October 8, 2020

To whom it may concern:


| | |
|---|---|
| Company name | Sansan, Inc. |
| Representative | Chikahiro Terada,<br>Representative Director & CEO |
| | (Code: 4443 TSE Mothers) |
| Contact | Muneyuki Hashimoto,<br>Director, CFO |
| TEL | +81-3-6758-0033 |


# Notification Regarding “Event Tech Business”

Sansan, Inc. (“the Company”) hereby gives notice that its “Event Tech Business” strategy ("the Initiative") was announced today as its new initiative and would thus like to provide more information as follows.

## 1. Aim of the Initiative

Underpinned by the mission of “Turning encounters into innovation,” the Sansan Group (“the Group”) develops services that help address various challenges encountered by companies and business professionals, centered on the “Sansan” B2B cloud-based business card management service and the “Eight” business card management app incorporating a social networking services framework. Moreover, the Group aims to augment functionality and content of the respective services by providing solutions that enlist technologies amassed by the Group thus far and holding private conferences, business events and other such activities.

Aiming to realize improvements in shareholder value and corporate value over the medium to long term, the Group is currently actively working to create new businesses and accelerate the development of those businesses by leveraging the strengths of the Group. At the same time, the Group is addressing the further growth of the Sansan Business and the monetization of the Eight Business. The Initiative is based on these growth strategies.

## 2. Overview of the Initiative

(1) Content of the Initiative

Currently, many business exhibitions, large-scale conferences, small-scale seminars and other events are being held all over the world, including in Japan. Orchestrating an event gives rise to a variety of tasks, such as attracting customers and registration prior to holding the event, venue reception and video distribution duties during the event, and managing the post-event questionnaire. In Japan, many of these tasks are currently managed in analog format, leaving a lot of room for operational efficiency through digitization. We also believe that it is possible to further improve the value of various events held online by making effective use of the data generated.

Event Tech is a digital solution service used by event organizers and operators for event-related tasks. On this occasion, in addition to two new services, "Sansan Seminar Manager" (seminar management system for corporations) and "Eight ONAIR" (event diffusion function), the Group will accelerate and strengthen its efforts in the event tech area by combining various services that already exist within the Group, such as "Smart Entry by Eight Virtual Cards" (entry form), "Virtual Cards" and "logmi."

For more detailed information, please refer to the attached press release and presentation material.

(2) Departments and Divisions in charge of the Initiative

Although it depends on the services that make up the Initiative, those mainly in charge are the Business Development Department, Sansan Division, and Eight Division.

(3) Amount and content of special expenditure for the Initiative
At this time, there is no expenditure worthy of special mention.

**3. Outlook**
The initiative is expected to contribute to the Group's performance over the medium to long term. At present, this will not have a significant impact on the Company's consolidated financial results for this fiscal year.

**Attached materials**

・Presentation material for the media: “Event Tech Business Strategy”

・Press release: “Sansan Announces Release of Sansan Seminar Manager System for B2B Companies”

sansan

Sansan, Inc.

# Event Tech Business Strategy

sansan

Sansan, Inc.

# Event Tech Business Strategy

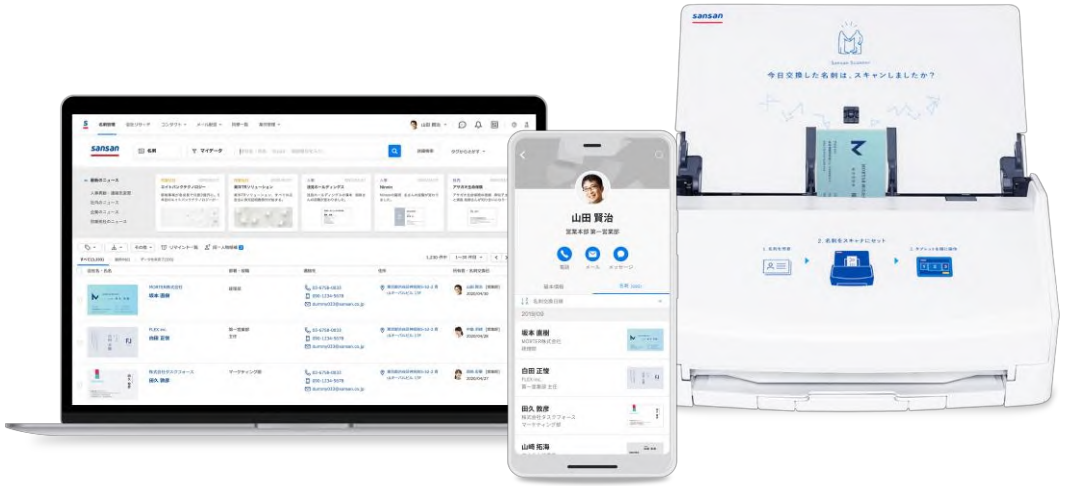
Chika Terada
Representative Director & CEO
Sansan, Inc.


Turning encounters
into innovation

Contact management tool

for corporations

sansan




Personal contact

management app

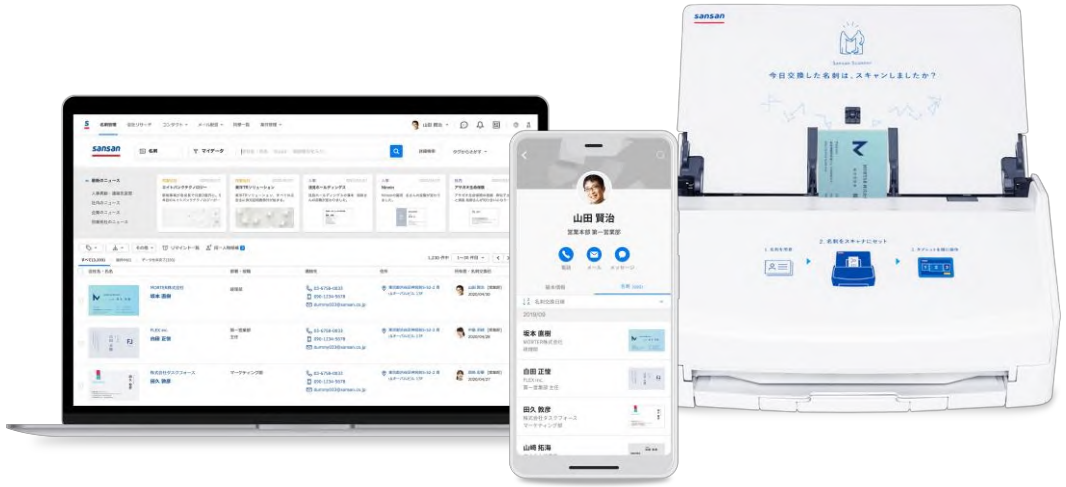
Eight



Uncover your hidden network.

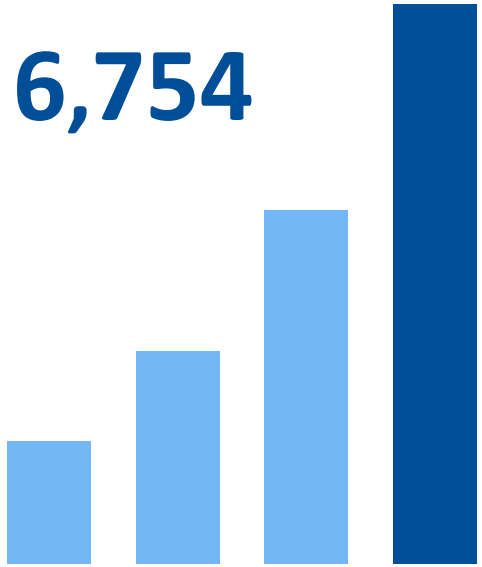
Find opportunities. Make deals.

sansan



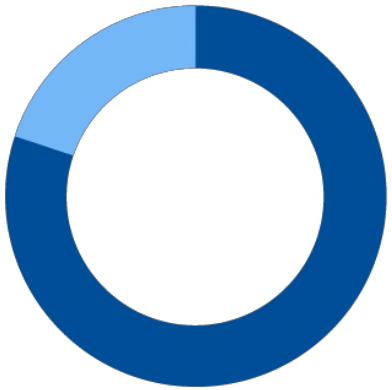
## Subscribers

**6,754**



## Market share

**83%**



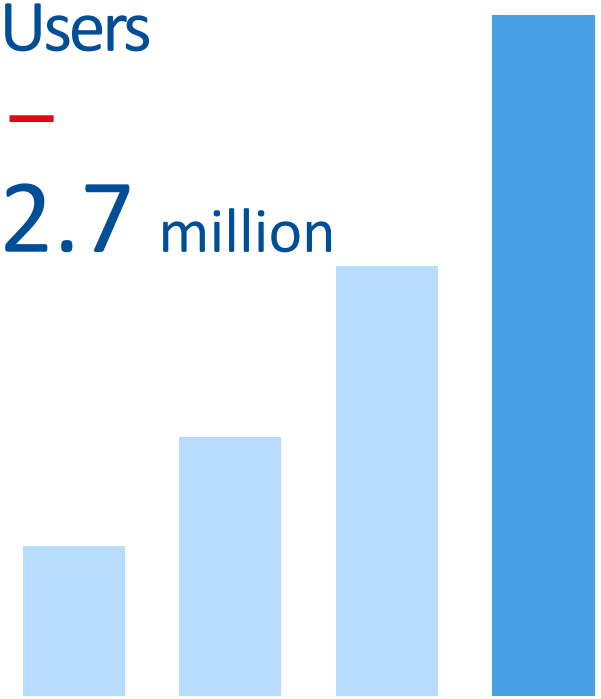
*Business Card Management Service Market and SFA/CRM-related Business 2020*
(January 2020 research by Seed Planning)
Number of subscribers: FY2019 Q4e

Business card-based
professional social network

Eight

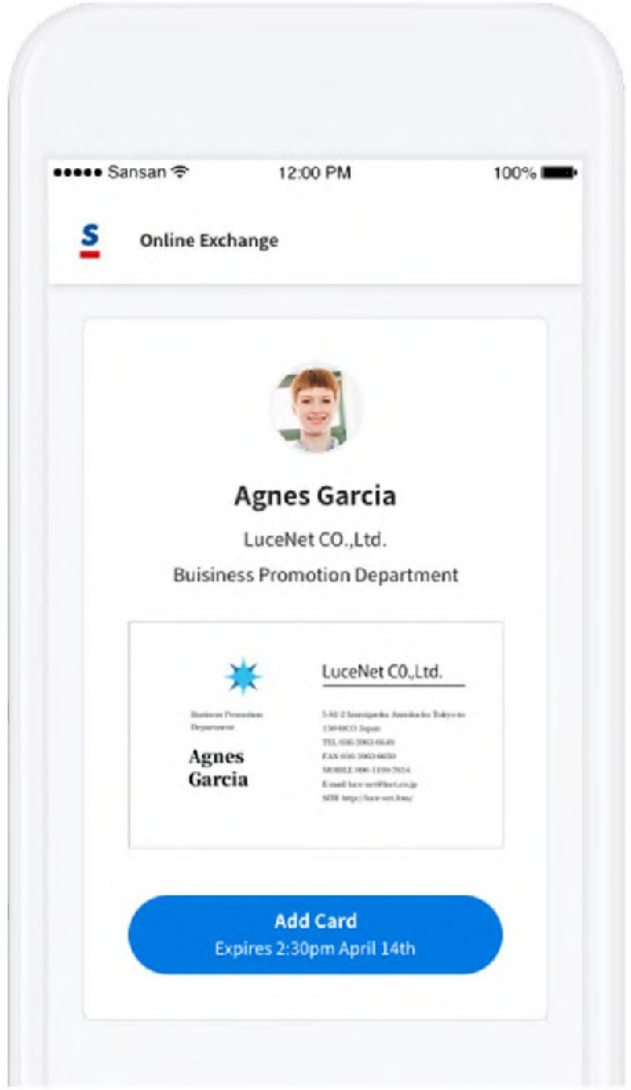


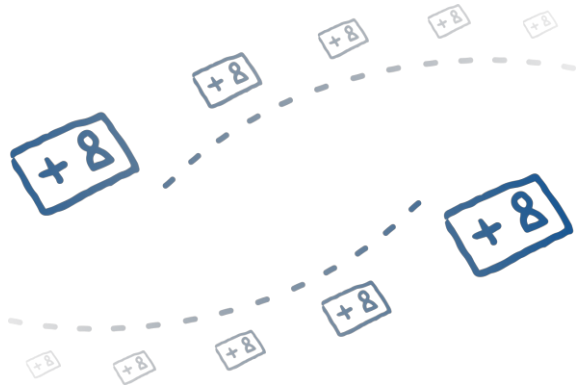

Users
–
2.7 million



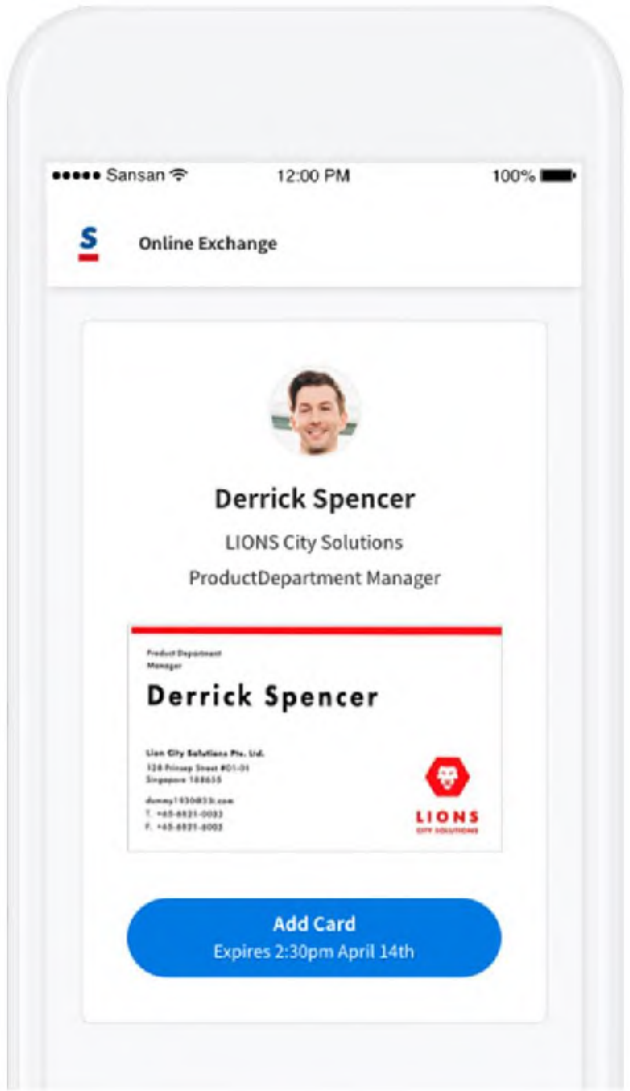
Number of authenticated users who registered their own business card as a profile after downloading the app

