May 28, 2025
unerry, Inc.（TSE Stock Code: JP5034）

unerry to Exhibit at “NRF 2025: Retail’s Big Show Asia Pacific” in Singapore from June 3–5, 2025

unerry, Inc. will exhibit at NRF 2025 Retail’s Big Show Asia Pacific (hereinafter “NRF 2025 APAC”), taking place from June 3–5, 2025 in Singapore, to highlight the strategic importance and strong growth potential of the Asian retail market.

The NRF Retail’s Big Show is one of the world’s largest and most influential retail conferences, held annually in New York with around 35,000 attendees from over 75 countries. NRF 2025 APAC is the Asia-Pacific edition of this global event, bringing together industry leaders from one of the fastest-growing retail markets in the world.

◇ NRF APAC Innovators Showcase – Booth #2111

unerry has been selected as one of the top 30 innovative technology companies in the NRF APAC Innovators Showcase, a special exhibition area that highlights groundbreaking technologies transforming the retail landscape in the Asia-Pacific region. This area features cutting-edge solutions across AI, machine learning, extended reality (XR), IoT, blockchain, biometrics, and robotics.

At the showcase, unerry will present interactive demos centered on ' hyper-personalization' , using its proprietary ' Beacon Bank SDK' . Powered by 420 million location-based user IDs, ' Beacon Bank' analyzes visit patterns, behavioral affinities, and consumer flows across various environments. By integrating this behavioral big data with media and weather data, unerry delivers advanced solutions for customer engagement, CRM, and demand generation.

◇ Joint Booth with HAKUHODO Inc. and Four Leading Companies – Booth #2007

In addition, unerry will co-exhibit at a joint booth themed "Unified Commerce" with HAKUHODO Inc., alongside three other domestic and international partners.

This collaborative booth will showcase future-ready retail solutions that leverage AI and other emerging technologies, offering insights into the latest trends and practical strategies shaping the future of retail.



Event Overview

- **Event Name:** NRF 2025: Retail's Big Show Asia Pacific
- **Dates:** Tuesday, June 3 – Thursday, June 5, 2025
- **Venue:** Marina Bay Sands Expo & Convention Centre, Singapore
- **Registration:** Advance registration required at https://nrfbigshowapac.nrf.com/registration

■About unerry (https://www.unerry.co.jp)

Since being founded in 2015, unerry has worked to realize an ambient intelligence infrastructure that fuses real and digital by converting the real world into data. This led to the company being listed on the Tokyo Stock Exchange Growth Market in July 2022.

Beacon Bank, a real behavioral data platform operated by unerry, is a big data platform that accumulates a total of 420 million IDs (160 million IDs in Japan) and over 84 billion location logs per month. Its greatest feature is the beacon sharing mechanism (patented technology in Japan, the United States, and in China) that supports a nationwide network of approximately 2.17 million beacons. In addition to GPS, which comprehensively captures outdoor data, underground and indoor position measurement data is also collected by the beacons. It seamlessly captures indoor and outdoor people flow data. At unerry, by analyzing people flow big data using our AI technology, we visualize real places and consumer behavior, develop retail marketing that encourages behavior change and offers services to help build smart cities.

＊All services and products referred to in this release are corporate registered and/or trademarked.

＊All services and products referred to in this release are based on availability on the release date and are subject to change without notice.

＜For any further inquires＞

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