

September 8, 2017

For General Release

Information Services International-Dentsu, Ltd.

## **ISID Invests in Vegetalia inc., Agricultural IoT Solution Company**

Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) invests in Vegetalia inc. (Head office: Shibuya-ku, Tokyo; President & CEO: Satoshi Koike; “Vegetalia”) by accepting a third-party allotment of shares from Vegetalia, inc., an agricultural IoT company.

Vegetalia is a start-up AgTech company providing various solutions for agriculture using the latest plant science and technologies. They provide advanced agricultural IoT solutions including “FieldServer” enabling constant monitoring of field environment and crop growth conditions, “PaddyWatch” to sensor paddy field and “agri-note”, a cloud-based farm management system that can record field management and farm work based on map information. The company also opened the “Vegetalia Plant Clinic®”, Japan’s first private service making use of the knowledge of plant doctors who are plant medical science specialists, and launched activities supporting producers while utilizing sensor data. Furthermore, Vegetalia is a leader in creating innovation in the agricultural sector as a pioneer of agricultural ICT use in Japan, participating in the Cross-Ministerial Strategic Innovation Promotion Program (Technologies for Creating Next-Generation Agriculture, Forestry and Fisheries) promoted by the Cabinet Office and the Innovative Technology Development and Emergency Deployment Project (within the Management Enhancement Project) promoted by the Ministry of Agriculture, Forestry and Fisheries.

Having announced “Develop new business fields” as one of the basic policies of its medium-term management plan, ISID is accelerating the development of solutions and services in the IoT/Big Data sector, which is positioned as a strategic domain. In the agriculture sector, testing conducted in conjunction with Aya town in Miyazaki Prefecture to verify the quality of organic produce using blockchain technology is attracting a high degree of interest from the government, local municipalities and a variety of other areas.

ISID will combine the technologies and expertise acquired through these experiences with the advanced sensor technology and innovative solutions in the agriculture IoT sector possessed by Vegetalia to construct an agriculture IoT platform and engage in business development aimed at agricultural manufacturers through the use of crop environment and other data to contribute to improving productivity and enhancing the competitiveness of Japanese agriculture.

### **Investment Overview**

- Investment method: ISID acquisition of third-party allotment of shares in Vegetalia
- Investment amount: 499,975,000 yen

### **Vegitalia Company Overview**

- Company name: Vegetalia, inc.
- Establishment: October 22, 2010

- Office: Cerulean Tower 15<sup>th</sup> floor 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
- Representative: Satoshi Koike
- Capital: 1,566,000,000yen (End of August, 2017)
- Business: IoT / M2M Sensor Business, Cloud / Data Analysis Business, Application Development Business, Plant Science Application, Agricultural Production Business, Organic Vegetable Distribution Retail Business

**Contact:**

**<For Service >**

ISID Strategic Business Development Division

TEL:+81 3-6713-6124 E-mail: [g-iot-info@group.isid.co.jp](mailto:g-iot-info@group.isid.co.jp)

**<For Media>**

ISID Corporate Communications Office

TEL:+81 3-6713-6100 E-mail: [g-pr@isid.co.jp](mailto:g-pr@isid.co.jp)

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