# Virtual Cards: A New Way to Swap Business Cards



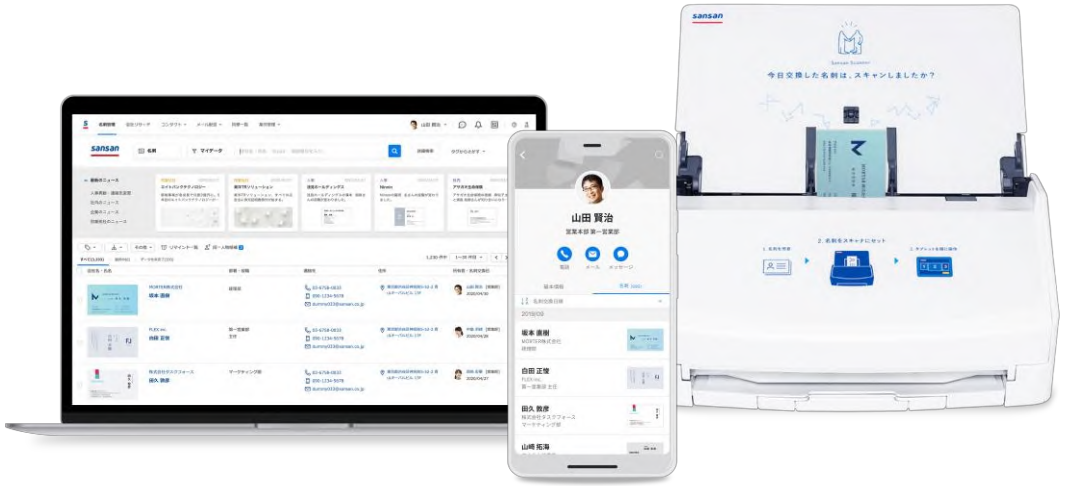

Use Sansan or Eight to
create an online Virtual Card
to exchange with anyone



Contact management tool

for corporations

sansan



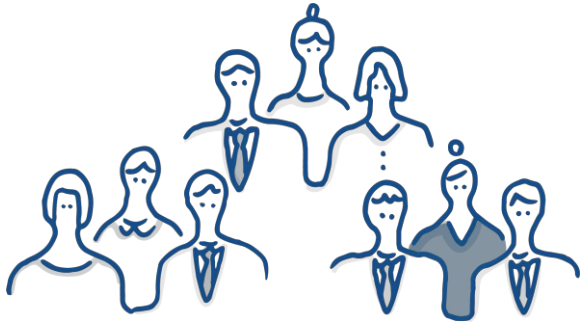

Personal contact

management app

Eight



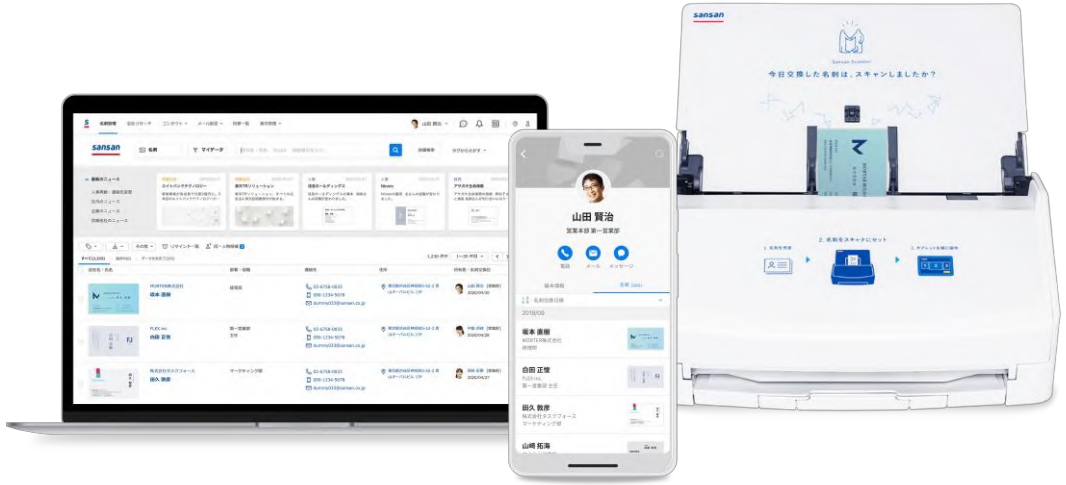
## Event tech






## Contact management tool for corporations

sansan




## Personal contact management app

Eight





New culture





# Encounters

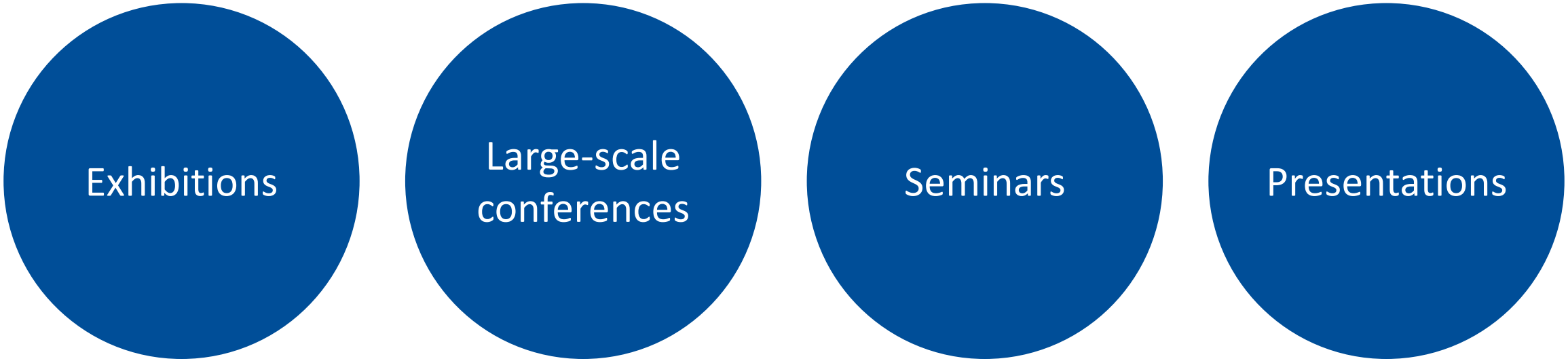






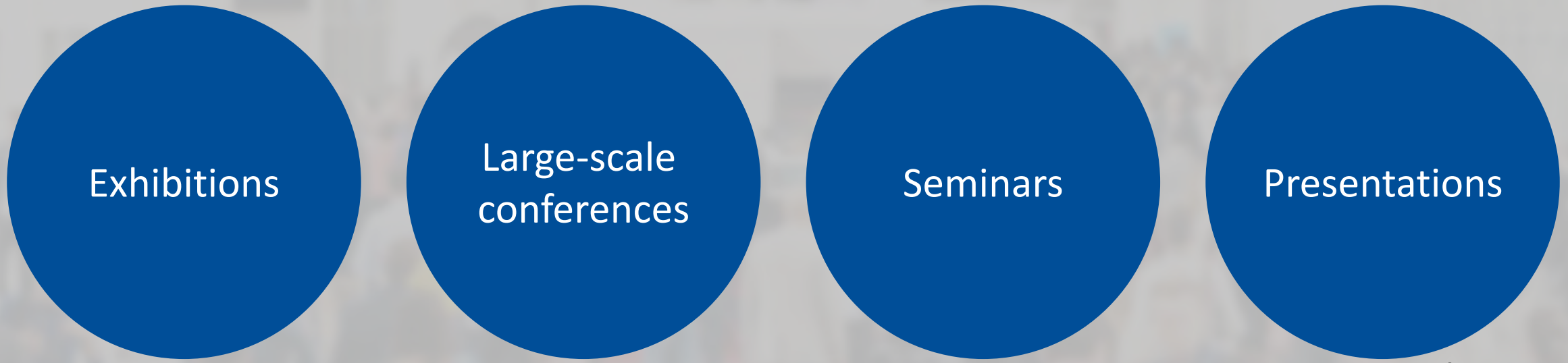
New business

# Opportunities for Encounters in B2B




and more…

# Opportunities for Encounters in B2B




and more…

- **How opportunities for encounters have traditionally happened**
  - Time-consuming reception
  - Not knowing who's who
  - Difficultly scheduling time to visit a venue
  - Sometimes failing to gather information in time





# Turning encounters into innovation



# The Challenges of Going Online

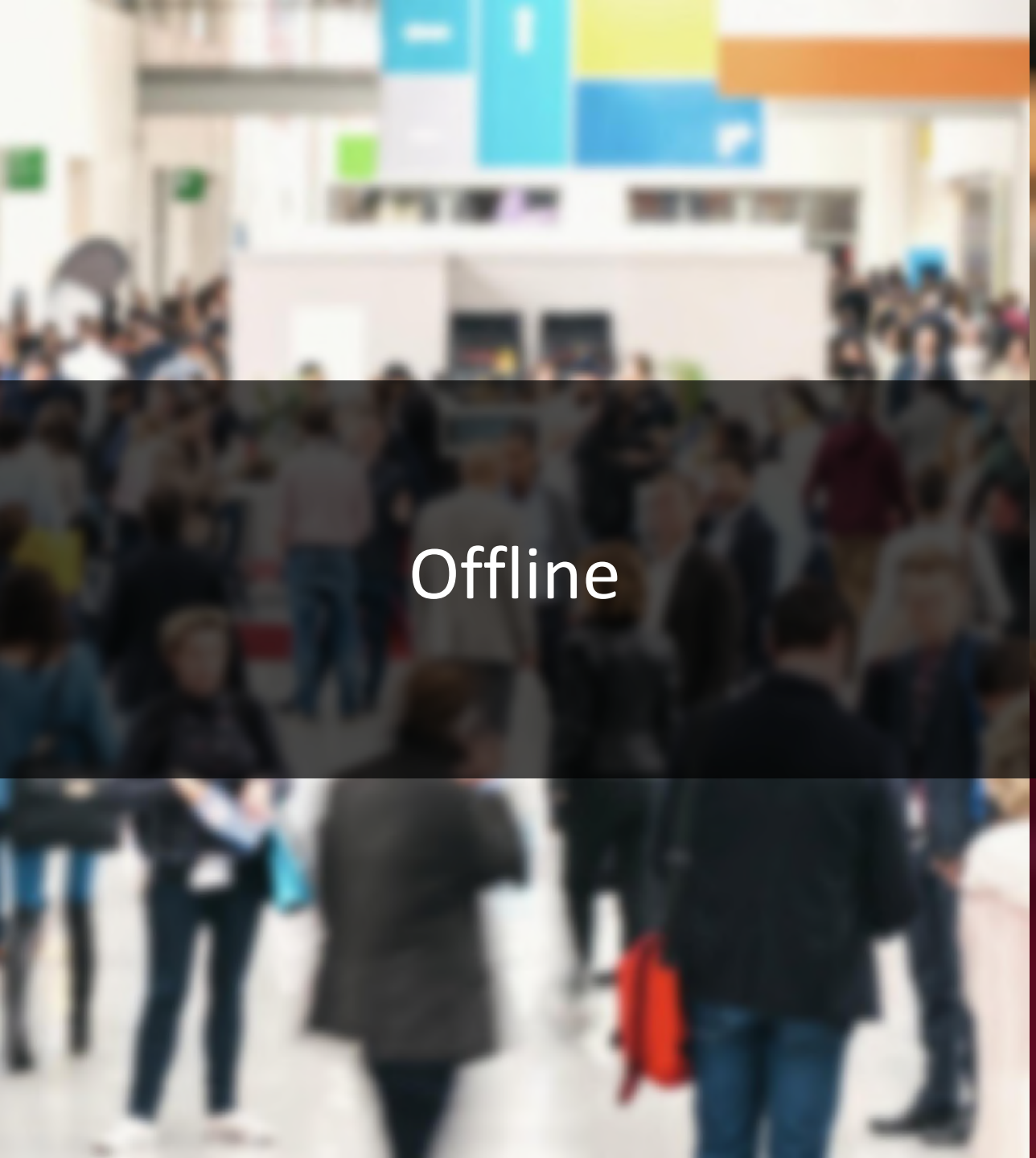
- **Despite the rapid progress of online events, attendees' faces aren't visible and event functionality has declined.**

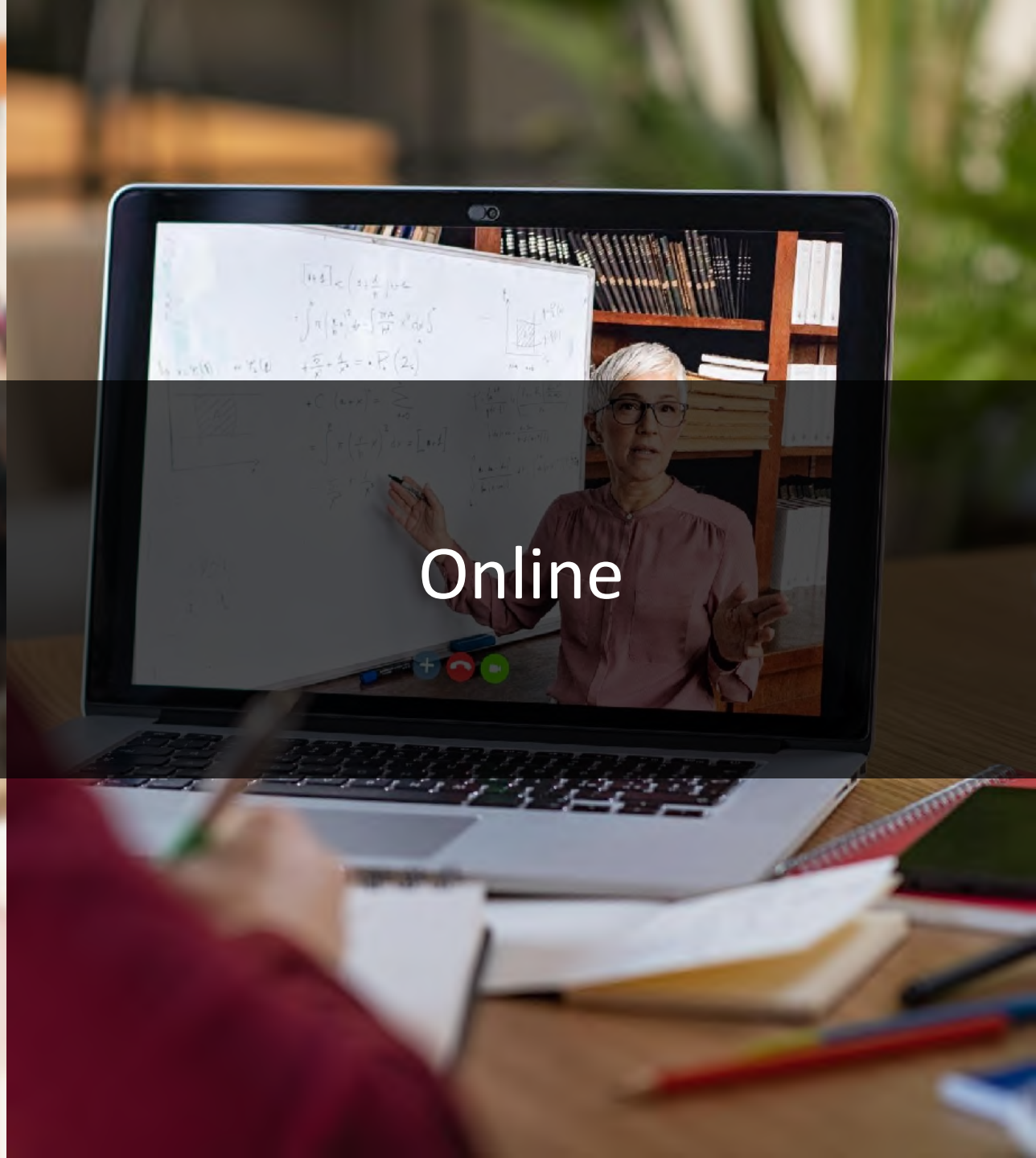
**Attendees**

- Can't catch up on event information
- Difficult to produce new encounters
- Hard to have exchanges or share knowledge

**Organizers**

- Can't sufficiently get attendee information
- Poor networking chances
- Difficult to achieve results despite efforts


Offline


Online






logmi
ログミー

sansan seminar manager

概要 機能 メリット テクノロジー よくあるご質問 サービス紹介資料 ダウンロード

# セミナー運営をシンプルに。
# 成果を最大化する

BtoB企業のセミナーを成功に導く。
Sansan Seminar Managerは、
これまでにない法人向けセミナー管理システムです。

Sansan, Inc.

# Event Tech Business Strategy

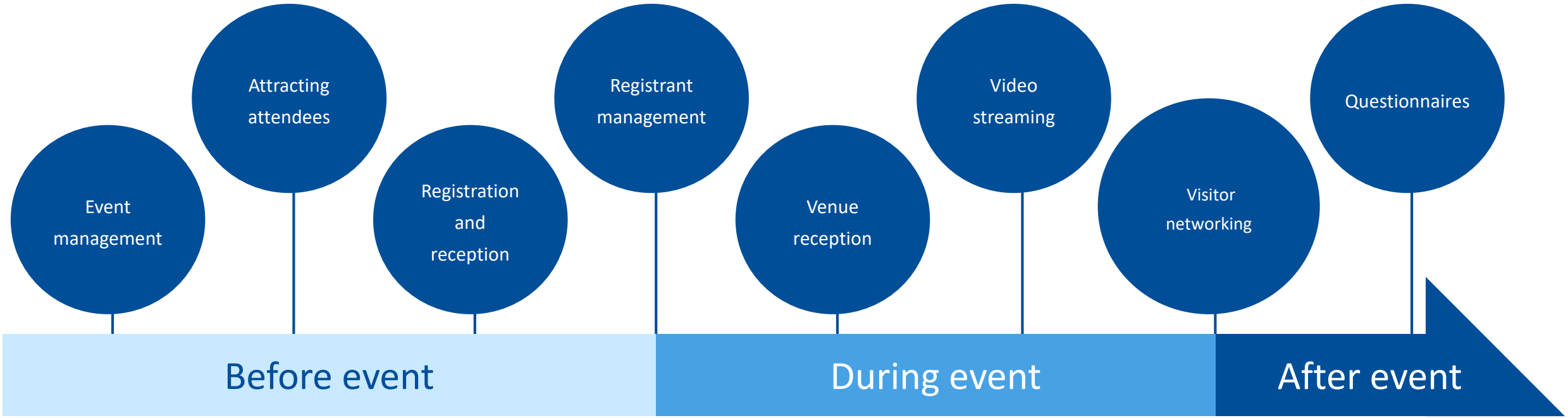
Muneyuki Hashimoto
Director, CFO
Sansan, Inc.

