

August 24, 2015

For General Release

Information Services International-Dentsu, Ltd. (ISID)

ISI-Dentsu South East Asia Pte. Ltd. (ISID-SEA)

ISID Singapore Establishes a Dedicated Data Science Organization Focused on Marketing in Southeast Asian Countries

*Helping Companies Move into Southeast Asian Markets by Providing Big Data Analysis
Based Specifically on Regional Characteristics*

Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) announces that its subsidiary, ISI-Dentsu South East Asia Pte. Ltd. (Head office: Singapore, Managing Director: Daisuke Kudo; “ISID-SEA”), has established the “**Data Intelligence Center**” as a dedicated data science organization focused on marketing in Southeast Asian countries. The new center comprises full-time members from Singapore, Thailand and Indonesia, liaising with ISID Group offices to provide global digital marketing services. Specifically, data scientists who are well-versed in these countries’ market environments will assist companies that are developing their businesses in Southeast Asian countries whose economies are growing at a rapid pace, by collecting and analyzing big data based on regional characteristics. The “**Data Intelligence Center**” will then provide companies with consulting services that make use of these results in their corporate marketing activities.

Southeast Asian countries are moving toward the launch of the ASEAN Economic Community (AEC) at the end of 2015. In anticipation, companies from around the world are moving into these markets to take advantage of the liberalization of products, services and investment areas that the AEC will make possible. However, market conditions in this area are extremely complex, given the region’s diversity of languages, cultures, customs and religions. Accordingly, the ability to accurately identify markets through VOC^{*1} in each region will be key to effective marketing and is a major issue companies face.

The newly established “**Data Intelligence Center**” aims to address the issues companies face. Based on big data from websites and social media in Southeast Asia and the region^{*2}, specialists who are well-versed in the market environments of the individual countries will perform advanced data analysis using such technologies as machine learning^{*3} and artificial intelligence, employing the results to provide consulting services in areas including sales promotion, product development and risk management. The center’s membership mainly comprises data scientists with masters and doctorate degrees in data science and marketing fields from educational institutions in these countries who have extensive experience with government-affiliated IT companies and other organizations. Ahead of the center’s development, ISID Singapore set up a well-received VOC marketing platform for Japanese-affiliated companies specializing in Southeast Asian countries.

With awareness growing about the importance of digital marketing, ISID-SEA is liaising with educational and research institutions in these countries to provide a program that enables local

students to apply methodologies and analytical methods from the digital marketing domain in the business world, thereby making a proactive effort to cultivate human resources in the data science field in Southeast Asian countries. Going forward, ISiD Singapore intends to develop a variety of services tailored to customers' needs, such as providing cloud-based services that enable companies to launch VOC marketing quickly and simply.

Global market development is one of the key focuses of the ISiD Group's current medium-term management plan. In particular, we are working to expand business in China and the ASEAN region. The new center will be central to the expansion of digital marketing in Southeast Asian countries and enable us to forge even stronger ties with Dentsu Group companies, thereby supporting companies' global marketing activities.

*1 VOC (Voice Of Customer): Collecting and analyzing customer feedback through such methods as social media, questionnaires, interviews and market research, and then using this information to develop products and services.

*2 At present, the region includes eight countries: Singapore, Thailand, Indonesia, the Philippines, Malaysia, Vietnam, India and Pakistan. To meet customers' needs, the center plans to extend this region going forward.

*3 Machine learning: Mechanism how computer acts automatically by learning from experience

Reference Data

Overview of ISiD

Company Name:	Information Services International-Dentsu, Ltd. (ISiD)
Representative:	Setsuo Kamai, President, CEO & COO
Head Office:	2-17-1, Konan, Minato-ku, Tokyo, 108-0075 Japan
Website:	http://www.isid.co.jp
Establishment:	1975
Capital	JPY 8,180.5 million
Employees (consolidated basis):	2,502 (at March 31, 2015)
Net Sales (consolidated basis):	JPY 78,276 million (fiscal year ended March 2015)
Main business activities:	Since its establishment in 1975, ISiD has provided comprehensive services as a business partner for its clients, from consulting services to system planning, design, development, operations and maintenance support. ISiD aims to be an “IT Solution Innovator” and is proactively developing business operations in a wide range of fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting, human resource management (personnel, payment and performance management), ERP, marketing, and cloud-based services.

Overview of ISI-Dentsu South East Asia Pte. Ltd. (ISiD-SEA)

Company Name:	ISI-Dentsu South East Asia Pte. Ltd. (ISiD-SEA)
Representative:	Daisuke Kudo Managing Director
Head Office:	50 Collyer Quay #05-06 OUE Bayfront Singapore 049321
Website:	http://www.isidsea.com
Establishment:	1992
Main business activities:	As a long-established IT company in ASEAN which was established in 1992, ISiD-SEA offers IT consulting and IT solutions (including software service, technological assistance and development) across companies.

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