



June, 2016

**KPI Solutions Inc. Expands in Singapore with new Company, Mobsmart,
to capture the opportunities of the rapidly growing global Ad Exchange Market**

Tokyo, KPI Solutions Inc. (“Company”), ad technology company that provides targeted digital media solutions with original tracking technology, and artificial intelligence (AI) technology, enabling advertisers to connect intelligently with audiences across multi publishers, is pleased to announce that it has opened its first company outside Japan, in Singapore, a move which significantly accelerates its expansion into global market in order to capture the opportunities of global ad networks, supply-side platforms (SSPs) and other programmatic marketplace in the region.

Additionally, Mr. Koji Sasaki, CEO and President of AdIn Research, Inc., join as strategic partner as well as minority shareholder. Mr. Sasaki would bring his decades of experience in the ad tech industry and will lead the new company, with a focus on AI technology development and utilization, and etc.

This global expansion is the result of strong demand from existing customers and partners who have requested that the Company expand its operation to serve global marketplace. Seamlessly integrating with its other tech players’ platforms, the new Singapore footprint will allow the Company to deliver its highly-creative ad tech solutions across its broad network of inventory, and directly serve both current clients of the Company who have global presence as well as new companies located outside of Japan.

“We are excited to be embarking on the global market”, said Mr. Tetsuro Ishida, CEO and President of the Company as well as new company, Mobsmart PTE LTD. “Given the strong global demand for our technologies over the last several years, we believe that now is a perfect time to expand into Singapore, which is known to be one of the fastest growing region, with such a sophisticated set of players, for ad exchange market and brings us closer to becoming a global company.”

■ About New Company

- (1) Company Name: Mobsmart PTE. LTD
- (2) Business Line: Web marketing, R&D of data analytics and AI
- (3) Founded: May 2016
- (4) Location: Singapore
- (5) CEO and President Tetsuro Ishida (Founder of KPI Solutions Inc.)
- (6) Capitalization: S\$100,000 (circa. JPY8,000,000)
- (7) Shareholders: Tetsuro Ishida, Koji Sasaki (CEO of Adin Research Inc.)

■ About KPI Solutions Inc.

- (1) Company Name: KPI Solutions Inc.
- (2) Business Line: Web marketing solution, R&D of data analytics and AI
- (3) Founded: August 2006
- (4) Location: ACN Ginza building, Ginza 8-15-2, Chuo-ku, Tokyo 104-0061
- (5) CEO and President: Tetsuro Ishida
- (6) Capitalization: JPY147,270,000
- (7) Shareholders: Industrial Growth Platform Inc. (IGPI)

SMBC Venture Capital Inc.

Nissay Capital Inc.

Mitsubishi UFJ Capital Inc.

Sansei Capital Inc.

Recruit Strategic Partners Inc.

CEO and President Tetsuro Ishida

■ About Mr. Koji Sasaki

Mr. Koji Sasaki is the CEO and President of AdIn Research, Inc., a leading provider of next generation Artificial Intelligence (AI) solutions. Previous to AdIn Research, Mr. Sasaki spent 16 years at Hitachi Limited, where he served as Senior Researcher and Director of International R&D Planning and Artificial Intelligence, Systems Development Laboratory. Mr. Sasaki holds post-graduate degrees in engineering from MIT and Stanford, and a BS in Mechanical Engineering from Keio University. He is part-time lecturer at Tokyo Institute of Technology, and a visiting professor at Chubu University. He serves as the Chairman Emeritus of The MIT Enterprise Forum of Japan, and was former president/trustee of the Japan Stanford Association.

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