# What is Event Tech?

Streamlining operations

Improving attendee satisfaction

Maximizing effects





# Before the Event

# Before the Event

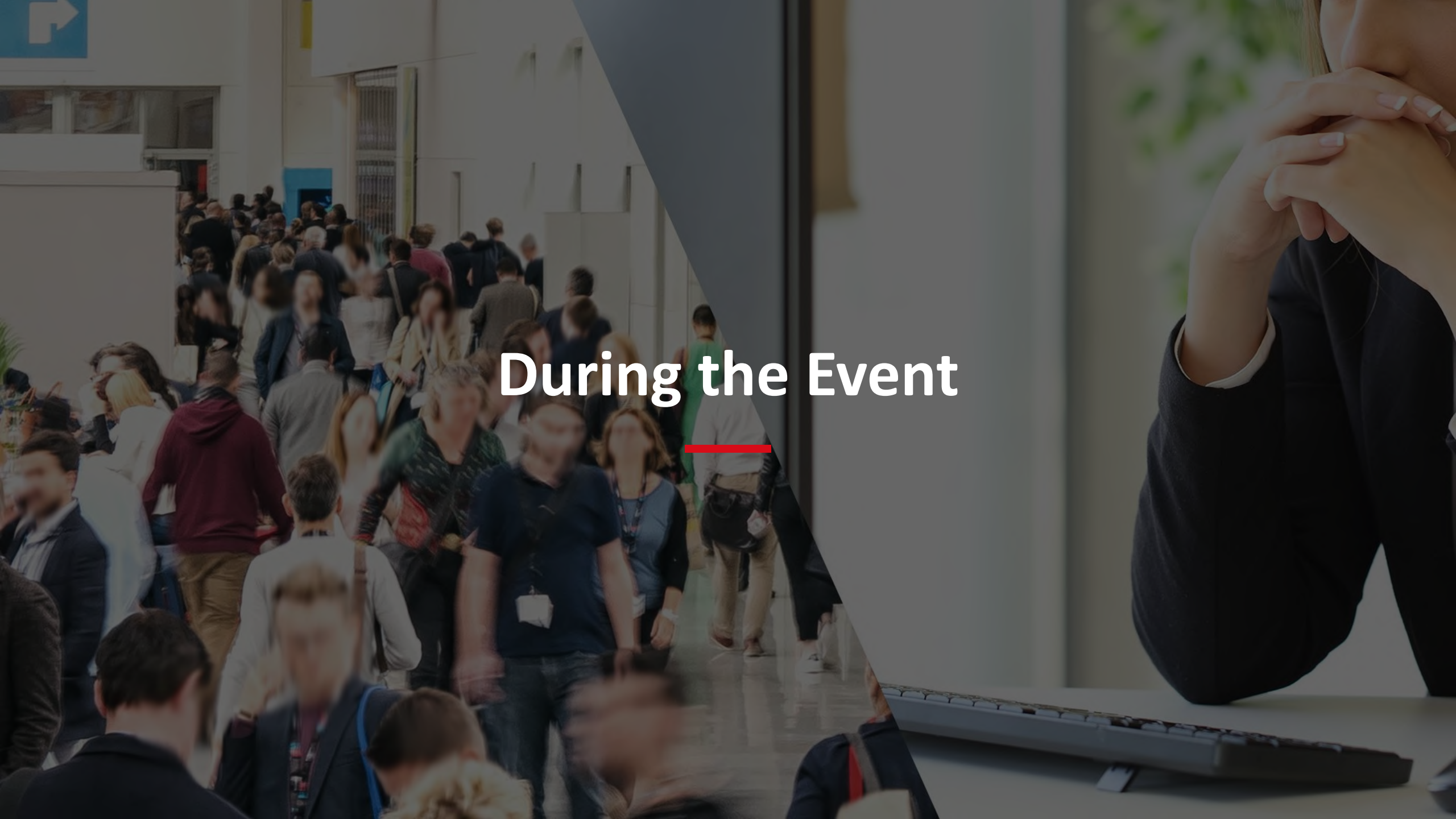
## Analog/manual ways of attracting customers

- Direct messaging
- Faxed applications
- Analog data management

## Digitized ways of attracting customers

- Time-consuming web forms
- Omitted or incorrect information
- Lack of accurate participant information collected

Fails to lead to effective marketing



# During the Event

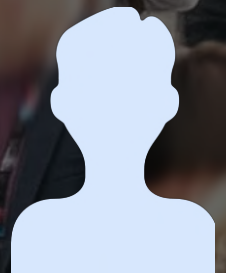
# During the Event

## Offline difficulties

- Reception lines
- Can’t find exhibition booths
- Person in charge not there

## Online difficulties

- Participants can’t interact
- Doesn’t lead to business discussions
- Don’t know who the other people are







# After the Event

# After the Event

## Analog questionnaires

- Can’t be used because the respondent didn’t give complete information
- Participants’ information not correctly acquired
- Paper-based aggregation of results

## Digital questionnaires

- Scattered data not managed in an integrated way
- Doesn’t integrate with customer database

Can‘t be used for effective marketing,
can’t maximize effects of the event

Online events

hoppin

Run the World

Online networking

Airmeet

Remo

Global event management software market is worth ~500 billion yen (~$4.7 billion)

Event management

cvent

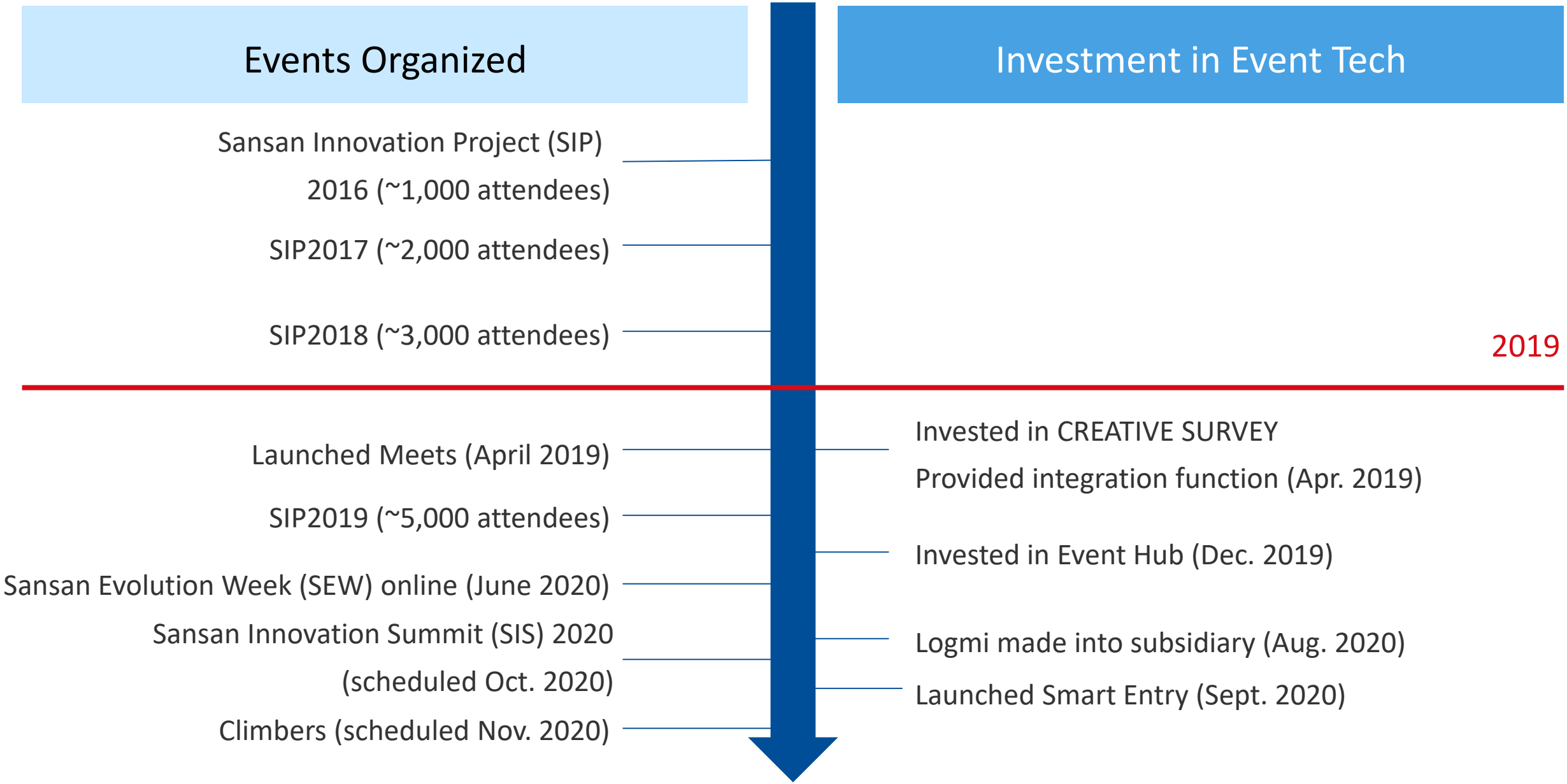
BIZZBO

Event marketing

splash


Unique culture
with
strong local qualities
Delayed digital
transformation
Honshu
JAPAN
Akita
Sendai
Niigata
TOKYO
Kanazawa
Yokohama
Nagoya
Kyoto
Kobe
Osaka
Wakayama
Hiroshima
Fukuoka
Pusan
Shikoku
Kyushu
KOREA
SEOUL

# Sansan's Initiatives



# Sansan Innovation Project



- SIP2016: approx. 1,000 attendees
- SIP2017: approx. 2,000 attendees
- SIP2018: approx. 3,000 attendees
- SIP2019: approx. 5,000 attendees

# Launch of Meets presented by Eight




A new business matching event utilizing the Eight network

# Sansan Evolution Week 2020

***5-Day Online Conference***



- 6,000+ attendees
- Virtual Card online business card exchanges: 3,000+




Online event for Sansan users

- Scheduled October 28, 2020
- Virtual Cards set up for all attendees

# Climbers

## 2020 Online

Eight TV TOKYO GOETHE

To be held November 23, 2020

An event featuring special lectures on life by
speakers at the top of their fields and
who have overcome obstacles

# Changes to Our Articles of Incorporation

| Current Articles of Incorporation | Proposed amendments |
|---|---|
| (6) Temporary staffing business and outsourcing operations | (6) Temporary staffing business and outsourcing operations |
| (7) Operations involving services for providing information | (7) Operations involving services for providing information |
| (Newly established) | (8) Event planning and implementation, and business of providing services in relation thereof |
| (Newly established) | (9) Business of providing services to support digitization of business operations |
| (8) Publishing, printing and advertising agency business | (10) Publishing, printing and advertising agency business |
| (9) Leasing, rental, and sales of information and communications equipment, and office equipment | (11) Leasing, rental, and sales of information and communications equipment, and office equipment |
| (10) Planning, production and sales of copyrighted works including illustrations, music and videos | (12) Planning, production and sales of copyrighted works including illustrations, music and videos |
| (11) All businesses that are incidental to those mentioned in the preceding items | (13) All businesses that are incidental to those mentioned in the preceding items |

Two items added

- Operations providing event planning, implementation, and related services
- Operations providing business digitization support services

# Event Tech Portfolio

Attendee management

sansan

Management of attendee business cards,
utilization of business card information

Transcription

logmi

Event content transcription media
Distribution of information to attendees

Questionnaires/Surveys

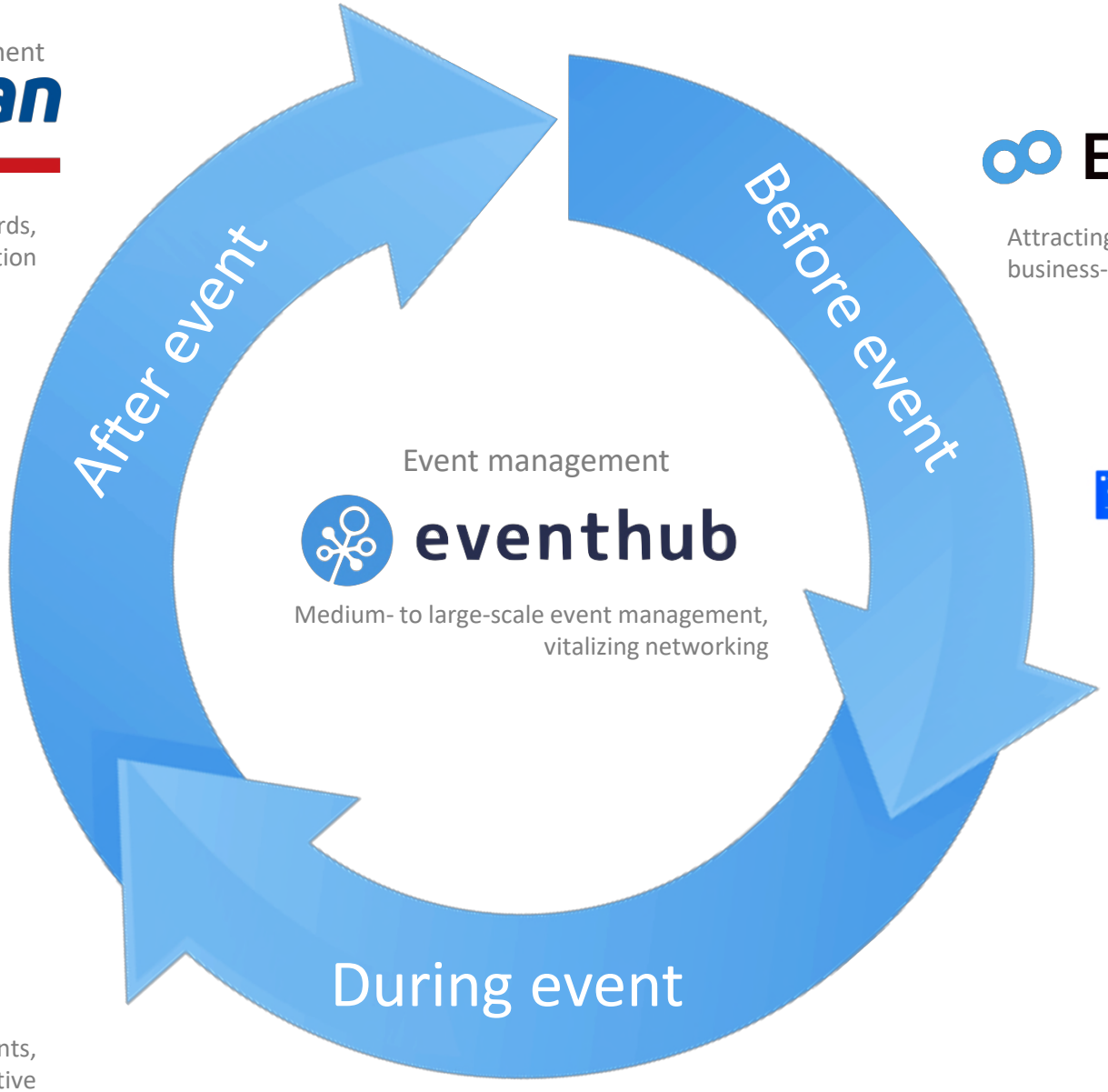
CREATIVE SURVEY

Measurement of event satisfaction,
communication with attendees

Card exchange

Virtual Cards

Encouraging exchanges at online events,
making event attendees active




Event management

eventhub

Medium- to large-scale event management,
vitalizing networking

Attracting attendees

Eight Ads

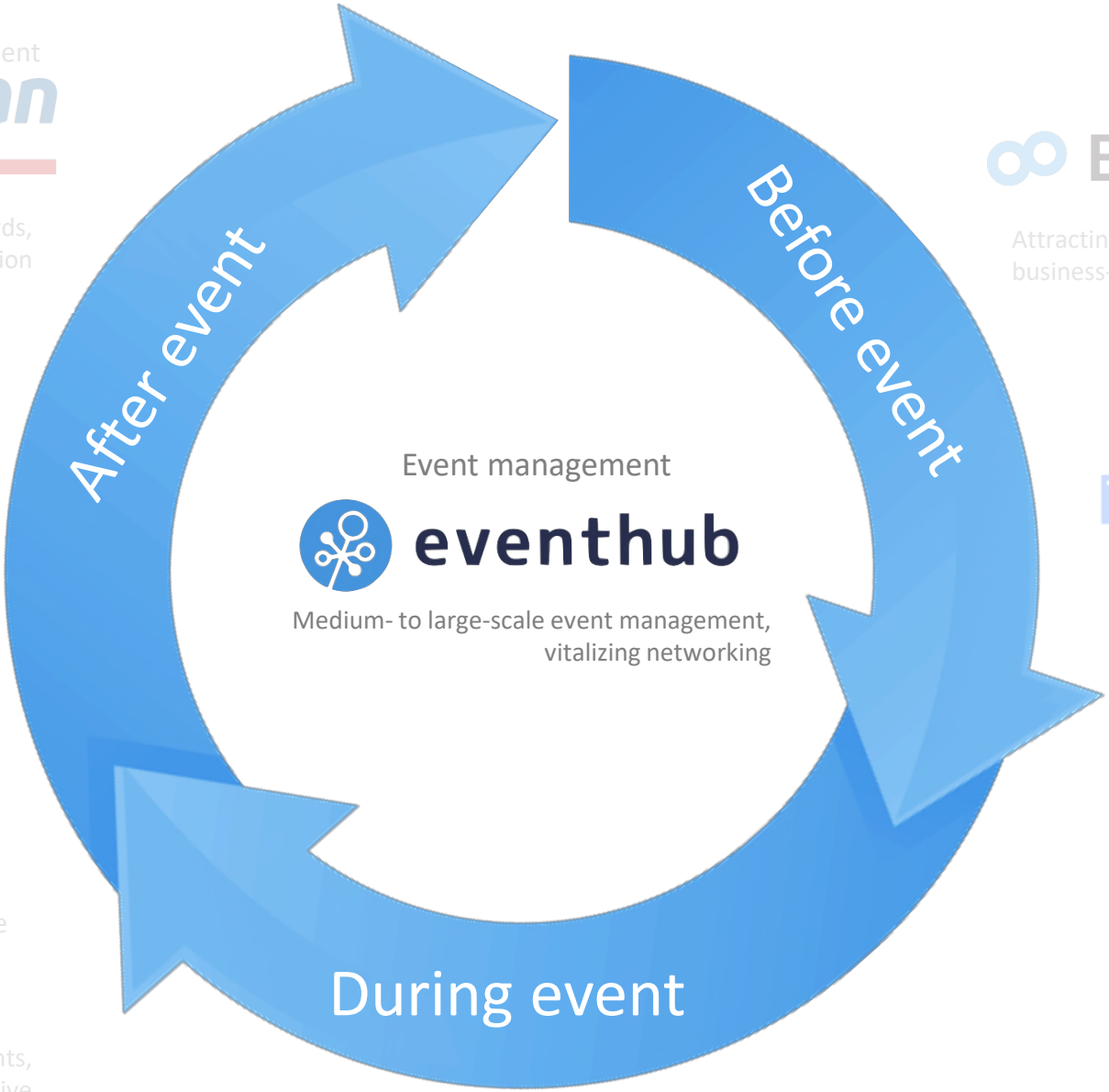
Attracting event attendees through
business-oriented advertisements

