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June 24, 2021

Company Name: COLOPL, Inc.
Representative: Naruatsu Baba, President
(Securities Code: 3668
Tokyo Stock Exchange First Section)
Inquiries: Yoshiaki Harai, Executive Director
(TEL: +81-3-6721-7770)

Notice of Business Transfer of "Outing Research Lab" Business

COLOPL, Inc. (the “Company”) decided to transfer (the "Transfer") its location information analysis consulting service "Outing Research Lab" business (the "Business") to Blogwatcher Inc. ("Blogwatcher").

Notes

1. Reason for the Transfer

Since the launch of the project in March 2011, "Outing Research Lab" has been operated as one of our peripheral businesses.

We approached the 10-year anniversary of the project, in order to respond to the recent changes in the market environment, we have been considering the possibility of reorganization from the perspective of redistribution of management resources of the entire Group and further development of this Business.

As a result, the Company determined that transferring the Business to Blogwatcher, which has been cooperating with the business and provides services that utilize smartphone location data, would contribute to the sustainable growth of the Business and increase its business value, and agreed to the Transfer.

2. Outline of the Transfer

Business Activities : location information analysis consulting service "Outing Research Lab"
Date of transfer : July 1, 2021 (planned)

3. Overview of the company to be transferred

Name : Blogwatcher Inc.
Address : Shinkawa Sanko Building 9F, 1-3-17 Shinkawa, Chuo-ku, Tokyo
Job Title/Name of Representative : Masato Sakata, Representative Director
Date of Establishment : April 2, 2007
Business Activities : "Profile Passport" is a platform that includes location-based advertising and location-based data analysis."Keyword Match" is a long-tail SEO solution that can automatically generate landing pages.
URL : https://www.blogwatcher.co.jp/

4． Future Outlook

The impact of this business transfer on our results of operation is negligible.

End.