Uzabase Forms Capital and Business Alliance with EventHub, Event Marketing Platform Provider



Uzabase, Inc. has signed a capital and business alliance agreement with EventHub Co., Ltd. (head office: Chiyoda-ku, Tokyo; CEO: Rie Yamamoto), the operator of event marketing platform EventHub. Based on this agreement, Uzabase will acquire EventHub's shares issued through a third-party allotment and collaborate with EventHub to drive the development of B2B event marketing.

Background and Purpose of the Business Alliance

Event marketing in the B2B domain is becoming increasingly important. Marketing activities, traditionally focused on in-person events, have been largely impacted by recent changes in the business environment, such as rapid increase in online events, and are now entering a new era driven by technology and data.

Events are a powerful marketing tool that can help share visions and concepts, spur encounters and connections between participants via spatial experience and dialogue. We see strong potential in event marketing and aim to further develop it through technology, data, and content.

Uzabase has always placed high importance on event marketing initiatives as a Group, whether these be off- or online events. In our SaaS segment, event marketing is the largest marketing channel, while our business news media NewsPicks relies on B2B events for sustained growth. Furthermore, at the end of last year, we launched a new video distribution business "NewsPicks Stage." centered on online programs in an effort to integrate our SaaS and NewsPicks segments.

Through this newly formed capital and business alliance, we will bring together the strengths of EventHub as an event marketing platform and Uzabase's business data and content, aiming to accelerate the development of B2B event marketing in Japan.

As a result of this capital and business alliance agreement and the subsequent acquisition by Uzabase of EventHub's shares issued through a third-party allotment, accompanied by partial acquisition of EventHub's shares held by Sansan, Inc., EventHub will become an equity-method affiliate of Uzabase. The impact of this transaction on Uzabase's consolidated results for the current fiscal year will be minor.

Comment from Rie Yamamoto, CEO of EventHub Co., Ltd.
Since the launch of EventHub in 2019, we have been constantly evolving our services in line with B2B event marketing trends, including releases of an online version and hybrid support. Uzabase, one of Japan's leaders in video and experience-based marketing, has been our customer since the launch, as well as a partner in frequent conversations about the future of B2B event marketing.
We are very excited about this collaboration with Uzabase and see it as a unique opportunity to marry the strengths of our companies in a bid to accelerate event marketing development.

Comment from Taira Sakuma, Co-CEO of Uzabase, Inc.
Uzabase's purpose is to "Awaken a world of play in business, with our insights." To that end, we need to circulate human knowledge and keep transforming people's behavior. We believe that events play an essential role in this process thanks to their power to connect people. By investing in EventHub, our valued partner in various events, we will accelerate co-creation and awaken a world of play in business via events throughout Japan and around the globe.

Comment from Jumpei Sakai, CMO and Head of NewsPicks Stage., Uzabase, Inc.
At Uzabase, we focus on creating content experiences that ignite passion and move people's hearts and minds. Events do exactly this, and I am personally fascinated by the possibilities they offer.
Our collaboration with EventHub dates back to conferences in the early days of FORCAS and spans a variety of exciting projects. I believe that EventHub and Uzabase share the same passion, challenging spirit, and vision for events, and that together we can create new opportunities. Through this co-creation, we will expand possibilities for new experiences and speed up the development of event marketing.

Online Discussion Event on the Future of B2B Event Marketing

To mark the conclusion of this business alliance, EventHub and Uzabase will hold a joint online event "Envisioning the Future of B2B Event Marketing" (tentative title). Besides topic-focused discussions, the event will introduce the business alliance as well as visions by both companies.

- Title: "Envisioning the Future of B2B Event Marketing: Co-Creation by EventHub and Uzabase"
- Date and time: Wednesday, December 7, 2022, 11:00 a.m. to 12:30 p.m. (JST)
  *Since the event will be streamed live, the start and end times may be subject to change.
- Speakers:
  - Rie Yamamoto, CEO, EventHub Co., Ltd.
  - Taira Sakuma, Co-CEO, Uzabase, Inc.
  - Jumpei Sakai, CMO and Head of NewsPicks Stage., Uzabase, Inc.
  - Other guests to be announced at a later date
- Format: Panel discussion (Japanese only, no English interpretation available)
- Streaming: EventHub
- Registration: Please refer to the event page below.
  https://eventhub.jp/events/20221207-webinar/

About EventHub

EventHub is an event marketing platform with No.1* market share in Japan and a track record of over 1,000 events hosted by more than 350 companies, primarily webinars and conferences for B2B marketing and sales. It supports corporate B2B marketing and sales activities via events that focus on interaction with customers, enabling business negotiations conducive to sales and highly engaging event experiences.
*Based on competitive survey for online events by the Japan Marketing Research Organization (September 2020–August 2021)
Website:
https://www.eventhub.biz/

Company Overview

Company Name: Uzabase, Inc.
Date of establishment: April 1, 2008
Representatives: Co-CEOs Yusuke Inagaki / Taira Sakuma
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