Entry control

Smart Entry

Easy and accurate next-generation
entry system using business cards

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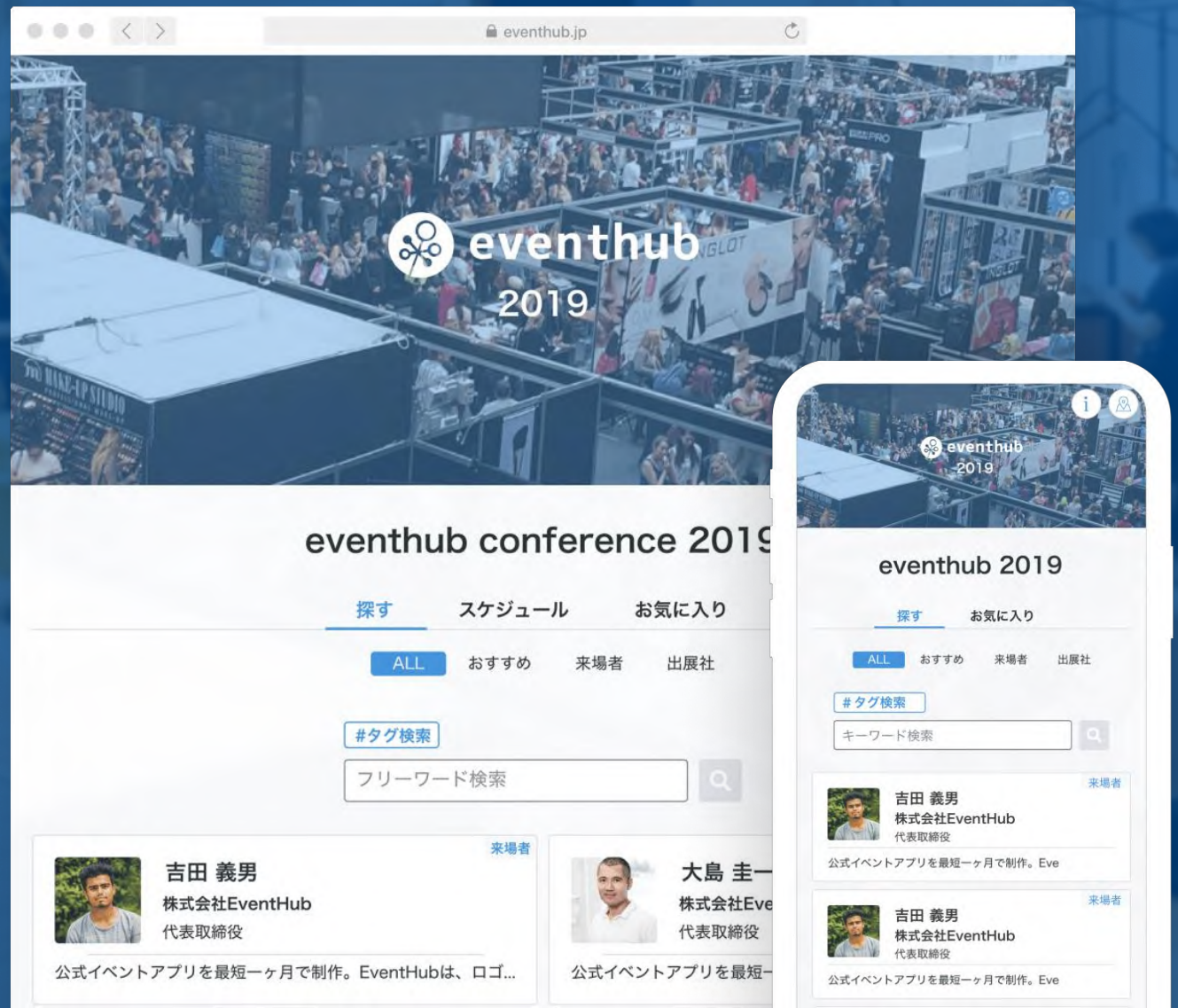
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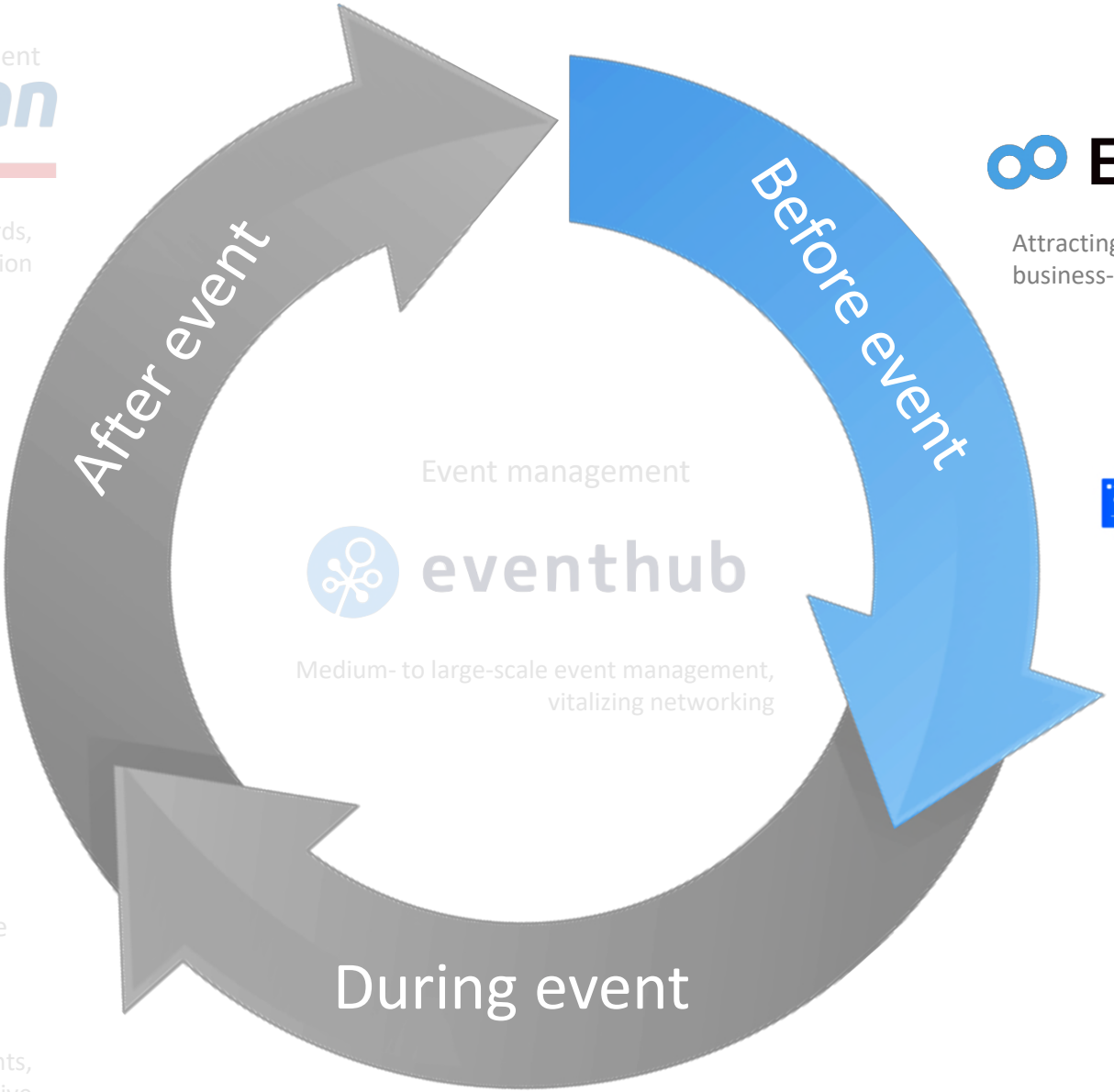
Easy and accurate next-generation
entry system using business cards

# eventhub

Event management system that promotes communication between event organizers and participating companies and boosts effectiveness of offline marketing



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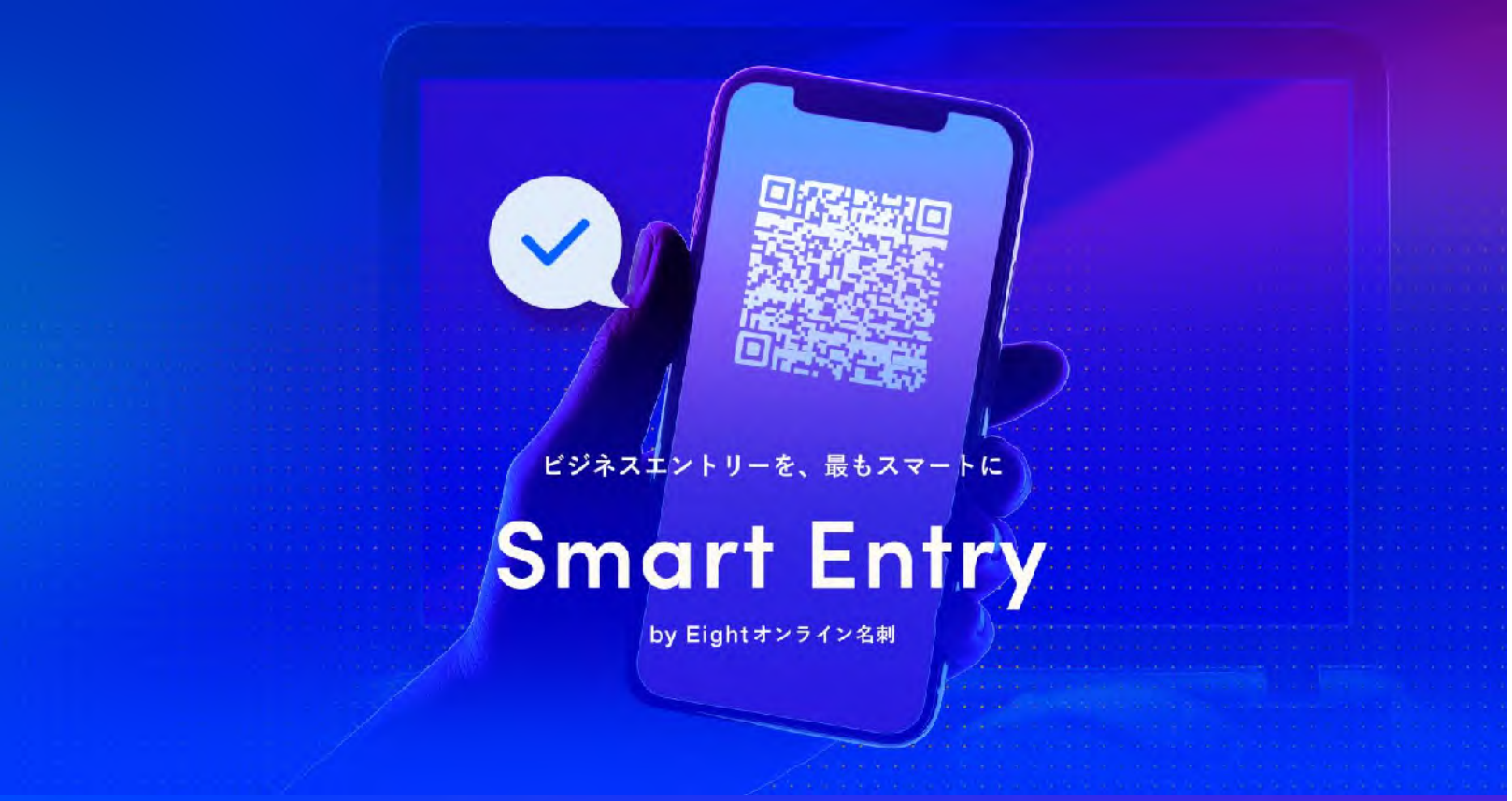
Easy and accurate next-generation
entry system using business cards

# Eight Ads




Using one of Japan’s largest sources of business data, from the Eight app, this platform enables development of targeted advertising strategies.

- Uses data from business cards
- Users taps an ad and is sent to the advertiser’s site
- Meets a range of objectives, such as recognition & acquisition, attracting event attendees, and lead acquisition




**Scan the QR code**
Takes the user to
the prepared entry form



**One-tap registration**
Procedure completed using
business card information




**Entry procedure done!**
Accurate registrant
information is sent




# Smart Entry's main features



**Point 1**

Register with
accurate business
profile



**Point 2**

Effortless filling
out of forms

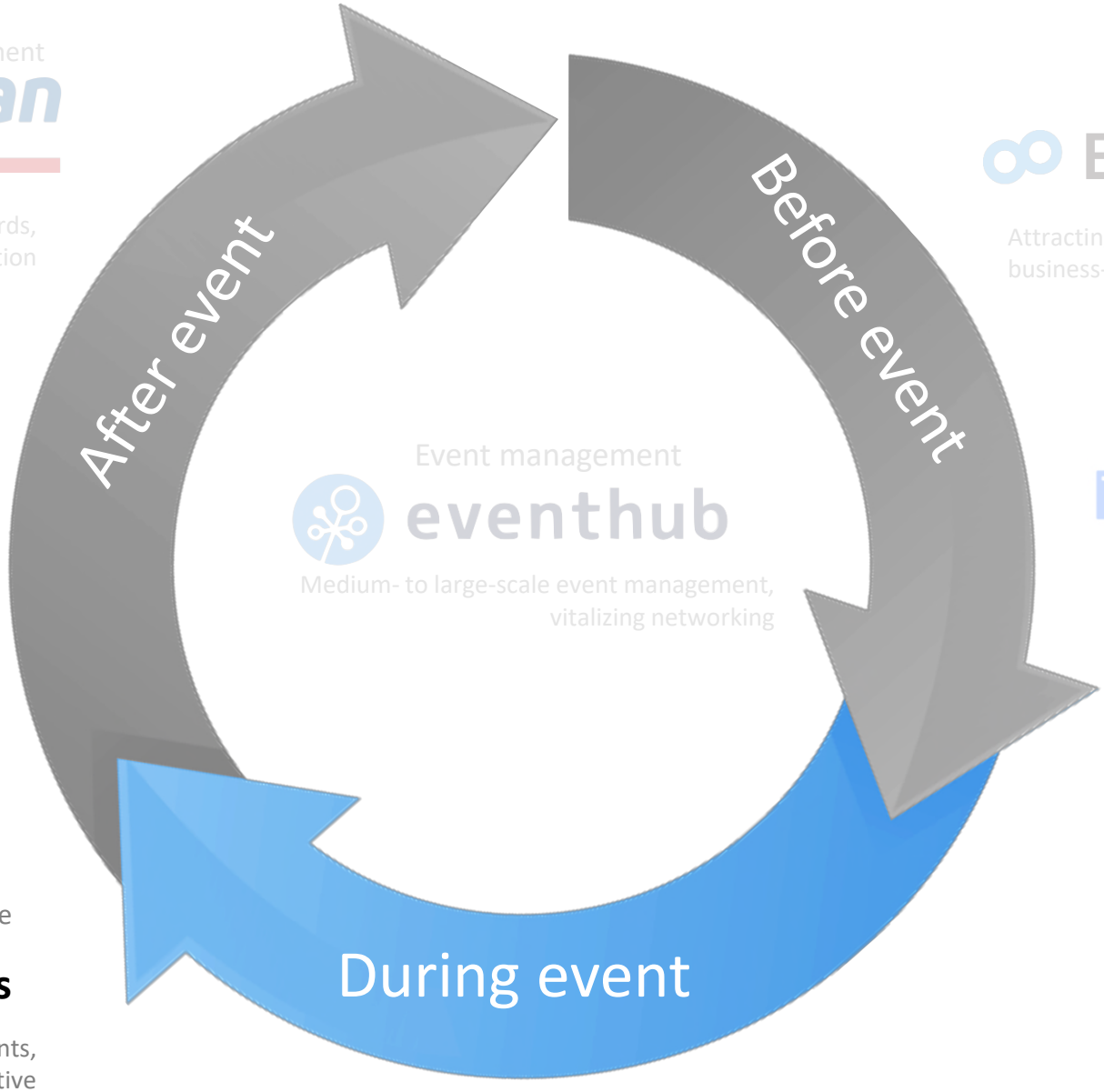


**Point 3**

Free to use,
for anyone

*QR code is a registered trademark of DENSO WAVE, Inc.

