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To the Members of the Press

Cacco Inc.
Hiroyuki Iwai, Representative Director, President

O-PLUX Becomes the First Japanese Fraud Detection Service to Seamlessly Integrate with WooCommerce, Used by 30% of the World's Top EC Sites.

Enabling Instant Use of O-PLUX with Just a Plugin Download, No Additional Development Required

Cacco Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Hiroyuki Iwai; Stock Code: 4166; hereinafter referred to as "Cacco"), the Top*1 provider of fraudulent order detection services in Japan, contributing to the creation of secure e-commerce infrastructure, has announced the launch of a plugin for its fraudulent order detection service, "O-PLUX," compatible with "WooCommerce," an EC platform developed by Automattic Inc. (Headquarters: California, USA; CEO: Matt Mullenweg; hereinafter referred to as "Automattic"). and used by 30% (*2) of the world's top EC sites.

With this plugin, businesses using "WooCommerce" can implement "O-PLUX" as a measure against fraudulent activities such as credit card fraud and malicious reselling, simply by downloading the plugin, without the need for additional system development.

*1: Based on a survey conducted by 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).
*2: According to StoreLeads, as of the end of October 2024, WooCommerce is adopted by 30% of the top one million EC sites worldwide (data based on Woo Cart/Checkout usage).

For downloading the O-PLUX plugin for WooCommerce, click here.*3
URL: https://wordpress.org/plugins/o-plux/

*3: Please note that in addition to downloading the plugin, a separate application for "O-PLUX" and payment of a screening fee are required. The management interface is provided in English.

■ Background and Purpose of the Initiative

In recent years, the global spread of online shopping has brought with it a serious rise in fraudulent orders. In response to this issue, Cacco has developed a plugin to integrate with "WooCommerce," one of the world's leading e-commerce platforms, enabling international EC businesses, starting with those in Southeast Asia, to implement fraud prevention measures more seamlessly across borders.

The development of this plugin was undertaken by Mulai, a long-standing partner of Cacco, with extensive experience in system development for WooCommerce. By leveraging this plugin, Cacco aims to further expand its presence in the Southeast Asian market.

Launch of Collaboration with Mulai (https://ssl4.eir-parts.net/doc/4166/ir_material4/238865/00.pdf)

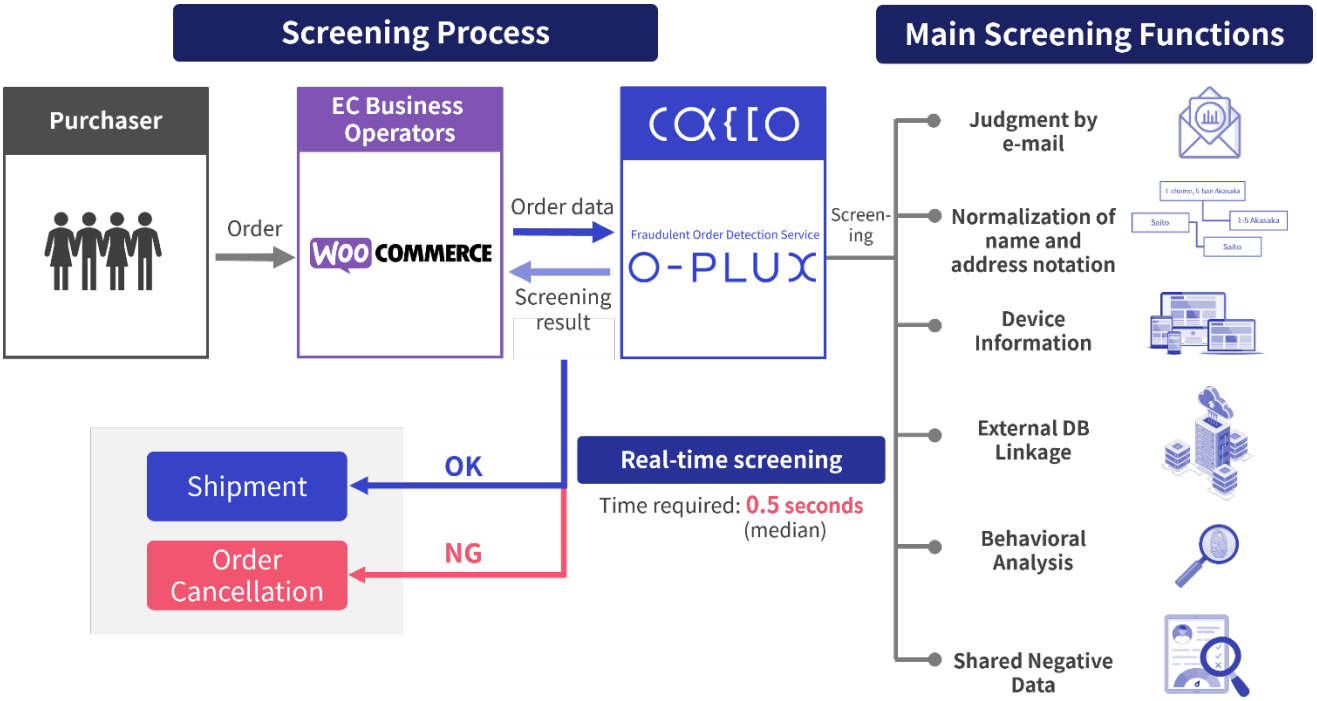
■ About "WooCommerce" https://woocommerce.com/

