



November 4, 2014

Company name	Hearts United Group Co., Ltd.
Name of representative	President and CEO Eiichi Miyazawa (Code number: 3676, First Section of the Tokyo Stock Exchange)
Contact	Director and CFO Keiya Kazama (TEL. +81-3-6406-0081)

Notice Regarding Business Alliance and New Joint Venture Company

Hearts United Group Co., Ltd. (hereinafter referred to as the “Company”) announced that it passed a resolution at its board of directors’ meeting today to form a business alliance with ZMP Inc. (hereinafter referred to as the “ZMP”) and establish a joint venture company for providing debugging, data logging, and other testing services to the automobile industry. The details are as follows.

1. Purpose and specifics of business alliance and joint venture

Today, software is embedded in a variety of products, including mobile phones, household appliances, automobiles, aircraft and industrial machinery, and is used widely across the globe. At the same time, an increasing number of accidents and product recalls due to software defects have been reported. Product quality is having a greater impact on manufacturers these days. This is why developing high-quality software is more important than ever.

Working against this backdrop, the automobile industry, in particular, has seen a growing use of in-vehicle software due to increasingly sophisticated advanced driver assistance systems (ADAS) as well as smartphone integration. Performing test runs, data logging, and debugging to guarantee quality is crucial to ensuring driver safety and comfort. Demand is rapidly growing for testing services that evaluate software functions and performance from multiple aspects such as safety, usability, and comfort from the user’s perspective.

Hearts United Group specializes in a user debugging service that detects and reports flaws within software products such as consumer games or mobile content, by conducting performance tests from the user’s perspective. The Group has expanded the scope of its debugging service and been aggressively moving ahead with third-party testing services for business system applications and more to help enhance the quality of a wide array of products.

The Company’s new partner, ZMP, offers expertise in sensing, control, and mobility technologies that it has gained through work on bipedal robotics. A leader in autonomous driving employing these technologies, ZMP launched RoboCar®, a research and development platform for next-generation mobility solutions, in 2009. More recently ZMP added RoboTest® and Robot Marketing® to its service lines to provide in-vehicle testing services for collecting vehicle, environmental, and driver data. These services have been used by automobile, automotive equipment and parts manufacturers.

In anticipation of the age of more advanced and complex automotive software, the Group decided to partner with ZMP to jointly launch a new business that provides debugging, data logging, and other testing services to the automobile industry. The alliance will allow both companies to leverage the Group’s wealth of human resources and extensive testing know-how as well as ZMP’s technological capability in autonomous driving, etc. along with its customer network. The two companies also agreed to establish a joint venture company to operate the new business.

The new joint venture company will provide automobile manufacturers with a user testing service that evaluates software under various conditions, a debugging service that employs advanced automobile-related analytical techniques for quality assessment, etc., as well as a data logging service for these services, all with an eye to help build a safe, fun, and convenient automobile society.

2. About the joint venture company (tentative)

The information provided below includes matters that have been agreed to by the Company and ZMP to date. The trade name and other details about the new joint venture company will be determined through further consultation between the two companies.

(1)	Company name	TBA
(2)	Location	Bunkyo-ku, Tokyo
(3)	Position and name of representative	Hisashi Taniguchi, President
(4)	Business activities	Debugging, data logging, and other testing services for the automobile industry
(5)	Share capital	TBA
(6)	Date established	November 2014 (tentative)

3. About the business alliance and joint venture partner

(1)	Company name	ZMP Inc.
(2)	Location	5-41-10 Koishikawa, Bunkyo-ku, Tokyo
(3)	Position and name of representative	Hisashi Taniguchi, President
(4)	Business activities	Car robotics platforms and sensor systems R&D supports Field operational tests Connected cars
(5)	Share capital	387 million yen
(6)	Date established	January 30, 2001

4. Schedule

(1)	Resolution passed at Board of Directors' meeting	November 4, 2014
(2)	Business alliance agreement signed	November 4, 2014
(3)	Date joint venture company will be established	Mid-November 2014 (tentative)

5. Future prospects

The Company expects the business alliance and joint venture to have a minor impact on its consolidated financial performance. The Company will make an announcement in the event that it foresees any material impact on its financial performance.

Matters that are still tentative and not yet determined will be disclosed as soon as they are finalized.