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**Virtual Cards**

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Attracting attendees

Eight Ads

Attracting event attendees through business-oriented advertisements

Event management

eventhub

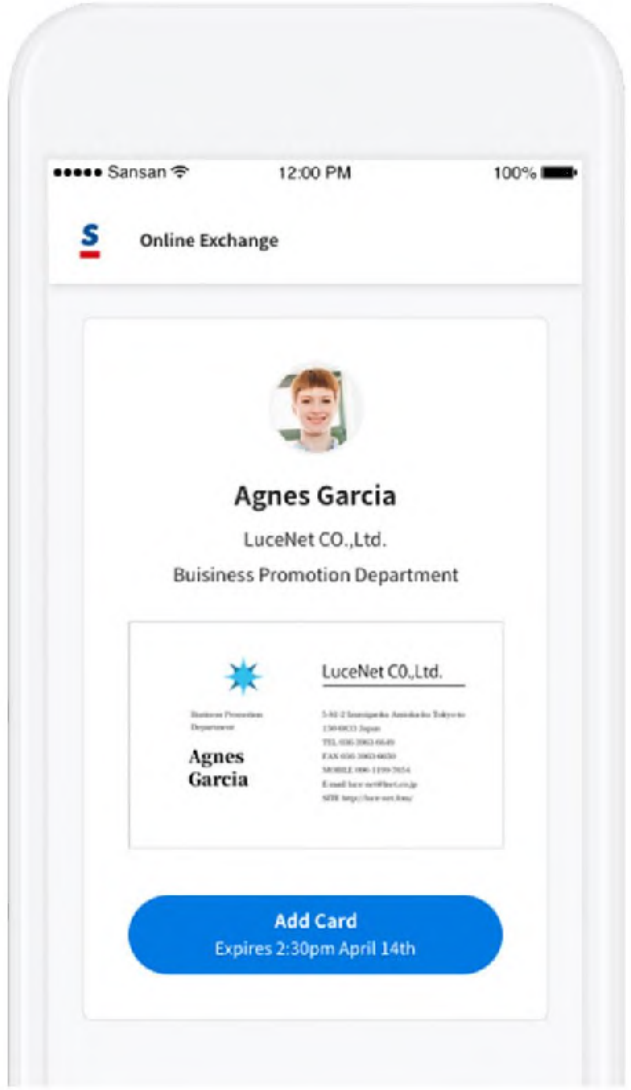
Medium- to large-scale event management, vitalizing networking

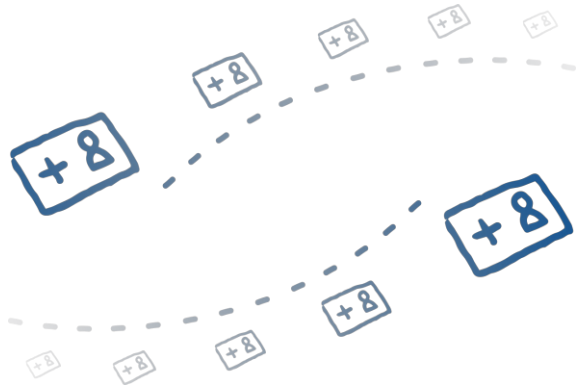
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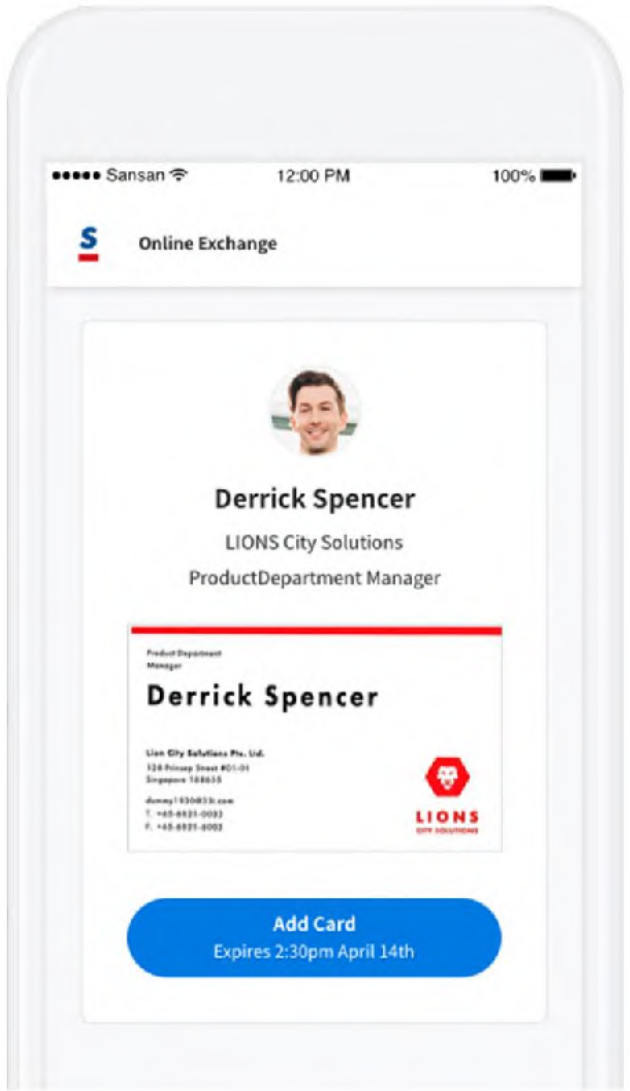
Easy and accurate next-generation entry system using business cards

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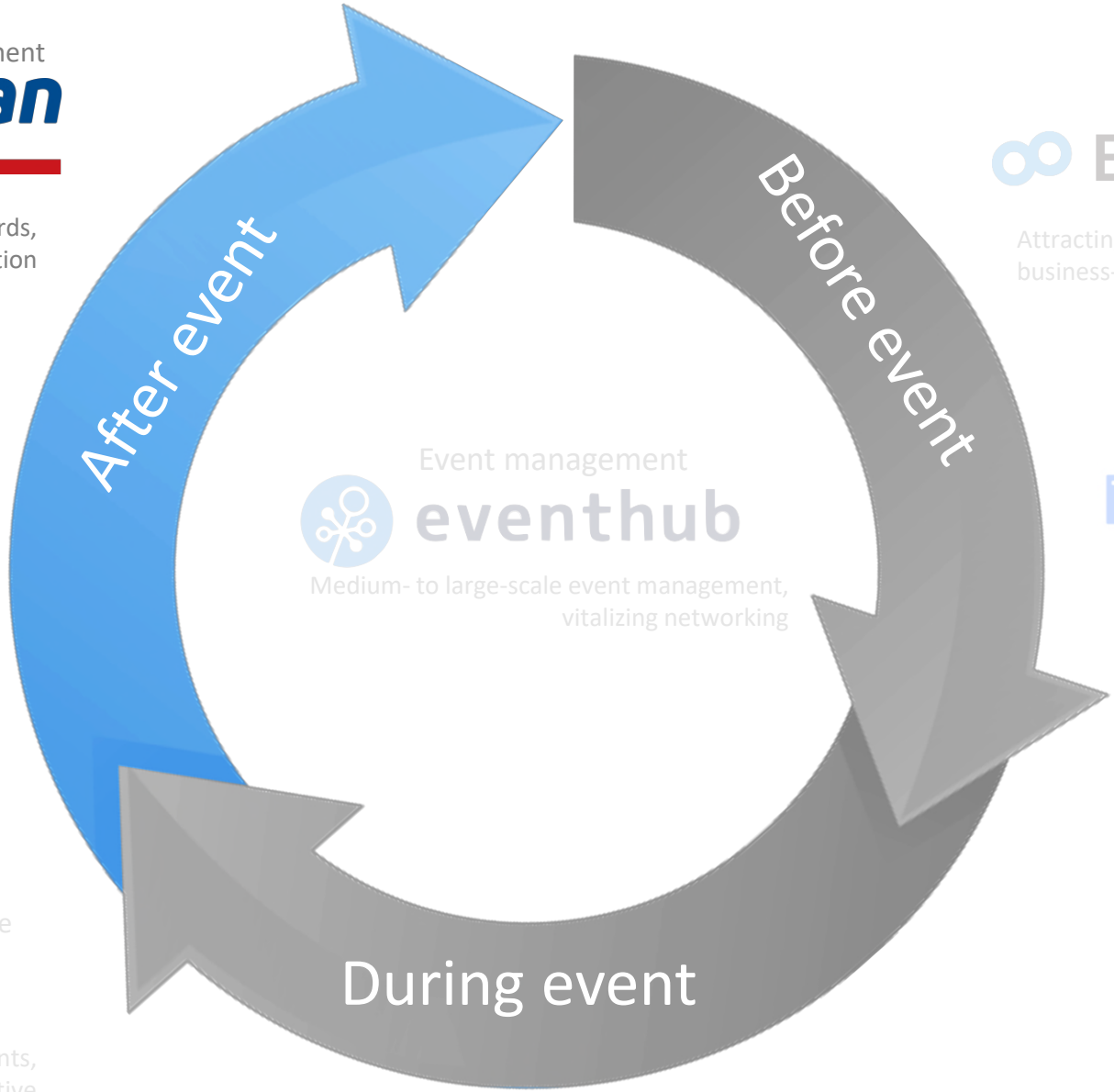
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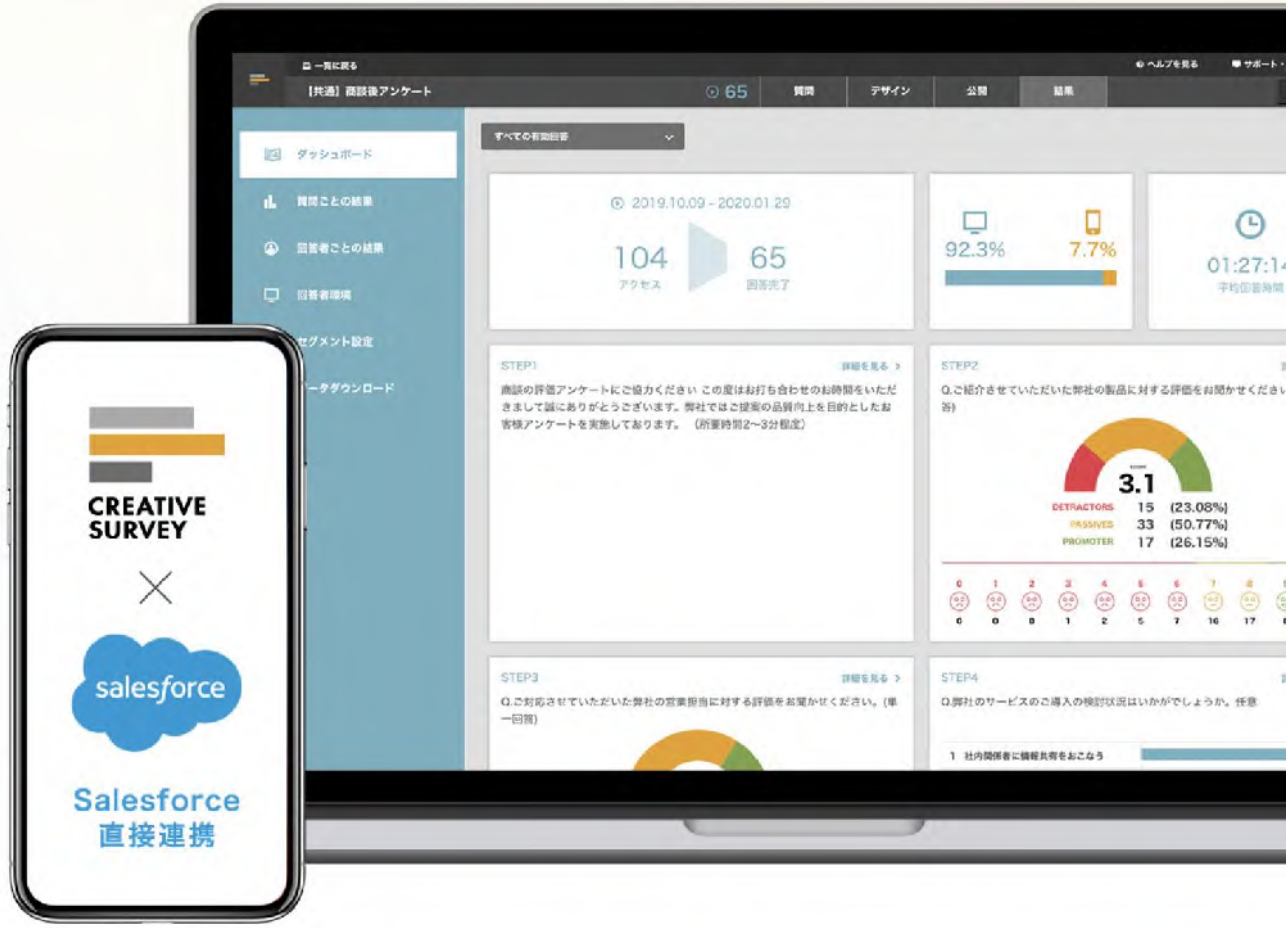
Easy and accurate next-generation entry system using business cards

# ビジネスを強くする
# 次世代アンケート
# ヒアリングツール

資料ダウンロード

## For stronger business

A next-generation
survey tool




SUGATA Research　SoftBank　Nestlé Good food, Good life　beanZ　TOPPAN　BUSINESS FORUM　ビザスク　mediagene　sansan

CYDAS　SMARTVALUE Hospitality First　DIGISEARCH AND ADVERTISING　PASONA　OZMA PR　YAHOO! JAPAN　三井不動産　GEO networks

