



August 25, 2023

unerry Inc.

GroundLevel Insights Inc.

[To All Press]

unerry and GroundLevel Insights to partner in a Strategic Alliance

Will begin offering unerry's "Beacon Bank" service in North America

unerry Inc., a Tokyo based operator and creator of the real behavior data platform "Beacon Bank" and GroundLevel Insights Inc., a company that provides analytics and dashboard services utilizing location data in North America, have signed a strategic collaboration agreement with the aim of jointly offering unerry's "Beacon Bank" related services in North America.

At the same time, GLI has started providing "Analysis / Visualization Service" and "Behavior Change Service through Digital Advertising" as the North American version of "Beacon Bank" service in the U.S. and Canada.



Outline of the Strategic Alliance

As one of unerry's growth strategies, unerry has set its sights on global expansion, and in May 2023, it invested in GLI, a startup company that provides analysis and dashboard services utilizing location data in the United States and in Canada. At the same time, the two companies have been preparing for joint business development in the North American market, with a focus on the U.S. retail market, which is estimated to have a market size of over \$5 trillion (*1).



Specifically, this collaboration with GLI enables unerry to perform AI analysis on more than 240 million device IDs from North America (*2) and over 15 million POI locations (*3). Through this partnership we are building a data platform for American and Canadian businesses that leverages the know-how unerry has cultivated through the analysis of 150 million device IDs in Japan.

In North America, GLI will market the North American version of “Beacon Bank” service based on this data platform. In addition, GLI will be installing beacons in retail stores, sports and entertainment facilities, etc., and provide “Beacon Bank SDK” to mobile apps in North America to help improve the app experience, while working to expand the “Beacon Bank” platform in North America.

In addition, unerry will strengthen its marketing support in the North American market for those Japanese retail companies that are aiming for global expansion.

This is in line with unerry's global strategy, which has been disclosed for some time, and although the impact on unerry's business performance during the current fiscal year will be minor, it will contribute to improving the performance of both companies in the long term.

※1 : Source – National Retail Federation (NRF) <https://nrf.com/media-center/press-releases/nrf-forecasts-2023-retail-sales-grow-between-4-and-6>

※2 : Location data that complies with local laws and regulations, can be provided to third parties, and is guaranteed to be used for marketing use

※3 : Information tied to a specific location or facility, such as latitude and longitude, facility name, facility category, etc.

Comments from both Companies

Hidetoshi Uchiyama, Founder and CEO, unerry Inc.

We have been in communication with Mr. Khan of GLI in Japan and in the U.S. through the activities of The LBMA (a non-profit organization related to location-based marketing with chapters in 26 cities around the world). In the process, we were exposed to Mr. Khan's global knowledge of the use of location-based data and his significant contribution to the industry, particularly in the U.S. retail domain, which led to this partnership.

We are pleased to launch this service as the first step of our strategy "unerry, everywhere (unerry's data and technology are used everywhere in Japan and abroad to support sustainable urban development and improving retail experiences)" in North America.

We will continue to develop services designed for product market fit and expanding business in the North American market under our strategic partnership with GLI.

Asif R. Khan, Founder & CEO, GroundLevel Insights Inc.

We are extremely excited to initiate this strategic partnership with unerry. The combination of our data analytics platform with their mobile SDK and Beacon Bank platform will enable us to both realize new customers and partnerships in North America unlike anyone else in our space.

* The names of products and services mentioned in this news release are trademarks or registered trademarks of their respective companies.

* The information in this news release is current as of the date of release. It is subject to change without notice.



GROUNDLEVEL
INSIGHTS



Global Strategic Collaboration

Please contact:

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■ **GroundLevel Insights Inc.**

Founder & CEO : Asif R. Khan

Founded : Feb 4th, 2019

Business : Analysis of Location Data, Dashboard servicer etc.

Main Office : Ontario, Canada

Capital : \$ 1,676,909 (CAD)

URL : <https://groundlevelinsights.com/>

■ **unerry Inc.**

Company Name : unerry Inc.

Founder & CEO : Hidetoshi Uchiyama

Founded : August, 2015

Main Office : 15F Toranomom Business Tower, 1-17-1, Toranomom, Minato-ku, Tokyo

URL : <https://www.unerry.co.jp/>

A data company founded in 2015 that operates a real behavior data platform, Beacon Bank (<https://www.beaconbank.jp/>), which utilizes GPS and beacon technology to analyze more than 40 billion monthly data points and about 150 million IDs obtained from smartphone applications. AI analyzes big data on indoor and outdoor human flow obtained from smartphone apps using GPS and beacon technology. By "digitizing the real world," the company is developing businesses such as OMO marketing support and businesses for the realization of smart cities.