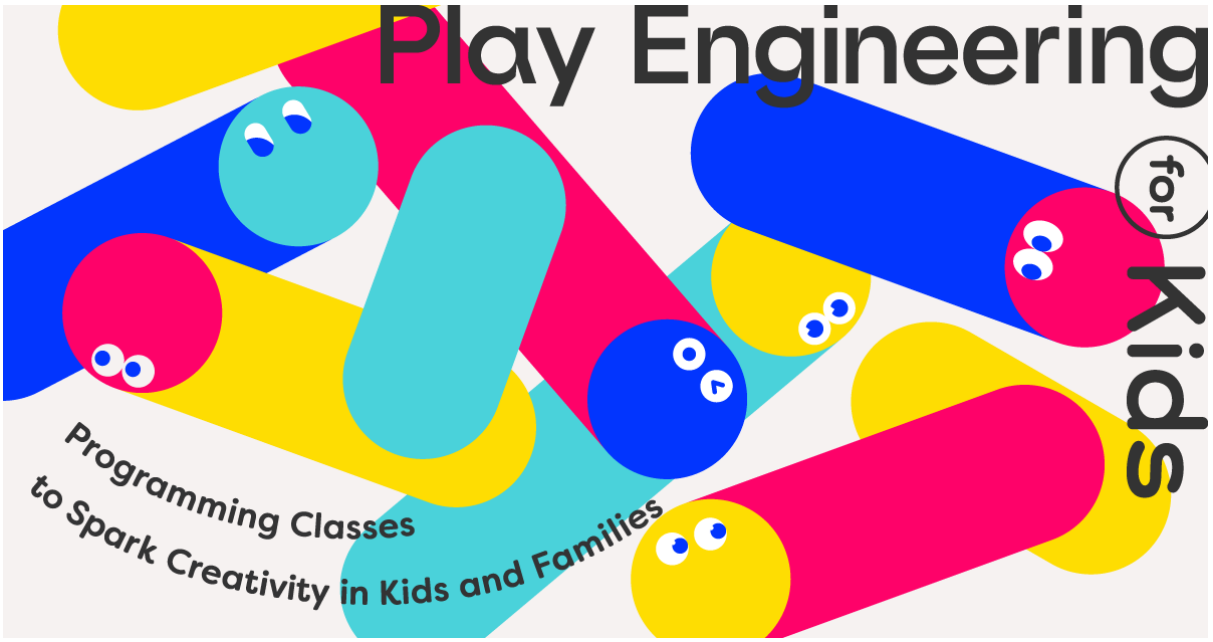
Uzabase Starts “Play Engineering for Kids: Programming Classes to Spark Creativity in Kids and Families”

Aiming to Awaken a World of Play in Business with the Power of Engineering



Uzabase, Inc. (hereinafter “Uzabase”) starts programming classes for children “Play Engineering for Kids,” to be held on a regular basis from December 2022 with Uzabase engineers as instructors. The classes aim to spark creativity and interest in IT and business among children—leaders of the future.

“Play Engineering for Kids: Programming Classes to Spark Creativity in Kids and Families” (hereinafter “the Event”) will feature Uzabase engineers as instructors, teaching children the basics of programming.

In addition to programming, this regular Event will include quizzes, group discussions, and other activities in collaboration with childrens’ newspaper NewsPicks for Kids, allowing participants to learn more about various global events.

Play Engineering for Kids website (Japanese only): https://playengineering-kids.uzabase.com

Background of “Play Engineering for Kids: Programming Classes to Spark Creativity in Kids and Families”

Programming education has become compulsory in Japan’s elementary schools from April 2020, and the standard level of engineering skills required of business professionals is expected to rise in the next decade.

The Event will create opportunities to spark interest in IT and business among children, future leaders of such technological age, and their families.