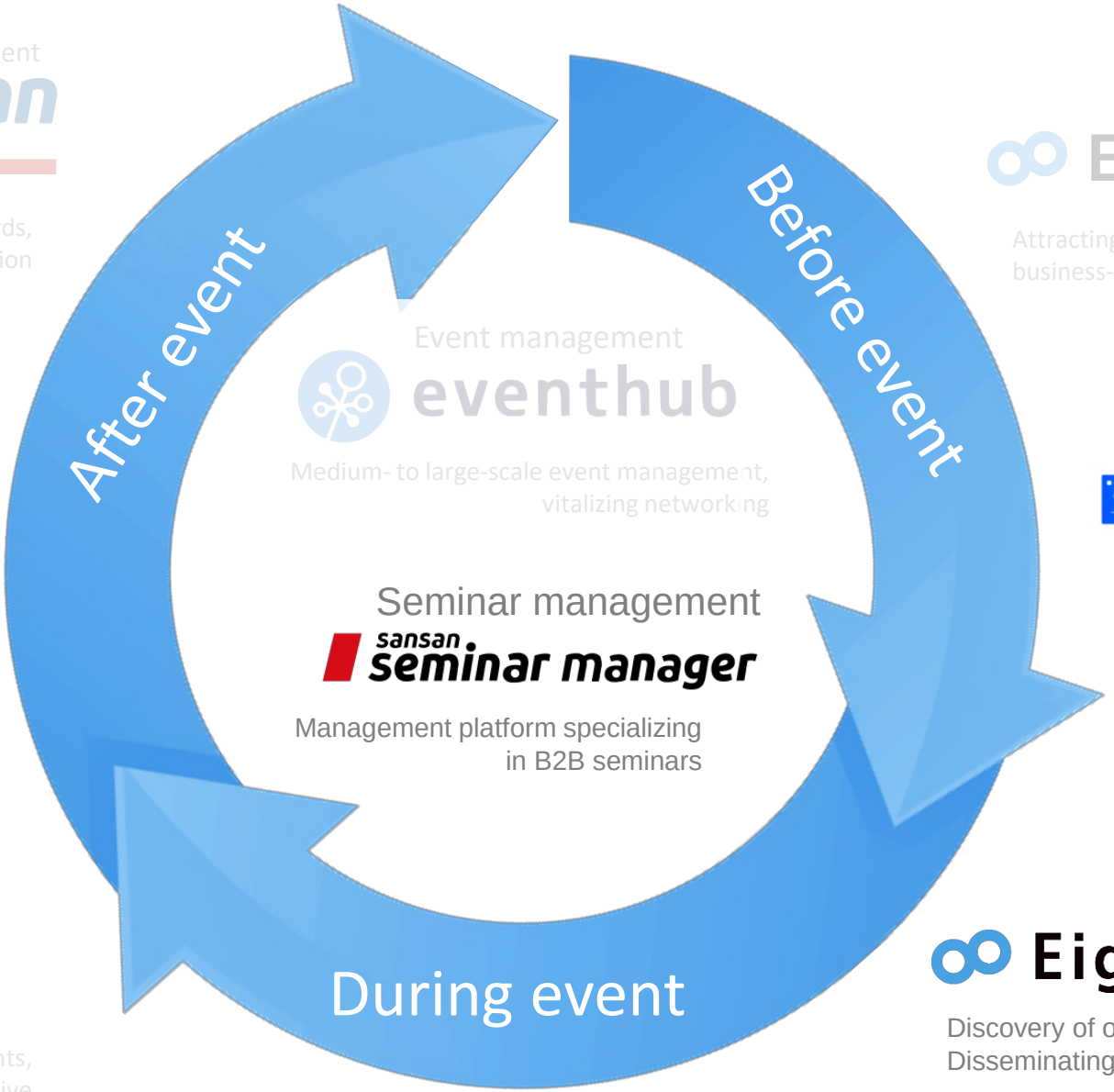



# Logging services for the world

A service that transcribes and logs outstanding speeches, talks, press conferences, and other events to deliver valuable information to more people

- Logmi became a wholly owned subsidiary of Sansan in August 2020

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Seminar management

sansan seminar manager

Management platform specializing
in B2B seminars

Entry control

Smart Entry

Easy and accurate next-generation
entry system using business cards

Event dissemination

Eight ONAIR

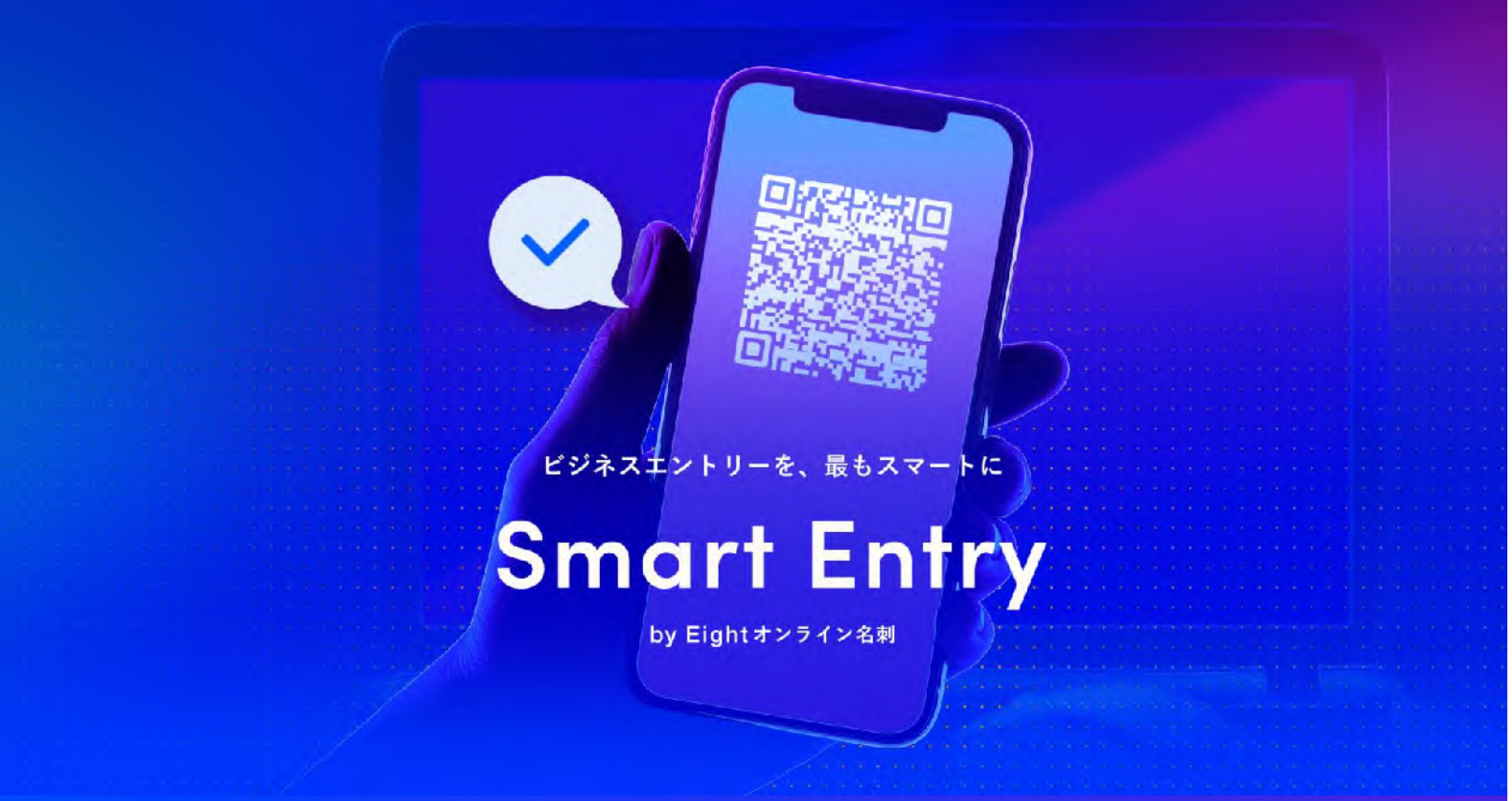
Discovery of online events by attendees
Disseminating information on events being held by organizers

sansan

Sansan, Inc.

# Details of New Services

Yuki Hayashi
Manager, New Business Development Department
Sansan, Inc.




**Scan the QR code**
Takes the user to
the prepared entry form



**One-tap registration**
Procedure completed using
business card information




**Entry procedure done!**
Accurate registrant
information is sent




# Smart Entry's main features



**Point 1**

Register with
accurate business
profile



**Point 2**

Effortless filling
out of forms



**Point 3**

Free to use,
for anyone

*QR code is a registered trademark of DENSO WAVE, Inc.

# For Eight Users – Just One Tap

**Step 1**

## Scan QR code




**Step 2**

## Confirm the details




One tap &

registered!

**Step 3**

## Registration done!




*QR code is a registered trademark of DENSO WAVE, Inc.

# Registration with Just a Business Card

**Step 1**

Scan QR code




**Step 2**

Shoot your card




**Step 3**

Edit the details




**Step 4**

Check verification mail




**Step 5**

Finish and register




*QR code is a registered trademark of DENSO WAVE, Inc.

# Easy Event Registration, and Very Accurate

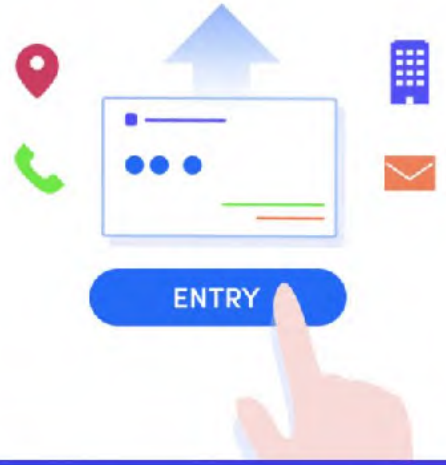
**Scan the QR code**

Takes the user to
the prepared entry form



**One-tap registration**

Procedure completed using
business card information




**Entry procedure done!**

Accurate registrant
information is sent




Free to use, for anyone



# Virtual Cards (Online Business Cards)

# Boost Interaction

# Dedicated UI to Support Online Card Exchange

- Sansan Evolution Week participants: 6,000+
- Online card exchanges: 3,000+



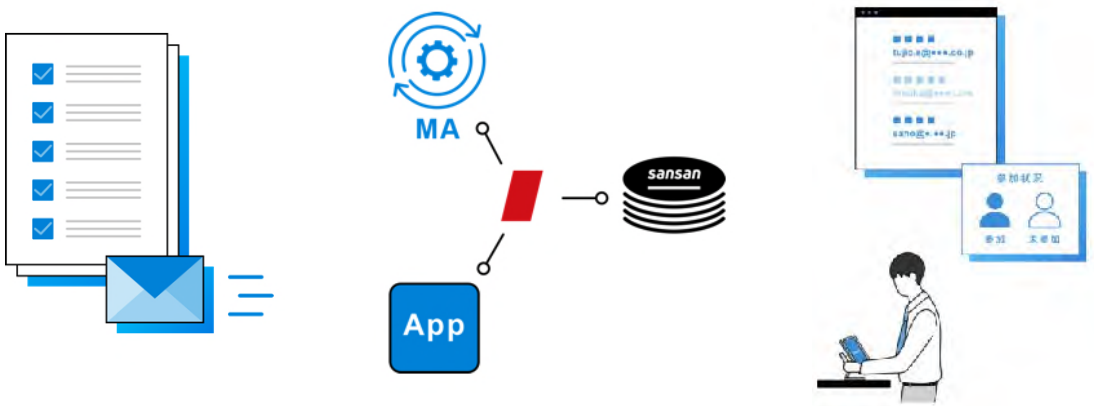


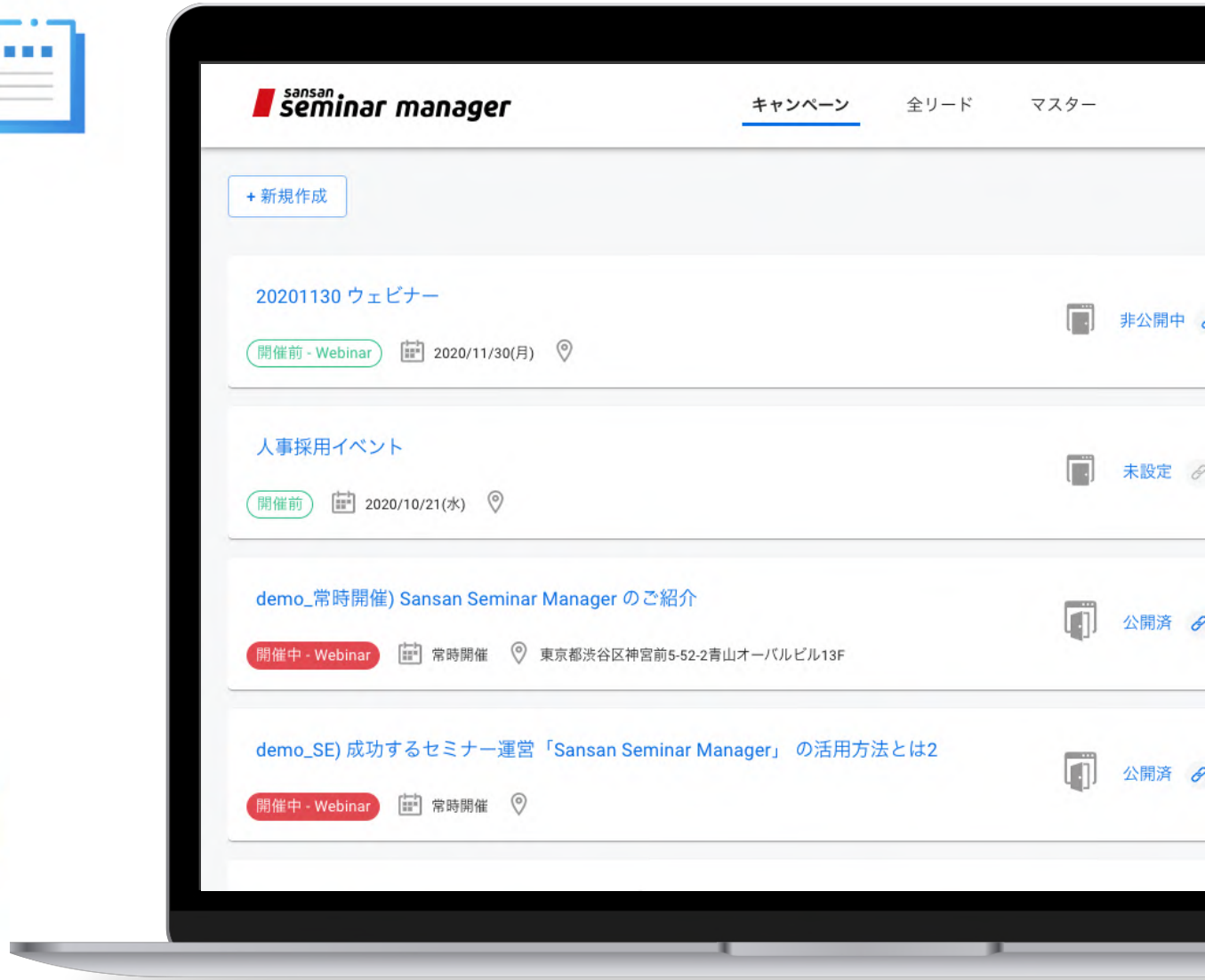




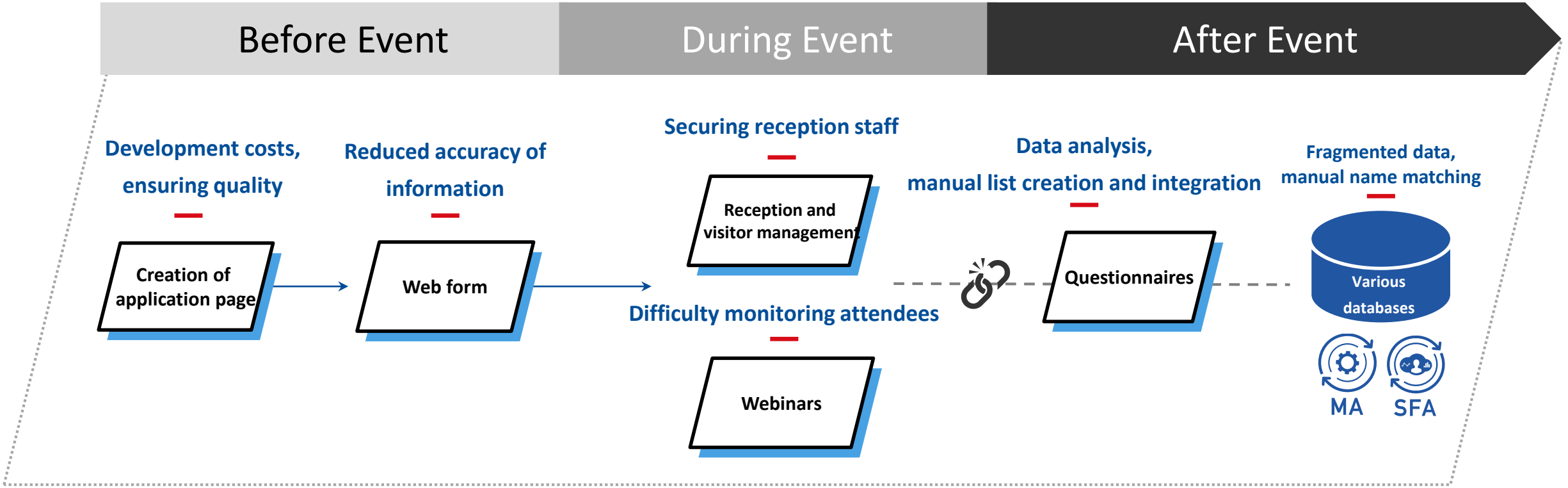



sansan seminar manager



# Issues with Seminar Operation and Management

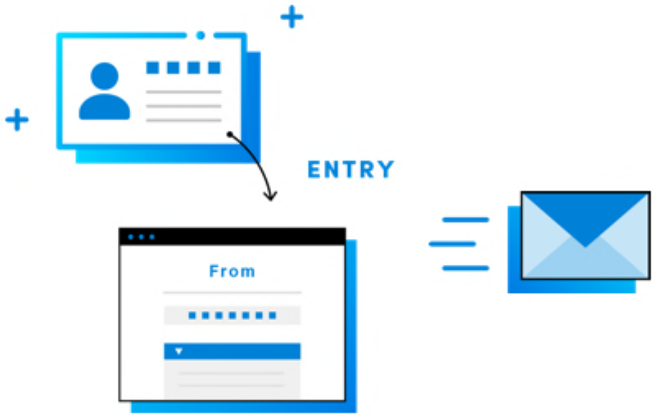



**Rising running costs**

**Worsening quality of lead information**

**Reduced speed of action**

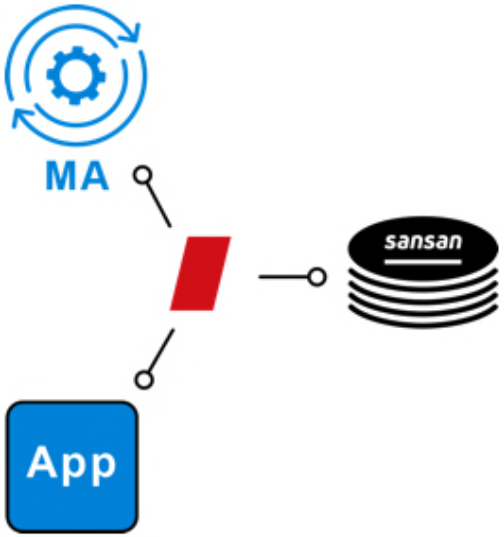
# The Value of Sansan Seminar Manager






Support for anyone to easily run
an effective seminar with
minimal resources







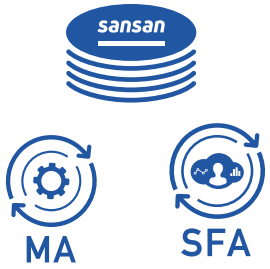

# Offering the Required Features in a Single Package

Integration with external services

Application page creation

Questionnaire integration








Highly accurate forms

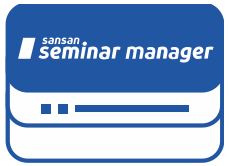



sansan seminar manager

Email



Lead management




Visitor reception



Webinars



Sansan's unique technologies: 1

# Complete an application page in as quick as 10 minutes

Simply enter the event summary into a pre-designed template to create and publish an application page in as quick as 10 minutes.

