

## **Hearts United Group and UBIC Partner to Launch New AI-Based Service to Identify Potential Risks from Online Data**

Hearts United Group Co., Ltd. (hereinafter referred to as "Hearts United Group") and UBIC, Inc. (hereinafter referred to as "UBIC") would like to announce today that they will launch DH-AI, a next-generation system designed to detect potential signs of risk contained in comments and other content posted on the Internet using UBIC's KIBIT artificial intelligence (AI) engine on June 1, 2016.

Since Hearts United Group started engaging in joint research with UBIC in October 2015, both companies set out to develop cutting-edge debugging technologies and services using AI. By leveraging their technical expertise, the companies have made steady progress researching AI-based debugging and are now preparing the service for commercialization.

In recent years, many firms have launched community and blog websites as a channel to communicate with end users, so as to promote their products and services. Increasingly, malicious comments have been posted on such websites, which often serve to incite hostile exchanges or mislead customers about products and services, resulting in damage to the companies' public images.

To mitigate the risk posed by these malicious comments, companies are investing in monitoring information on the Internet. However, this process requires massive manpower and carries substantial costs if a company goes about it by using manual keyword-based search techniques. The limitations of manual, keyword-based techniques include difficulties in foreseeing risks not covered by keywords, cost increases and poor monitoring efficiency.

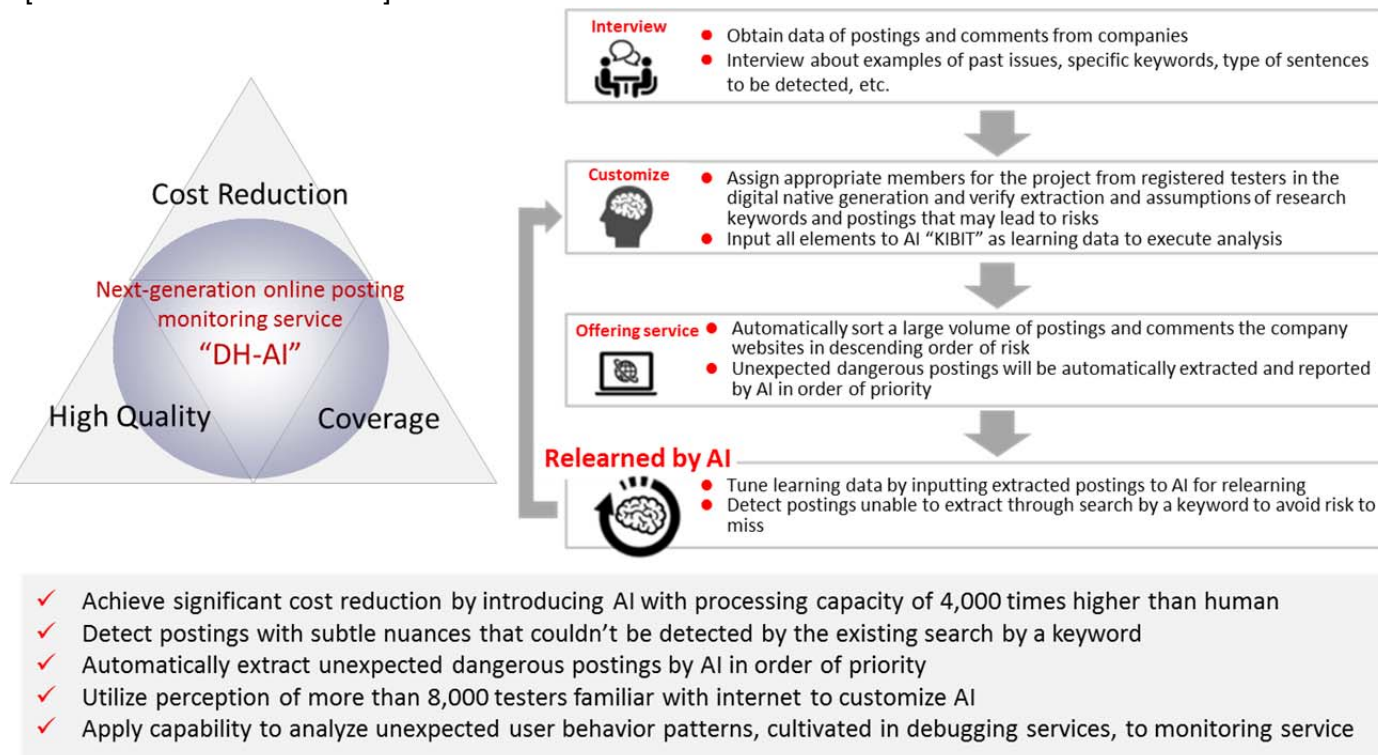
Hearts United Group provides a "user debug service," which detects and reports software bugs reported by users. This service features unique debugging knowledge based on users' intuition and foresight. The company has around 8,000 registered testers, who possess a high level of online communication capability and are adept at debugging. Through their experience, they have developed refined intuition and foresight concerning users' behavior patterns. Therefore, these testers are well-equipped to analyze the mass amount of information on the Internet and identify what is relevant.

UBIC is using the KIBIT AI engine to identify useful comments for the purpose of improving products and in turn increasing customer satisfaction as reflected in future comments on e-commerce websites. The company is also testing a program, which can detect signs of potential criminal activity using a social media analysis system called "Lit i View SNS MONITORING".

By combining their respective knowledge and expertise, Hearts United Group and UBIC developed a next-generation risk detection service (DH-AI), which excels in identifying malicious comments with high speed and high accuracy. Compared with existing monitoring services, DH-AI offers higher efficiency at a reduced cost by analyzing the nuances of comments automatically. This service learns users' searching criteria to identify comments containing potential signs of malicious comments through the analysis of comments using KIBIT.

Hearts United Group and UBIC will continue their joint research and expand their business fields, aiming to develop AI-powered cutting-edge cybersecurity products that support a safe and secure digital society.

[Features and flow of service]



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Profile of Hearts United Group Co., Ltd

Hearts United Group URL	: <a href="http://www.heartsunitedgroup.co.jp/">http://www.heartsunitedgroup.co.jp/</a>
Date Established	: October 1, 2013
President & CEO	: Eiichi Miyazawa
Headquarters	: 6-10-1 Roppongi, Minato-ku, Tokyo
Business activities of group	: Debugging business, media business, creative business and other businesses