① Learn programming with fun from Uzabase engineers



Instructors are engineers involved in actual product development at the Uzabase Group

② Communicate and have fun as a family



Create opportunities for families to participate and learn together in an exciting way

③ Learn about world events and business together







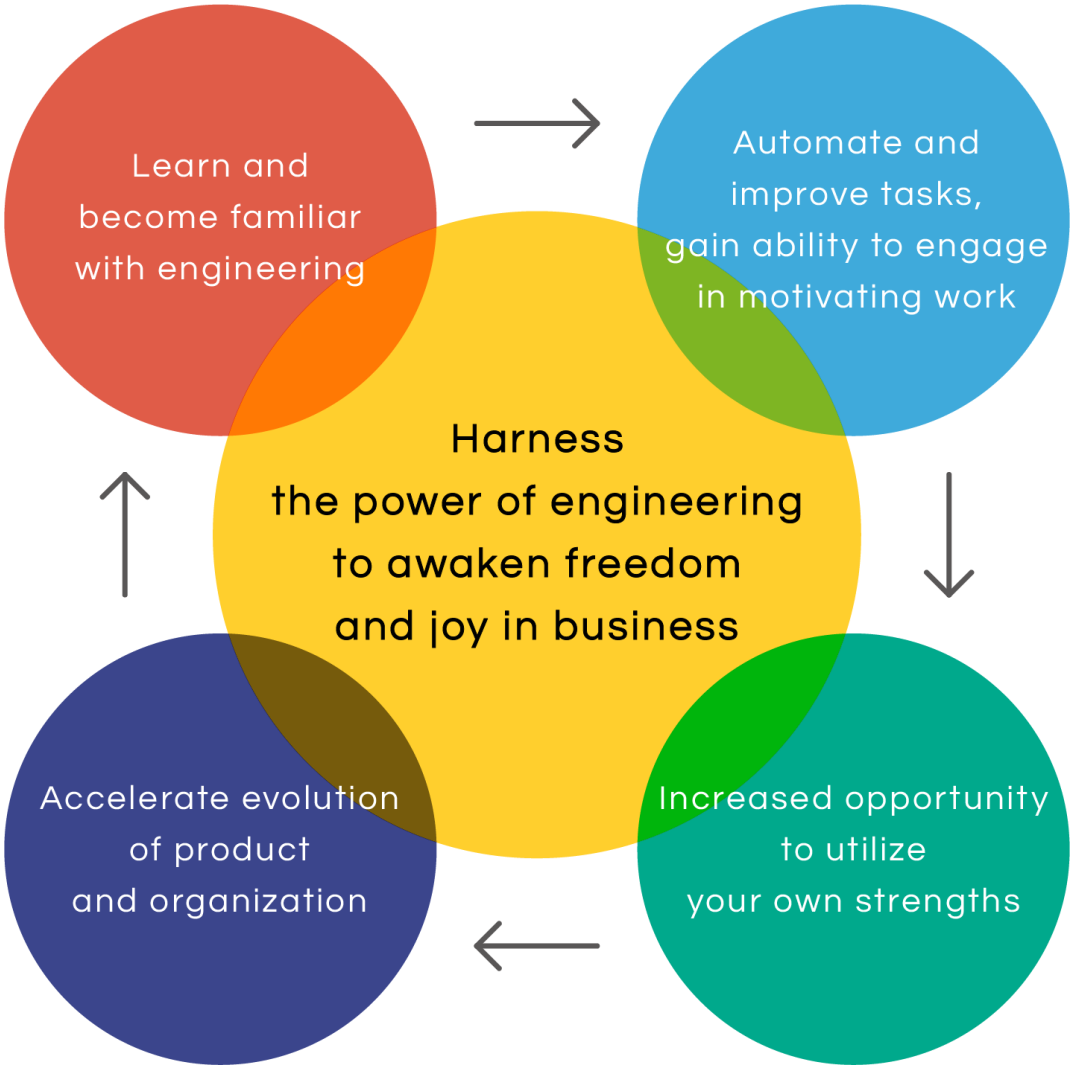
In addition to programming, children can learn about recent world events through business-related content provided in collaboration with NewsPicks for Kids and think about them together

About the Play Engineering Project

Since Uzabase's founding in 2008, we have always aimed to combine the power of people and technology in a bid to create must-have business intelligence services.

One of our seven material issues is "Becoming a technology company (Establish a new, technology-driven business model for the company)." As a technology company, we want to change the way business professionals work by freeing them from labor-intensive tasks and allowing them to do more creative work instead. This is a vision that we would also like to embody ourselves.

With this vision in mind, Uzabase launched its Play Engineering project in April 2022, aiming to awaken a world of play in business with the power of engineering.



Going forward, Uzabase will continue offering its support system that allows members of various professions to learn engineering in a fun way, as well as promoting the Play Engineering for Kids project. Through these initiatives, we will aim to spark interest in IT and business and create opportunities to maximize the potential of children—leaders of the future.

Inquiries

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Company Overview

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