- No specialized knowledge required
- Quick as 10 min.
- Just enter required information



Sansan's unique technologies: 2

# AI Form: Easily Acquire Accurate Information




## Free domain determination

A free domain dictionary of around 5,000 uniquely learned entries, such as gmail.com, makes it easier to get company email addresses.

## Company name prediction feature

AI intuits the registrant's company name based on the email address they enter, enabling entry of the correct company name with just a click. No need for manual entry.

**The B2B business acquires accurate information it needs about a registrant's organization and effectively conducts a seminar.**

Sansan's unique technologies: 3

# Smart Entry Support: Easily Acquire the Correct Information

Simple UX that only requires scanning of a QR code
Seminar entry using online business cards

→

Eliminate wasted time filling out forms, get correct, input-error-free information



Sansan's unique technologies: 4

# Unattended Reception System – For Offline Seminars

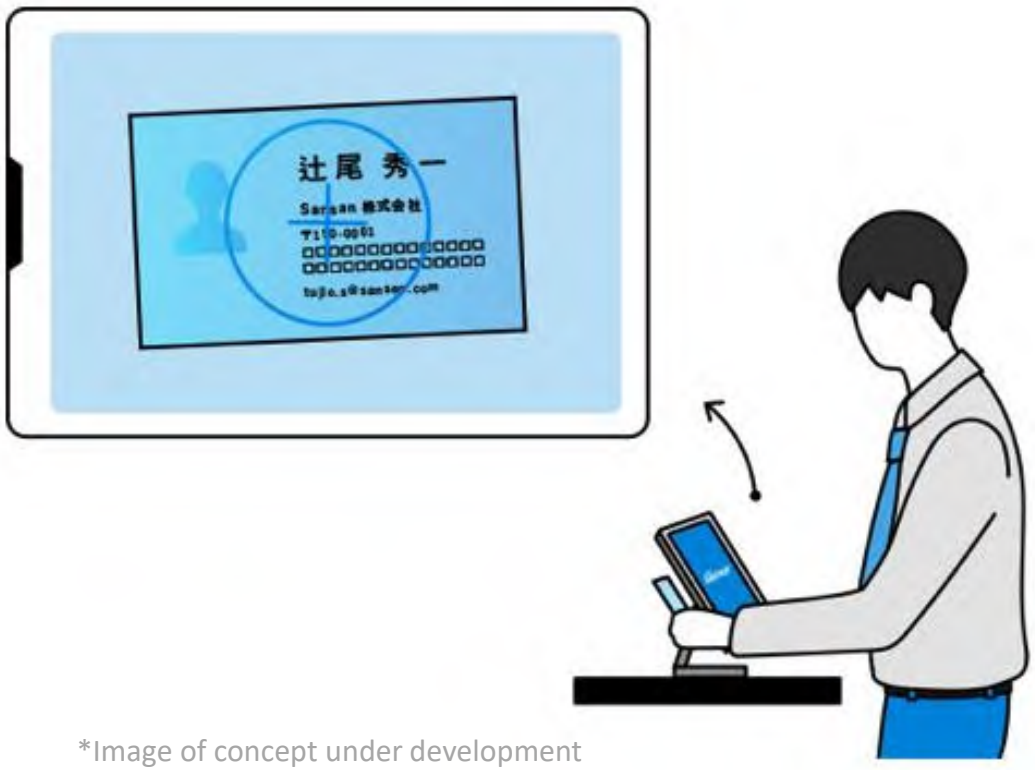



*Image of concept under development

Simply install dedicated terminals at the reception area. Technology completes visitor reception, instead of people.

Attendance slips don’t need to be printed out. The visitor simply scans their business card. The information is then instantly matched with the data from when they registered. The reception process is then finished.

Reception tasks that once took two or three people now require none. This also helps minimize unnecessary contact during the coronavirus pandemic.

Sansan's unique technologies: 5

# Automatic Reception System – For Webinars




A unique URL for webinar reception is distributed to each attendee.

↓

A log of attendees can be obtained by redirecting viewers to streaming services such as YouTube or Zoom via the reception URLs

Once difficult, seminar attendance and non-attendance can be correctly recognized. This helps with post-seminar follow-up.




AI Form

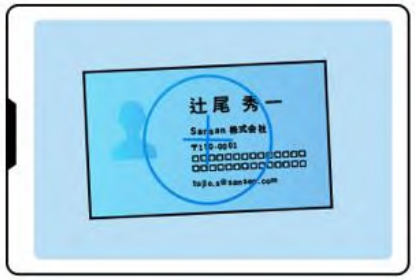


Application page creation



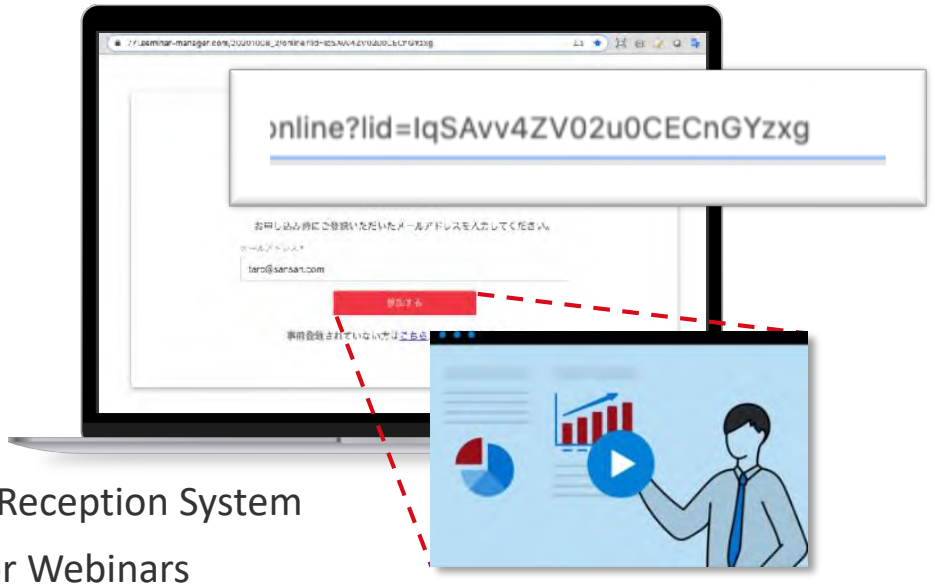

Smart Entry

sansan seminar manager






Visitor reception




Automatic Reception System

– For Webinars

Case 1

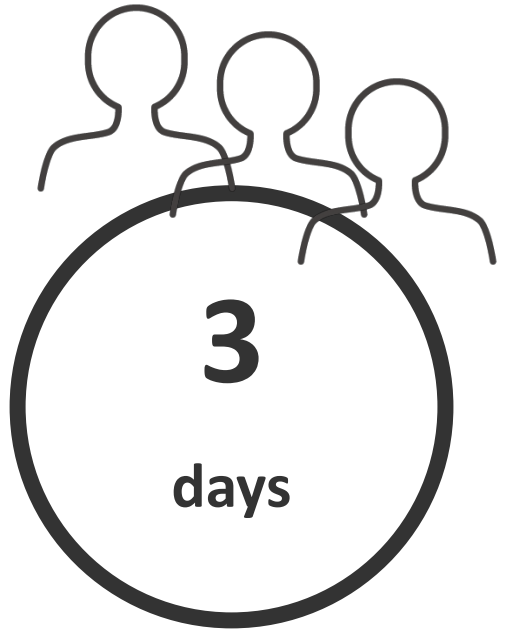
## Automating seminar processes

# Significantly reduce person-hours and costs

**Issue 1**

**Multiple purpose-built tools are used, creating scattered data**

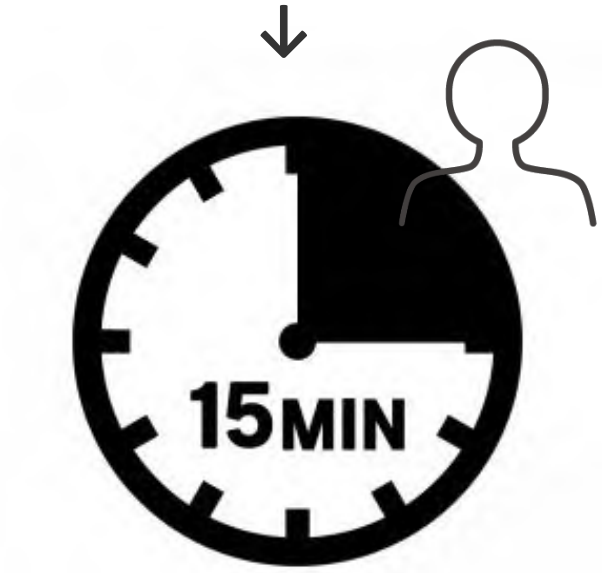
so it takes several people 2 days to prepare for a seminar




**Solution**

**Because it can be used with no customization,**

a single person can finish preparations in 15 minutes




From landing page creation to issuance of webinar viewing URLs, automated mail transmission, applicant management, visitor reception and management, and conducting post-event surveys, brings together all functions needed to run a seminar or webinar.

| | | | |
|---|---|---|---|
| Landing page creation | Smart Entry | AI-driven forms | Email distribution function |
| Webinar support | Webinar viewing management | Application management | Visitor management |
| Questionnaires | System integration | Assignment of corporate numbers | Unattended business card reception |

Case 2

# Making Webinars Amazingly Easy to Hold

**Issue 1**

**Moving from offline to online: webinars**

Customers are unsure of what's needed to run a webinar

**Solution**

**By simply making distribution tools available**

anyone can easily hold a webinar

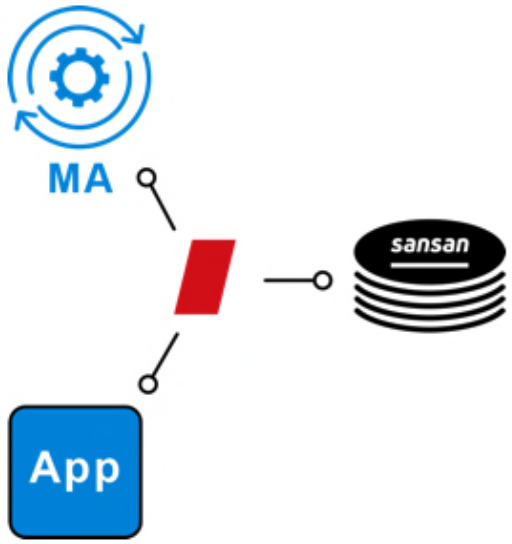
A distribution tool that can issue viewing URLs is all that's needed. Webinars can be held similarly to how offline seminars are conducted



| | |
|---|---|
| Webinar function | - With customer URLs, you can track who viewed the webinar |
| Smart Entry | - Attendee information can be accurately tracked without need for business cards |
| AI-driven forms | - Accurate information on par with a business card (email, company name) can be obtained |

Case 3

# Integration with MA and Other Tools




**Issue 1**

**Information varies by tool**

Lead times are long, and it’s hard to produce results

**Solution**

**Integration with MA and other tools**

## Speeding up marketing

API-level integration with various tools such as MA and Sansan is supported. Whether before or after an event, information can be integrated at any time. Information such as corporate numbers can also be added.

| | |
|---|---|
| Entry handling | - Smart Entry to apply using an online business card: Latest and accurate information is obtained<br>- AI-driven forms equipped with a suggestion function: Accurate information same as a business card can be obtained |
| Appending of corporate number | - Add rich information that can’t be obtained from a business card |
| System integration | - Since integration with systems such as MA is possible, it can be managed as lead information |

# Plan

sansan seminar manager

**Fee**

Users can select a plan depending on the number of seminars they run annually and their size.

Minimum monthly fee: starting from 50,000 yen

**Subscription Type**

Annual contract

# Eight ONAIR

# About the Eight App

Eight is a business card-based contact management app with the #1 market share and is used by 2.7 million+ businesspeople.

**A business platform with lifetime availability**

**Profile management**
**Virtual Card**



**Business card contact management**
**Communication**



**Engagement with companies**
**(information gathering)**




▼

B2C Model

**Paid plan for individuals**
**Eight Premium**

B2B Model

**Service for small-to-medium-sized enterprises**
**Eight Company Premium**

**Advertising Business**
**Eight Ads**

**Business Events**
**Meets**

**Direct Employment Platform**
**Eight Career Design**

# Eight ONAIR – Taking up Challenges

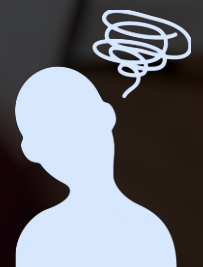
- Online-induced stress

**Online benefits**

- Easy to view
- Travel time = 0
- Use free time more effectively

*I can’t keep up with every bit of information in real time!*





# Eight ONAIR – Taking up Challenges

- It’s hard to encounter the best events

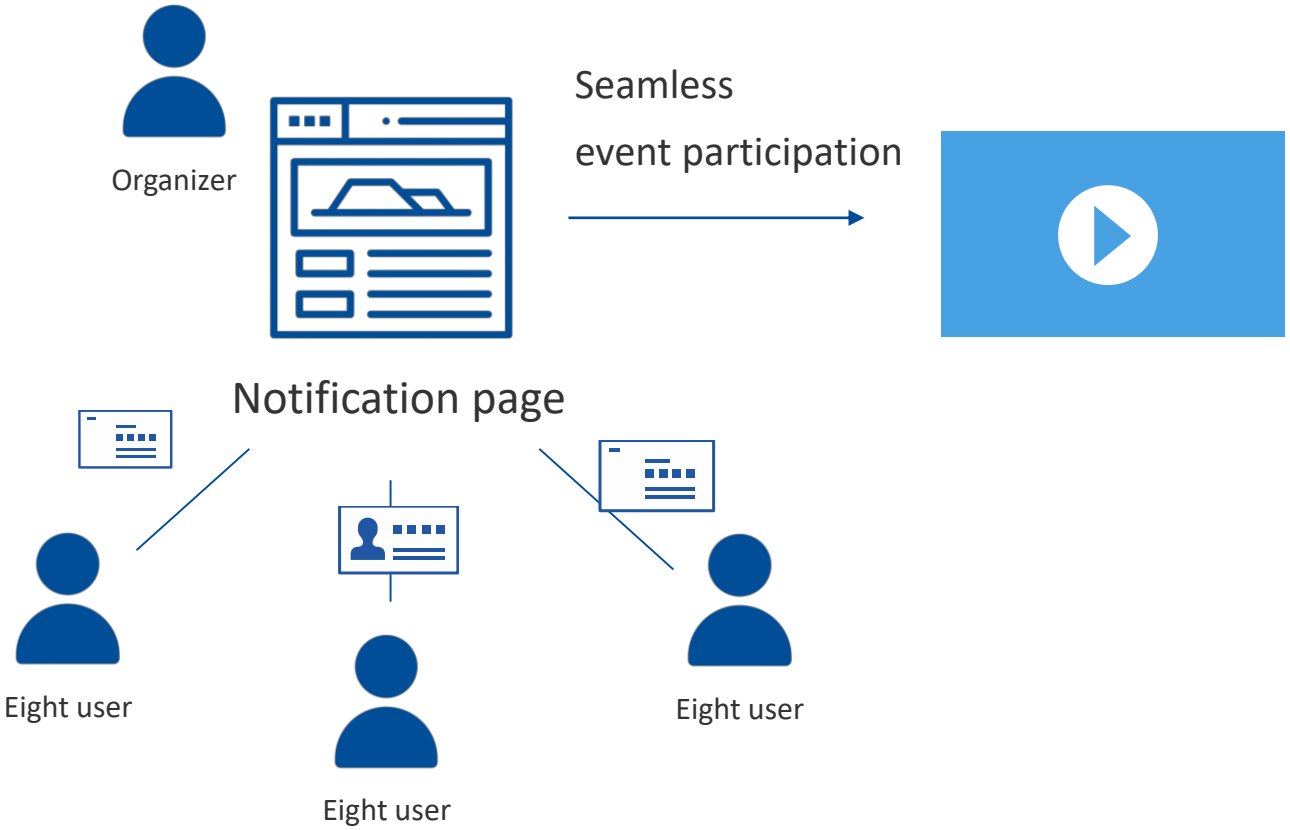
## Ways of encountering events

- Search online
- Search on an event platform
- Come across something in social media

**Find the best events, suited to your profession and attributes, and take part right then and there.**

# How Eight ONAIR Works

Eight




## Organizer's features

- Easily start notification page
- Can reach 2.7 million users
- Participant info is in Virtual Card




# Eight ONAIR

- Display recommended events according to job and attributes
- Search and list events
- Manage favorites
- One-tap joining via a Virtual Card

Events taking place in real time are also posted.

