Digital Garage Group

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Digital Garage, Inc.
DG Business Technology Inc.

NEWS RELEASE

DGBT Accelerates D2C Brand Launch and Growth Support Through Partnership with Integrated Commerce Platform "ecforce"

Providing Consistent and Comprehensive Support for Launching E-Commerce Sites, from Strategy Design to Construction and Operation, with an Eye to Maximizing LTV

- **DG Business Technology, Inc. (HQ: Tokyo; Representative Director, President & CEO: Kazunori Shimizu; "DGBT"), a Digital Garage Group company that provides comprehensive support for digital businesses, will provide full-scale support for the launch and growth of D2C brand businesses by utilizing "ecforce," an integrated commerce platform developed by SUPER STUDIO INC. (HQ: Tokyo; CEO: Kosuke Hayashi; "SUPER STUDIO").**

DGBT has developed a system that provides consistent and comprehensive support—from strategic design to construction, operation, and data utilization—to address the challenges faced by medium-sized and growing companies launching e-commerce businesses such as D2C and maximizing LTV, providing support for e-commerce sites with a sense of speed and implementation ability.

■Background

The launch of e-commerce brands has picked up pace in recent years. Early business design with LTV in mind is the key behind success, particularly with health and beauty products, and there is demand for strategies from initial phases. In contrast, businesses in the startup phase need to both develop their businesses and build and run e-commerce sites at the same time with limited personnel and expertise, which makes the selection of infrastructure that combines speed and flexibility a vital issue.

Under such circumstances, "ecforce" has been adopted by many growing companies as a system foundation supporting rapid construction of e-commerce sites and business growth centered on LTV, and has recently been adopted by more than 1,600 stores (as of the end of May 2025) as an integrated commerce platform enabling enhanced marketing and sales channels and agile utilization of data.

Meanwhile, DGBT has built a large number of websites, primarily for enterprise companies, utilizing the "SI Web Shopping" e-commerce development package, and its strength lies in its scalability and development capabilities capable of accommodating complex workflows and commercial distribution. When it comes to supporting D2C brands, DGBT has developed a system that provides consistent and comprehensive support, from designing business strategy to product planning, promotion, and operation and improvements of e-commerce site, by facilitating hands-on assistance from the launch of the brand through to the growth phase. Through this partnership with "ecforce," DGBT will combine its advanced development capabilities with brand-accompanied support to provide a speedier and more effective e-commerce support system for medium-sized and growing companies.

■Features of "ecforce"

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1. SaaS products enabling both quick development of e-commerce sites and flexible expansion
Commerce foundation based on maximizing LTV can be developed quickly.
The API-based design also allows for collaboration with external tools and add-on development in a flexible manner.

2. Supports data-driven cross-channel sales strategies
Creates an environment enabling data-driven sales of products and services to customers located in a range of locations, on e-commerce sites, in stores, and other cross-channel routes.
Customer data from e-commerce sites, stores, and even reservation systems can be integrated and managed as assets.

3. Provides data solutions to accelerate commerce DX
Three data solutions are available: ecforce cdp, ecforce bi, and ecforce ma.
A single product is able to cover integration, analysis and utilization of customer data.
Create a PDCA environment for marketing strategies and measures that are directly linked to results.

■Future Developments
DGBT will leverage this partnership as a starting point for expanding its areas of support, focusing on growing companies and D2C brands. From development of e-commerce sites to CRM design, retention measures aimed at maximizing LTV, promotions, and fraud prevention, DGBT will combine the optimal solutions for each business phase, providing support with a sense of speed and implementation ability. Looking ahead, DGBT will also consider the possibility of linking functions with its "NaviPlus Series" of marketing services and the payment platform provided by DG Financial Technology Inc. (DGFT) of the Digital Garage Group.

Under the Group strategy "DG FinTech Shift," DGBT provides comprehensive support for the entire business process, from strategic planning to sales promotion, purchasing, and LTV maximization, for businesses through a dual-role platform with DGFT. Through strategic alliances within the Group and advanced technology companies in Japan and overseas as well as in-house development, DGBT will accelerate the provision of practical solutions for meeting diverse business needs and contribute to boosting the competitive edge of businesses.

■Company Profile
<DG Business Technology, Inc.> https://www.dgbt.jp
DGBT is a Digital Garage Group company providing comprehensive digital business support. The combination of a wide range of solutions, including strategic support, system strategy, digital marketing, security, and data utilization, provides comprehensive support for all processes underpinning commerce and digital business, from strategy formulation to sales promotions, purchasing, and repeat business, with the view to boosting growth of business operators. Based on the group strategy "DG FinTech Shift," DGBT and DG Financial Technology Inc., which provides payment and settlement services, will support business operators for maximizing their business and strengthening their management base.
DGBT was launched as a new company in April 2025, following the business merger of NaviPlus Co., Ltd., DG Commerce Inc. and Scudetto Corporation, three companies that have supported commerce businesses since

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the early days of e-commerce.

<Digital Garage, Inc. (parent company)> https://www.garage.co.jp/en/
Digital Garage's corporate purpose is "Designing 'New Context' for a sustainable society with technology." Digital Garage operates a payment business that provides one of the largest comprehensive payment platforms in Japan. In addition, Digital garage has a marketing business that provides one-stop solutions in the digital and real world, and a startup investment and development business that reaches out to promising startups and technologies in Japan and overseas.

■About the "ecforce" integrated commerce platform https://ec-force.com/
ecforce is an integrated commerce platform that boosts marketing and sales channels, and enables agile data utilization for achieving commerce DX. It provides a range of products catering to commerce businesses, from building and strengthening sales channels to acquiring data, integrated management, analysis, and utilization. ecforce aims to optimize overall commerce businesses and create a foundation for growing businesses in line with customer operations. This will help achieve SUPER STUDIO's mission of "maximizing the customer experience for everyone involved in things and goods.

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