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December 10, 2024

Company Name PLAID, Inc
Representative Kenta Kurahashi,
Representative Director and CEO
Code No. 4165, TSE Growth

Contact Yusuke Takahashi,
VP of Finance
(TEL. +81-3-4405-7597)

Notice Concerning Acquisition of Assets from Newt, Inc. ("Newt")

We hereby notify that we have decided to acquire the assets related to the headless CMS(1) "Newt" owned by Newt.

We do not consider that the Transaction itself constitutes mandatory disclosure requirements. Nevertheless, we disclose the Transaction on a voluntary basis because this is information valuable to investors.

Note1: A headless CMS is a content management system that specializes in the back-end functions of content management (database, administration screens, and content distribution). It is called a headless CMS because it does not have front-end functions responsible for content display (commonly referred to as "head").

1. Reasons for the Transaction

Through this asset acquisition, we will expand the functions related to content management in our product lineup, including the "KARTE" series of CX (customer experience) platforms. Through this initiative, we will promote business expansion by evolving our products to enable integrated use, evaluation, and management of various contents across multiple channels, in addition to 1st Party Customer Data based on our proprietary real-time analysis engine. In addition, we will realize a product environment in which content data generated in the process of integrated content management and 1st Party Customer Data can be cross-fertilized and utilized to further enhance the value of each type of data and contribute to maximizing the value that companies provide to their customers.

We aim to achieve the following by acquiring the assets related to the headless CMS "Newt" from Newt.

(1) Accelerated expansion of content management functions in the KARTE series

This asset acquisition will enable us to accelerate the development and expansion of the content management domain in our product group. KARTE provides the "front-end" functionality, such as communication measures at each customer contact point, site improvement measures with KARTE Blocks, and site page generation with Craft Sites, while the "back-end" functionality, which provides content information via API, is provided by the KARTE series, which enables integrated management of content.

The headless CMS technology platform, which enables centralized management of content with intuitive operability, is compatible with the design concept of the KARTE series, which realizes consistent customer communication across multiple channels, and is envisioned for the development of new CMS products and interoperability with existing products.

(2) Further enhance the value of each type of data by leveraging cross-fertilization of 1st Party Customer Data and content data

The addition of integrated content management capabilities to the KARTE series will open up new possibilities for the utilization of content data and further enhance the value of 1st Party Customer Data, one of our core values. If it becomes possible to manage and evaluate content, which is an element of the customer experience, it will be possible to understand each customer's behavior not only in terms of their behavioral data, but also in correlation with the data of the content that evokes the behavior. In other words, a more sophisticated understanding of customers, including the context of their behavior, and sophisticated customer experiences and communications based on that understanding can be realized.

From this perspective, we will continue to expand our products and synergistically enhance the value of each type of data through an environment that enables smooth utilization of cross-fertilization of 1st Party Customer Data and content data, thereby contributing to building a better relationship between end users and companies.

We will continue to enhance the value of our products, and through various data and technologies such as AI, we aim to realize a society in which as many end-users as possible can enjoy comfortable and personalized experiences by maximizing the creativity of people who work to deliver comfortable experiences to end-users.

2. Details of Acquired Assets

Asset type	Acquisition price
Technical assets and intellectual property rights, including source code for the headless CMS “Newt”	- million yen

*We will refrain from disclosing the acquisition price due to the wishes of the counterparty.

3. Overview of Asset Transferor

(1)	Name	Newt, Inc	
(2)	Location	Tokyo Tatemono Yaesu Sakura-dori Building 1F, 1-5-20 Yaesu, Chuo-ku, Tokyo	
(3)	Representative	Atsushi Fujikawa, Representative Director	
(4)	Business Description	Development of headless CMS “Newt”	
(5)	Capital	54 million yen	
(6)	Established	April 26, 2021	
(7)	Relationship between the Company and Newt	Capital relationship	Not applicable
		Personal relationship	Not applicable
		Business relationship	We have business dealings with Newt
		Status of related parties	Not applicable

4. Schedule

Date of Conclusion of Asset Transfer Agreement	December 10, 2024
Execution date of the Transaction	December 17, 2024

5. Outlook

At this time, we do not anticipate any impact on our consolidated financial results for the fiscal year ending September 30, 2025 as a result of this asset transfer.