Take part in events that fit your schedule.

*Image of concept under development

# Eight ONAIR




Scheduled for 2021

*Image of concept under development

sansan

Sansan, Inc.

# Event Tech Business Strategy

Chika Terada
Representative Director & CEO
Sansan, Inc.


Turning encounters
into innovation

99.9% digitization accuracy
with recognition
of similar names

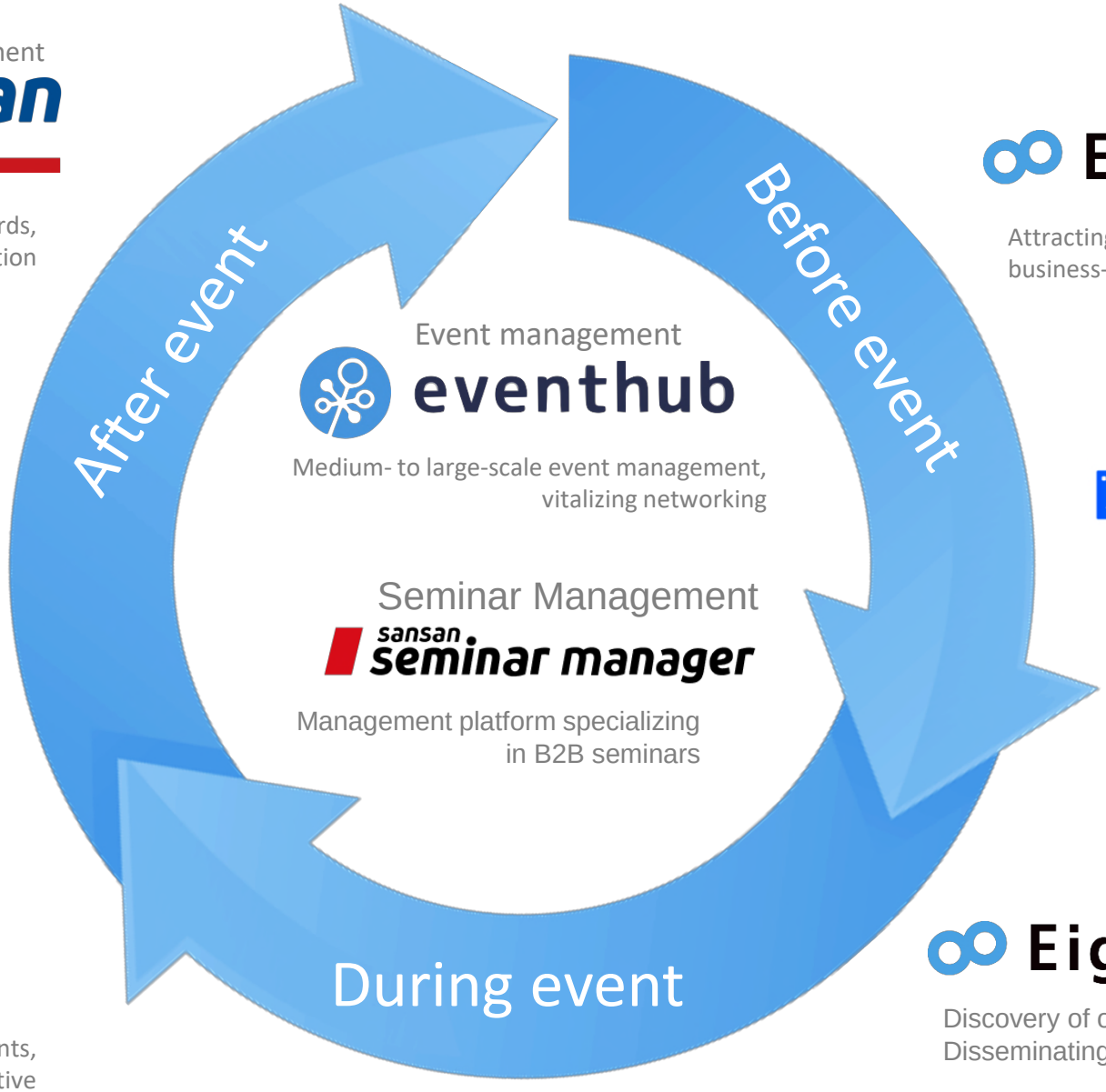
AI × 99.9%








# Event Tech Portfolio




Attendee management

sansan

Management of attendee business cards,
utilization of business card information

Transcription

logmi

Event content transcription media
Distribution of information to attendees

Questionnaires/Surveys

CREATIVE SURVEY

Measurement of event satisfaction,
communication with attendees

Card exchange

Virtual Cards

Encouraging exchanges at online events,
making event attendees active

Event management

eventhub

Medium- to large-scale event management,
vitalizing networking

Seminar Management

sansan seminar manager

Management platform specializing
in B2B seminars

Attracting attendees

Eight Ads

Attracting event attendees through
business-oriented advertisements

Entry control

Smart Entry

Easy and accurate next-generation
entry system using business cards

Event dissemination

Eight ONAIR

Discovery of online events by attendees
Disseminating information on events being held by organizers

# Event Tech Portfolio

Attendee management

sansan

Management of attendee business cards,
utilization of business card information

Transcription

logmi

Event content transcription/media
Distribution of information to attendees

Questionnaires/Surveys

CREATIVE SURVEY

Measurement of event satisfaction,
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Card exchange

Virtual Cards

Encouraging exchanges at online events,
making event attendees active




eventhub

Medium- to large-scale event management,
[illegible]

Seminar Management

sansan seminar manager

Management platform specializing
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Attracting event attendees through
business-oriented advertisements

Entry control

Smart Entry

Easy and accurate next-generation
entry system using business cards

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Eight ONAIR

Discovery of online events by attendees
Disseminating information on events being held by organizers

Sansan supports
all avenues and areas of event tech


Turning encounters
into innovation


sansan

Press Release
October 8, 2020

# Sansan Announces Release of Sansan Seminar Manager System for B2B Companies

## Simplifying seminar operations while maximizing their effect

TOKYO – Sansan, Inc. announces its release of Sansan Seminar Manager, a system for B2B companies to maximize the effect of their events and seminars, and to enable them to increase profits. This system was announced at Sansan's Event Tech Business Strategy briefing session on October 8.

**■Background of Sansan Seminar Manager: a seminar management system for B2B companies**

Seminars are important for B2B companies to gain recognition and to acquire and nurture leads, among many other benefits. However, seminar organization and management many manual, non-digital work processes make seminar management continually inefficient. This means that seminars' contributions to business outcomes fail to be maximized.

Compounding matters, the COVID-19 pandemic has led companies to shift from offline seminars to online webinars. COVID-19 has greatly limited and complicated the holding of in-person seminars, and for these seminars to contribute to business when being organized under manual, non-digital systems.

With its mission of Turning Encounters into Innovation, Sansan is applying its technologies to modernize methods used to hold seminars, which are important opportunities to create business encounters. The company has developed the Sansan Seminar Manager system for B2B companies.

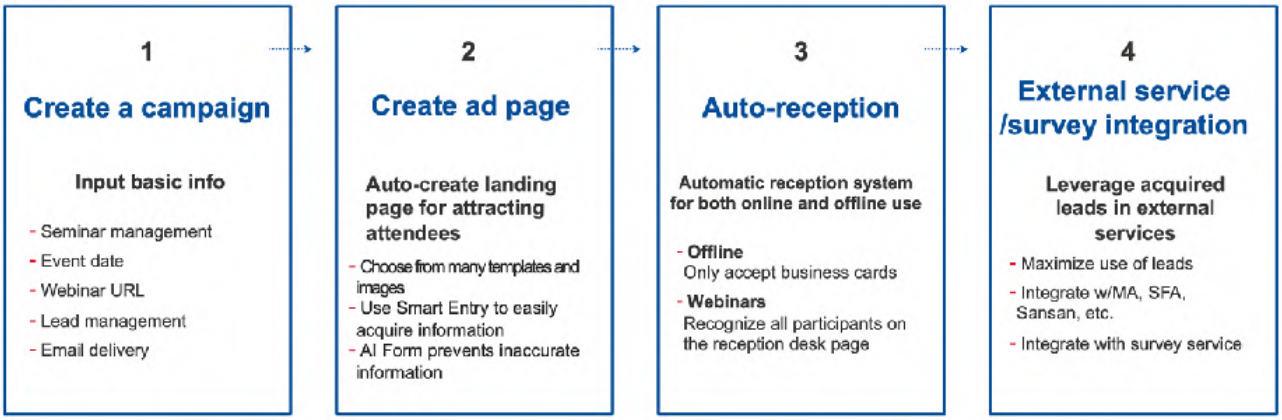
By providing this system enabling users to shift to digital organization of seminars, Sansan will help its users as they seek to enhance the efficiency and effectiveness of their seminars, with the goal of maximizing their profits.

**■About Sansan Seminar Manager**

The Sansan Seminar Manager system enables companies to organize and hold seminars efficiently, and it maximizes their effect.

To date, when holding seminar, there are barriers preventing the events themselves from being held easily. Accurate registration and management of participants is nearly impossible. It has also been extremely hard to provide a high-quality user experience. Moreover, there is no one-stop platform for handling these processes.

Sansan Seminar Manager solves these issues. It covers all processes, from the creation of a website drawing in participants, to processing of application forms, to reception of participants, holding of webinars, and aggregation of questionnaire responses. It ensures high-quality event operations and enables building of an accurate database of participants.




Steps for using Sansan Seminar Manager

**■Sansan Seminar Manager's features**
Specific features of Sansan Seminar Manager are as follows.

**・Automatic creation of sites to draw participants**
Simply enter information about the seminar into Sansan Seminar Manager, and a webpage to attract participants is automatically created using a prepared template. The full process from start to publication can be done in as little as 10 minutes. This means anyone, even those without specialized knowledge, can create a page to draw in seminar participants.

**・AI Form**
Sansan developed the AI Form as a unique type of entry form. Among its benefits are two attractive features: company name prediction and free domain identification.




Sample image of AI Form

Company name prediction is AI-driven and intuits the company that participants work for from the domain name in their email address. This allows participants to accurately enter their company name with a simple click or tap. The need for manual entry is eliminated.

Free domain identification is based on a free domain database containing approximately 5,000 domains used by free email services such as gmail.com. This allows seminar hosts to easily identify company email addresses.

**・The form feature is compatible with Smart Entry by Eight**
Smart Entry by Eight, announced in September 2020, adds to this system. It allows participants to use their business card information to register as event participants. They do this simply by taking scanning a QR code.[1] This saves the trouble of entering information into the form, while it enables the seminar organizer to obtain accurate information without typos. With these and other benefits, the function provides a seamless user experience for seminar participants.




User flow of Smart Entry

**・Unattended reception (for offline seminars)**
Install a dedicated Sansan-developed terminal at the reception desk to serve as the receptionist. Arriving participants arriving need only pass their business card over the terminal. The terminal immediately checks the information on the card against the online registrations. Everything is done automatically.

This removed the need for valuable human resources to be used up by reception tasks, which can often require two or three people. It also minimizes face-to-face contact between people, which is an aspect sought during the COVID-19 pandemic.



*Image of concept under development

**・Auto receptionist (for webinars)**
Sansan Seminar Manager issues and transmits a unique reception URL to each participant. The participant can use the URL to go to a service delivery website such as YouTube or Zoom, where they can view the webinar. This gives the seminar host accurate information about who is taking part in the webinar.

*Sansan Seminar Manager is a patent-pending technology of Sansan, Inc.

**■Expected Effects of Sansan Seminar Manager**
The Sansan Seminar Manager provides the following great benefits.

**・Automates seminar organization processes, enabling significant reduction of expenses and labor**
Previously, organizing seminars required multiple tools. Seminar preparation therefore involved multiple people and was labor-intensive.

Sansan Seminar Manager lets users complete all necessary tasks on a single platform. These include creating a webpage for attracting participants, issuing URLs for viewing the webinar, automated emailing, applicant management, reception and management of participants, and conducting questionnaire surveys after the webinar. In this way, it enables a significant reduction of labor and expenses that seminar organizing has typically required.

**・Makes webinar organizing easy for anyone**
Seminars are shifting to online webinar formats, reflecting the need to control the spread of COVID-19. This had created a barrier for companies that were not used to organizing webinars and therefore had trouble holding such events.

Sansan Seminar Manager lets companies easily organize webinars, simply by leveraging tools for online delivery, such as Zoom and YouTube.

**・Maximizes seminars' effects by integrating with MA and other tools**
Often, registered information of seminar participants is incorrect and there has been no way to know who viewed the seminars. This makes it impossible to maximize the effect of seminars.

Sansan Seminar Manager enables the accurate data that was obtained to be integrated with various MA tools or with the Sansan cloud-based business card management service. In this way it enables use of participant data in business activities, thereby maximizing seminars' effects.

**■Sansan Seminar Manager fees and inquiries**
Sansan Seminar Manager usage fees vary according to the size and number of seminars held in a year. Monthly usage fees begin at 50,000 yen (excluding tax).

Sansan Seminar Manager is scheduled to become available to customers on October 8th.

For inquiries regarding use of the system, go to:
https://seminar-manager.com/

**■Sansan's event tech business**
Effective today, Sansan, Inc. enters the event tech business, based on today's announcement of Sansan Seminar Manager and its synergy with Logmi, Inc., which has joined the Sansan Group, and EventHub Co., Ltd., in which the company invests.

The event tech business domain is growing rapidly in overseas markets as well. The COVID-19 pandemic has brought the need for this business are to grow. It has also attracted attention as a business essential for business activities in the post-COVID-19 era.

Under its mission of Turning Encounters into Innovation, Sansan enters the event tech business, which improves events and seminars – the catalysts for encounters.

The service portfolio of Sansan's event tech business is as follows.




The paper used for the Event Tech Business Strategy briefing session held today is available at:
https://ir.corp-sansan.com/en/ir.html

Sansan will continue evolving to fulfill its mission of Turning Encounters into Innovation.

[1]QR Code is a registered trademark of DENSO WAVE Inc.

**■Sansan Inc.**
“Turning encounters into innovation” is the company’s mission. The Sansan cloud-based business card and contact management system for businesses, and the Eight business card app for individual businesspeople are how it achieves this mission. The company’s services in Japan and overseas form a business card-based business platform.

Established: July 11, 2007
URL: corp-sansan.com
Address: Aoyama Oval Bldg. 13F, 5-52-2 Jingumae, Shibuya-ku, Tokyo 150-0001, Japan
Capitalization: ¥6,236 million yen (As of May 31, 2020)
Business activities: Planning, development and sales of cloud-based business card management services. B2B: Sansan – https://sansan.com; B2C: Eight – https://8card.net

Media contact
Ryosuke Koike, PR Group, Brand Communication Division, Sansan Inc.
Email: pr@sansan.com;