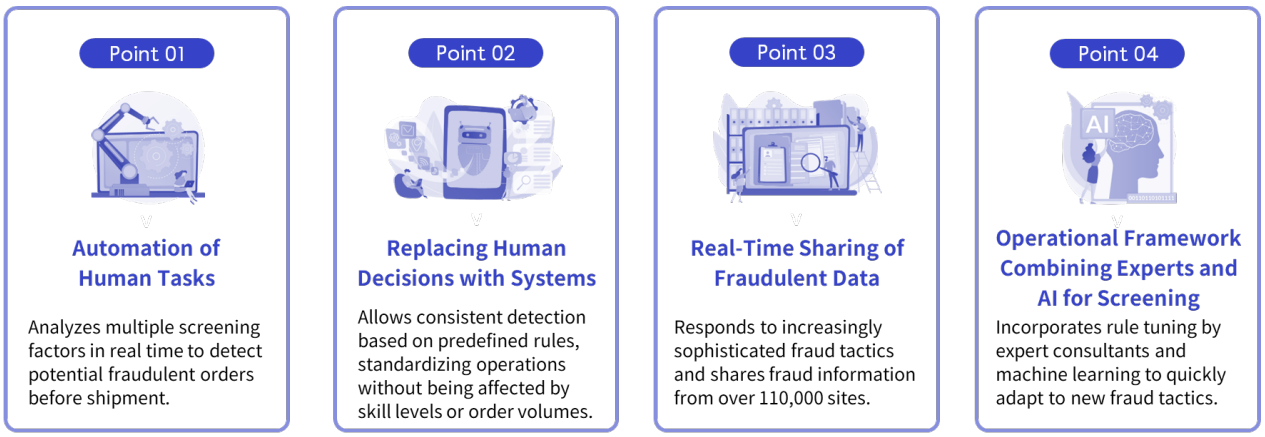
"WooCommerce" is an open-source e-commerce plugin for building online stores using WordPress. Anyone with a WordPress site can set up an online store for free. Equipped with a wide range of extensions (plugins), WooCommerce is widely used for online stores of all sizes, from small to large-scale operations.

■ About the Fraud Detection Service "O-PLUX" https://frauddetection.cacco.co.jp/o-plux/

O-PLUX, a fraud detection service provided by Cacco, is a cloud-based solution that uses proprietary

screening logic powered by data science to detect fraudulent orders in real time. It helps prevent fraud such as credit card impersonation, unauthorized reselling, malicious reselling, and non-payment for postpaid transactions, while also automating screening operations.





■ About Cacco Inc.

With the management vision of "Shaping the idea of '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, These services include "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. For more information about our company, please visit https://cacco.co.jp/en/

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