

December 25th, 2015

For General Release

Information Services International-Dentsu, Ltd.

ISID Invests in Liquid Inc., a Biometric Authentication Services Company

Second investment in FinTech startups

Information Services International-Dentsu, Ltd. (TOKYO: 4812) (Head office: Minato-ku, Tokyo; President, CEO & COO: Setsuo Kamai; “ISID”) is investing in promising startups in the FinTech sector in the aims of contributing to the invigoration of the financial services market in Japan and expanding its field of operations in the financial solutions business. As its second acquisition, ISID accepted a third-party allocation of shares from Liquid Inc. (Head office: Chiyoda-ku, Tokyo; President & CEO: Yasuhiro Hisada; hereafter “Liquid”) and acquired the company’s shares as of today’s date.

■ Background ■

For some time, ISID has been monitoring FinTech trends in Europe and in the United States, as well as the movements of Japanese financial startups. In 2012, we began contributing to the promotion of Japanese financial innovation by hosting Japan’s first Financial Innovation Business Conference (FIBC), a pitch contest specialized in the FinTech sector. In September 2015, we took the next step in supporting FinTech startups by beginning capital participation in promising companies, investing in MFS Inc., a provider of services specialized in housing loans. As the second case, we decided to invest in Liquid, which specialized in biometric authentication services and took the podium at FIBC in February 2015.

■ About Liquid ■

Liquid has developed a proprietary authentication algorithm that greatly reduces time for authentication, a conventional problem in verifying identity, by utilizing the combination of image analysis technology focused on biometric authentication and big data analysis technology that employs machine learning. It has also developed a structure to prevent processing speed from slowing down even though the number of registered users increases. Liquid has expanded its involvement in biometric authentication from fingerprint to venous and facial verification, and enlarges its target service offerings from authentication and settlement to marketing support. Liquid’s technologies are expected to find application in various fields, including finance, healthcare and government. Particularly in financial services, the ability to provide settlement and other financial services by biometric authentication alone is capable of boosting user convenience substantially. Not only in the financial sector, these technologies are also expected to be used in various purposes, such as regional invigoration and measures for inbound tourists. ISID decided to invest in Liquid because of its high potential for the expansion of these technologies. We provide support in the marketing of Liquid’s solutions. We are also considering the development of Liquid’s technologies to assist in ISID’s current efforts at cultivating emerging markets, particularly in the ASEAN region.

■ Overview of Investment ■

Investment method: ISiD acquired a third-party allocation of Liquid's shares.

Investment date: December 25th, 2015

■ Overview of Liquid Inc. ■

Company Name:	Liquid Inc.
Representative:	Yasuhiro Hisada, CEO
Headquarters:	Tokyo Ginko Kyokai Building 1401 1-3-1 Marunouchi Chiyoda-ku, Tokyo
Website:	http://liquidinc.jp/english
Establishment:	December, 2013
#of Executives:	8
Business domain:	Liquid Inc. provides high-speed biometric authentication service using its proprietary authentication algorithm

Related News

• ISID Supports Business Development at FinTech Startups (December 16th, 2015)

http://www.isid.co.jp/english/news/pdf/ISID_20151216_Capy_EN.pdf

• ISID Decides to Host the FIBC2016 Financial Innovation Business Conference (December 2nd, 2015)

http://www.isid.co.jp/english/news/pdf/ISID_20151202_FIBC_EN.pdf

Overview of ISID

Company Name:	Information Services International-Dentsu, Ltd. (ISID)
Representative:	Setsuo Kamai, President, CEO & COO
Headquarters:	2-17-1, Konan, Minato-ku, Tokyo, 108-0075 Japan
Website:	http://www.isid.co.jp/english/
Establishment:	1975
Capital:	JPY 8,180.5 million
Employees (consolidated basis):	2,502 (as of March 31, 2015)
Net Sales (consolidated basis):	JPY 78,276 million (fiscal year ended March 2015)
Business domain:	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 deploying businesses in various fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting solutions, HRM(personnel, payroll and performance management), ERP, marketing, and cloud-based services.

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Note: Company and product names in this release are the trademark or registered trademark of each company respectively.