August 13, 2026
Digital Garage, Inc.
DG Business Technology, Inc.

NEWS RELEASE

Digital Garage and DG Business Technology Launch "DG Agentic One™," Japan's First Integrated Platform for Optimizing Agentic Commerce

Supporting the Development of AI-Ready E-Commerce Infrastructure That Helps Businesses Stay Competitive Through AI-Optimized Data, GEO Optimization, the Latest Protocol Connectivity, and E-Commerce Cart System Integration

Digital Garage, Inc. (TSE Prime: 4819; HQ: Tokyo; President Executive Officer and Group CEO: Kaoru Hayashi; "Digital Garage") and its subsidiary, DG Business Technology, Inc. (HQ: Tokyo; Representative Director, President & CEO: Kazunori Shimizu; "DGBT"), which provides comprehensive digital business support, today announced the launch of "**DG Agentic One™**," Japan's first(*1) comprehensive solution for agentic commerce optimization. The new solution is designed to help businesses respond to the rapid transformation of the purchasing process driven by the widespread adoption of generative AI.

DG Agentic One

Digital Garage Group

(*1) As of August 13, 2026, and according to Digital Garage's research, DG Agentic One™ is the first service in Japan to provide an end-to-end solution encompassing AI data optimization (transformation and generation), GEO optimization, support for AI agent commerce protocols (including UCP and ACP), and e-commerce cart system integration.

■ Background

Consumer purchasing behavior is rapidly shifting from traditional "shopping journeys driven by search engines and social media" to "Agentic Commerce," in which AI agents seamlessly manage the entire purchasing journey, from information discovery and product recommendations to purchasing and payment.

Industry forecasts also predict that "by 2030, approximately 25% of global e-commerce sales will either be processed directly by AI agents or be significantly influenced by AI-driven purchasing decisions(*2)." Based on this forecast, even under a more conservative assumption that AI agents account for 20% of Japan's e-commerce market, it is estimated that approximately ¥15.6 trillion in payment transaction

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volume will shift to AI agent channels by 2030(*3). As a result, implementing measures to ensure products and services are "chosen" by AI has become a top strategic priority for e-commerce businesses.

As this shift accelerates, e-commerce businesses must support commerce protocols required for interoperability with AI agents (including UCP and ACP) while also meeting advanced technical requirements such as "data structuring and the addition of semantic information" to enable AI to accurately understand and interpret product information.
However, in Japan, expertise in this area remains limited, and the reality is that most businesses have yet to take concrete steps to address these emerging requirements.

(*2) Source: Deloitte "Agentic commerce - Redefining the economics of retail" (2026)
(*3) Based on the Ministry of Economy, Trade and Industry's "Market Survey on Electronic Commerce (EC)" and estimates for various payment markets, Digital Garage has independently calculated that the online payments market was approximately JPY 54 trillion in 2025. This estimate assumes that 20% of Japan's online payments market in 2030 (approximately JPY 78.2 trillion)—calculated based on a compound annual growth rate (CAGR) of 7.7%(*4) from 2025—will shift to AI agent channels.
(*4) Ministry of Internal Affairs and Communications, 'Supplementary Data to the Information and Communications in Japan 2024' (Only in Japanese)

■ Digital Garage Group's Approach to Promoting Agentic Commerce

The Digital Garage Group has been advancing initiatives in anticipation of a new era of e-commerce powered by autonomous AI collaboration. As part of these efforts, the Group launched "AI generative engine optimization (GEO) support" in January 2026 as an enhancement to its marketing AI solution, "DG AI Drive." The service was among the first to help businesses optimize their products for AI search so they can be "selected and recommended" by AI.

The newly launched **"DG Agentic One,"** a comprehensive solution for agentic commerce optimization, represents the next evolution of these initiatives. By integrating the essential capabilities required for Agentic Commerce into a single platform, it provides end-to-end support for e-commerce businesses in building an optimized operating environment.

