

## ZEG Conducts its First Overseas Drive in North America

ZEG Inc. (hereinafter referred to as “ZEG”), a joint venture company of Hearts United Group Co., Ltd. (hereinafter referred to as “Hearts United Group”) and ZMP Inc. (hereinafter referred to as “ZMP”), is pleased to announce that it has conducted its first overseas automobile test-drive in North America.

ZEG was established as a joint venture company by Hearts United Group and ZMP in January 2015 in view of the advances being made in autonomous driving technology and the growing sophistication and complexity of related software, and launched services such as the collection of data obtained from automobile test-drives. Since then, ZEG has recently gained experience steadily in this business, including receiving orders for test-drive projects for autonomous cars as well as conducting test-drives in Japan.

Since it is essential for automakers manufacturing and selling vehicles throughout the world to collect data and conduct test-drives under various road traffic conditions and climatic environments overseas, ZEG has also worked to upgrade its operations in order to provide its services worldwide by collaborating with DIGITAL Hearts Co., Ltd., a subsidiary of Hearts United Group, and with overseas subsidiaries. For this driving project conducted in North America, ZEG worked through DIGITAL Hearts USA Inc. to conduct test-drives that took into account a variety of users.

In the automobile industry, where verifications have been conventionally conducted in-house, the increase in in-vehicle software has resulted in the need for multifaceted and repeated verifications of numerous functions and performance such as safety, convenience and comfort. This has recently led to an emerging need for outsourcing test-drive tasks including debugging and data collection operations, and to the increased use and application of test-drives themselves. That need is expected to further expand in Japan and overseas in line with the worldwide advances in autonomous driving technology.

Following this driving project conducted in North America, ZEG will strive for the globalization of its business by proactively responding to the need for test-drives overseas as well as in Japan, and also work to further improve the quality of services by taking advantage of its service experience and its flexible test-drive implementation system in order to help creating a safe, pleasant and convenient automobile society.

\* The names of the respective companies, their services and products are the trademarks or registered trademarks of the companies concerned.

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Profile of Hearts United Group Co., Ltd.

Hearts United Group URL : <http://www.heartsunitedgroup.co.jp/>

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