October 23, 2024

To the Members of the Press

Cacco Inc.
Hiroyuki Iwai, Representative Director, President

Combatting Credit Card Fraud: Southeast Asian E-commerce (EC) Food Site AgroMJ to Introduce O-PLUX

First Introduction of Fraud Detection Service in Southeast Asia

Cacco Inc. (Headquarters: Minato-ku, Tokyo; Representative Director, President: Hiroyuki Iwai; Stock Code: 4166; hereinafter "Cacco"), is the top*1 provider of fraudulent order detection services in Japan and a contributor to the creation of safe EC infrastructure. Cacco announces that its fraudulent order detection service O-PLUX has been adopted by the EC site AgroMJ. This site is operated by Southeast Asia-based CV. Makmur Jaya (Headquarters: Indonesia; General Manager: Denni Permana), which manufactures and sells foods. This development marks Cacco's first step founded on its partnership with Mulai Pte. Ltd. (Headquarters: Singapore; CEO: Tommy Hartono; hereinafter "Mulai"), with which Cacco recently announced the start of its collaboration.

*1: TOKYO SHOKO RESEARCH, LTD., "Survey on the number of EC sites in Japan introducing paid fraud detection services," (as of the end of March 2024)

For details on the partnership between Cacco and Mulai, please refer to the following website.
URL: https://ssl4.eir-parts.net/doc/4166/ir_material4/238865/00.pdf

■ Background to the Adoption of O-PLUX

In Indonesia, technology has driven the growth of diverse industries, including agriculture. Notably, annual rice consumption in Indonesia, the world's fourth-largest rice producer, has reached about 35.7 million tons*2. However, the current pace of production is not sufficient to respond to the increasing demand. Indonesian companies have therefore been strengthening their ties with farmers to further increase rice production.

The size of the EC market in Southeast Asia is predicted to reach about 33,387.1 billion yen (or 234 billion dollars*3) by 2025. In the rapidly growing EC industry, CV. Makmur Jaya (AgroMJ.com) has decided to evolve into a rice producer. It will develop several brands using digital technologies, with a view to promoting rice farming in Indonesia and around the world.

In line with the rapid expansion of the market, however, the risk of fraudulent transactions has also been rising. Credit-card fraud in particular has become a major challenge for EC business operators. Against this backdrop, AgroMJ has decided to adopt O-PLUX, a fraud detection service provided by Cacco. This will allow AgroMJ to offer a safe and highly reliable online shopping environment as an EC business operator that mainly deals with premium-quality rice. The adoption of O-PLUX is expected to enable highly accurate detection of fraudulent transactions, and the provision of a safer and smooth purchase experience.

*2 To be confirmed separately
*3: Calculated as 1 dollar = 142.68 yen (As of September 30, 2024)

Cacco will continue to strengthen its collaboration with Mulai, which provides anti-money laundering and fraud prevention platforms. It will do so by utilizing Cacco's accumulated fraud detection technologies and knowhow, zeroing in on Indonesia, Singapore, and other Southeast Asian markets. This way, Cacco will actively develop local markets, expand its businesses, and contribute to improved safety in the whole region.

[At the ceremony organized by CV. Makmur Jaya, Mulai, and Cacco to commemorate the adoption of O-PLUX to strengthen anti-fraud countermeasures]



From left to right: CV Makmur Jaya：Denni Purnama, Shimura of Cacco, Mulai CEO Tommy Hartono,
CV Makmur Jaya：Esti Isniati, Arlin Megawati. Makmur Jaya, and Tominaga of Cacco

■ Comment from CV. Makmur Jaya General Manager Denni Permana

We aim to offer an EC site that consumers can feel safe and confident using. We expect that the adoption of O-PLUX will help considerably reduce the risk of credit card fraud, without undermining customer convenience.

■ Comment from Cacco Inc. Representative Director, President Hiroyuki Iwai

Partnering with AgroMJ has proven that the awareness of Indonesian EC business operator on the danger of financial crime has risen greatly in the last few years. With the latest O-Plux technology, we are confident that we could protect AgroMJ against potential fraud and other financial crime. This initiative marks the first step towards contributing to the development of secure and trustworthy EC sites across Southeast Asia.

■ About CV. Makmur Jaya

CV. Makmur Jaya, established in Indonesia in 2012, produces and sells premium-quality rice. The company aims to become an industry leader that not just meets consumer demand, but also supports farmers and local communities. It utilizes a production facility incorporating state-of-the-art digital technologies. The company carefully selects high-quality ingredients to produce 200 tons of rice on a daily basis, seeking to establish a sustainable business.

■ About Cacco Inc.

With the management vision of "Shaping the 'Let's Do It' for a Next Game Changer," Cacco's goal is to help companies resolve issues and take on challenges through the development and provision of algorithms and software based on the company's technologies and expertise in security payment data science. The company has positioned fraud detection services for online transactions as its core service, providing Japan's top fraudulent order detection services, "O-PLUX" along with the "O-MOTION" service that detects unauthorized access to prevent information leaks on financial institution and member sites along with other services including phishing countermeasures. Furthermore, regarding data science services, the company contributes to cost reduction, task efficiency, and profit improvement through data application and analysis in diverse industries such as manufacturing, apparel, and construction.

* The company names, products, and service names (including logos) mentioned are trademarks or registered trademarks of their respective owners.
* The impact of this matter on current fiscal year performance will be minimal. If a significant impact that calls

for disclosure arises, it will promptly be disclosed.

Company Profiles

CV. Makmur Jaya

Address : Jl. Soekarno Hatta No. 21, Semarang
Representative : General Manager Denni Permana
Establishment : April 11, 2012
URL : https://agromj.com/
Business activities : Manufacturing and sale of foods
Related website : EC site https://agromj.com/shop/

Cacco Inc.

Address : 1-5-31, Motoakasaka, Minato-ku, Tokyo
Representative : Representative Director, President Hiroyuki Iwai
Establishment : January 2011
URL : https://cacco.co.jp/
Business activities : Provision of SaaS-type algorithms
(Fraud detection service, payment consulting service, data science service)
Related websites :

Fraud Detection Media "Fraud Detection Lab Fuselabo"	: https://frauddetection.cacco.co.jp/media/
Data Science Blog	: https://cacco.co.jp/datascience/blog/
Recruitment Information	: https://cacco.co.jp/recruitment/index.html

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