<Related Release>

January 15, 2026, Digital Garage / DGBT News Release

Digital Garage and DG Business Technology Launch GEO Support for the Agentic Commerce Era

■ Overview of "DG Agentic One"

Through this solution, Digital Garage and DGBT provide Japan's only comprehensive, one-stop solution for Agentic Commerce by combining "**DG Agentic One DataFeed**," which enables AI to better understand and evaluate products and brands, "**DG Agentic One GEO**," which implements measures to ensure

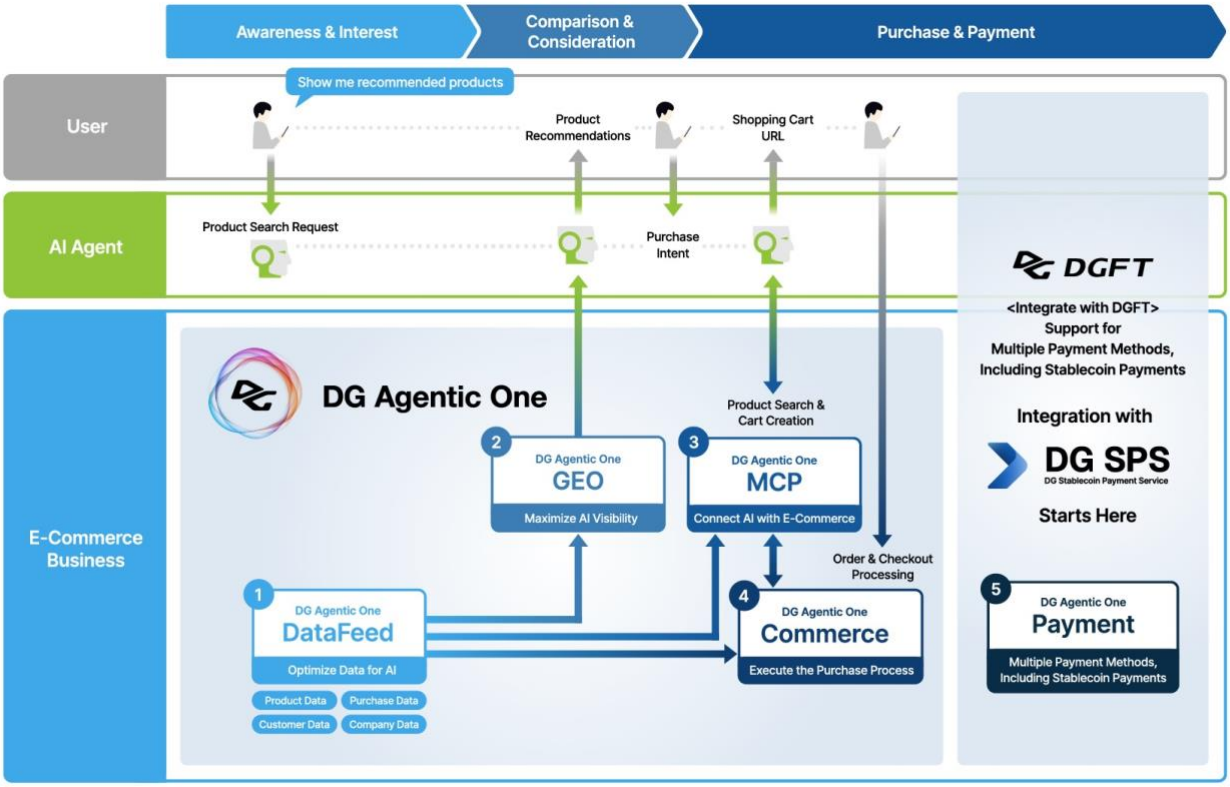
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products are selected and recommended in AI search, "**DG Agentic One MCP**," which connects AI with existing e-commerce websites without large-scale modifications of existing e-commerce platforms, "**DG Agentic One Commerce**," which realizes next-generation migration while utilizing existing e-commerce systems and operations, and "**DG Agentic One Payment**."

* Patent applications covering the proprietary technologies and architectures of "DG Agentic One" are currently pending.

* Trademark applications for "DG Agentic One" are currently pending.

