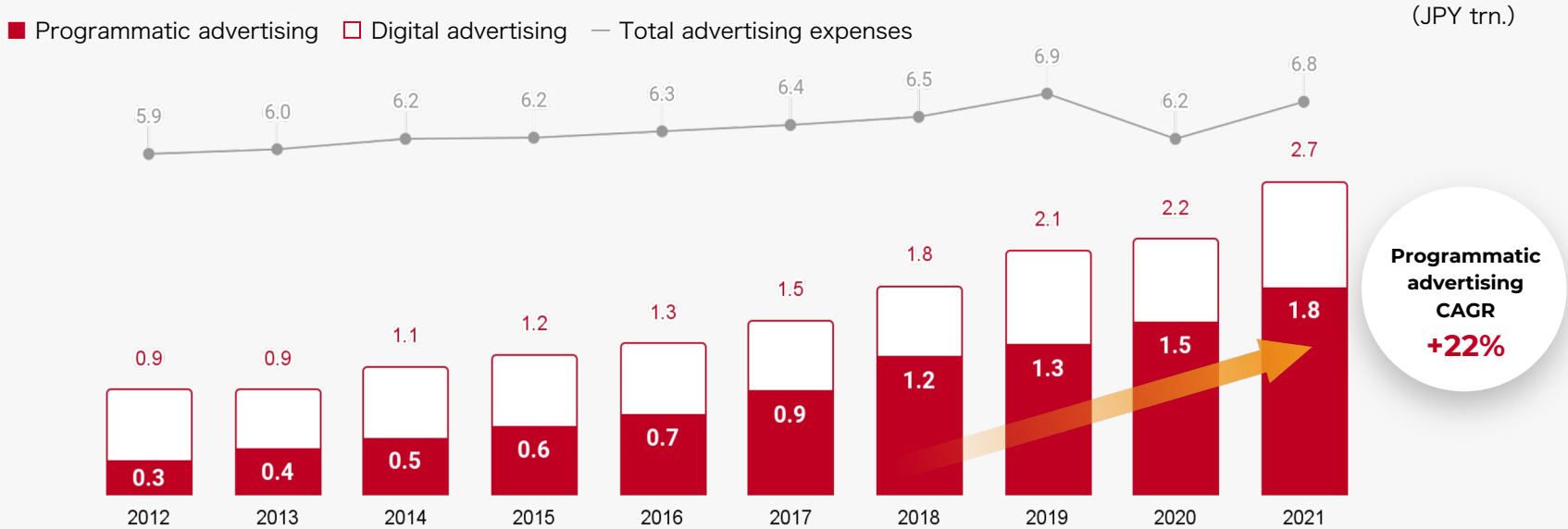
Contents

1. Summary of the transaction
2. Overview of agito, Inc.
3. Purpose
- 4. Appendix**



Trends in the size of domestic internet advertising market ⁽¹⁾

- Internet advertising as a percentage of total advertising expenditures in Japan is increasing year on year
- The market for Programmatic advertising which we target is one of the largest and fastest growing markets in the Internet advertising industry



Overview of KARTE Signals

- Attract users who continue to use the service by sending continuous purchase data and LTV accumulated in KARTE as signals to various advertising media.