▼ **Overall Structure of DG Agentic One** (Detailed descriptions of each function are provided below)



1. DG Agentic One DataFeed

In addition to existing data held by e-commerce businesses, including product master data, customer reviews, and brand information, DG Agentic One DataFeed enriches this information with proprietary data curated by the Digital Garage Group and transforms it into AI-optimized data. The solution structures data and adds semantic information tailored to the reference sources used by AI, enabling AI to better understand and evaluate products and brands while establishing the data foundation required for Agentic Commerce.

2. DG Agentic One GEO

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DG Agentic One GEO helps ensure that products are recommended by leading AI search services, including ChatGPT and Google AI Overviews. The solution provides end-to-end support, from current-state analysis and strategy development to implementation, enabling businesses to build brand awareness and drive purchase intent in the zero-click era, where customer engagement no longer depends on website traffic.

3. DG Agentic One MCP

DG Agentic One MCP serves as a gateway between AI agents and e-commerce websites. Supporting the latest commerce protocols, including UCP and ACP, it enables AI agents to search product and transaction information, generate shopping carts, and seamlessly connect AI-driven product recommendations with the purchasing process.

4. DG Agentic One Commerce

Conventional e-commerce platforms have traditionally consisted of two primary layers, a “front end” for customer interactions and a “back end” that manages business operations. DG Agentic One Commerce introduces a third layer, an “AI agent-facing front end,” creating a next-generation three-tier architecture. Backed by 28 years of experience in e-commerce platform development since the release of Japan’s first e-commerce package, the solution enables a seamless migration to next-generation commerce while maximizing existing systems and business operations.

5. DG Agentic One Payment (* Currently under development)

Leveraging the Digital Garage Group’s payment infrastructure, DG Agentic One Payment will provide a secure, AI-driven payment environment. It enables a seamless and secure purchasing experience without interrupting the conversation between AI agents and users.
The solution is planned to integrate with **“DG Stablecoin Payment Service™ (DG SPS™)”**(*5), the stablecoin payment platform previously announced by Digital Garage, enabling support for multiple payment methods, including stablecoin payments.

(*5) Related Release, Digital Garage, August 10, 2026

Digital Garage Launches the Commercial Rollout of “DG Stablecoin Payment Service™ (DG SPS™),” a Stablecoin Payment Platform Supporting Next-Generation Payment Infrastructure

■ Group Collaboration and Future Outlook

Through “DG Agentic One,” the Digital Garage Group will help maximize sales for e-commerce businesses by positioning itself at the forefront of GEO, a new competitive differentiator in the AI era. Going forward, the Group will continue collaborating with domestic and international platform providers to help establish Agentic Commerce as the new standard for commercial transactions. At the same time, it will accelerate the development of a new commerce infrastructure that delivers an end-to-end experience, from AI-

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driven product recommendations to payment, by leveraging the Group's core strength in payment infrastructure to provide a secure payment environment.

<Comments>

Kaoru Hayashi (Representative Director, President Executive Officer and Group CEO, Digital Garage, Inc.)

The evolution of AI is redefining not only operational efficiency and Customer Experience but also purchasing behavior across society and the very structure of industries. We are confident that Agentic Commerce will become the defining trend in this "second chapter of the data society."
The Digital Garage Group has consistently remained at the forefront of each new wave of the Internet, creating new contexts through technological innovation. Going forward, we will continue to bridge payment and financial infrastructure with cutting-edge AI technologies, driving the evolution of the broader ecosystem so that Japanese industries can remain globally competitive in the AI era.

Kazunori Shimizu (Representative Director, President & CEO, DG Business Technology, Inc.)

"DG Agentic One" is Japan's first comprehensive platform designed to eliminate the "technical barriers" facing e-commerce businesses and serve as a powerful engine for success in the AI era. It provides a one-stop solution covering everything from AI-optimized data structuring that enables AI to accurately recognize products, to connectivity with standard-setting global commerce protocols, and secure automated payments.
In the Agentic Commerce market, which is projected to reach approximately JPY 15 trillion in Japan by 2030, the Digital Garage Group aims to support JPY 3 trillion in transaction volume. At the same time, we will provide comprehensive support across every aspect of technology and services, enabling e-commerce businesses to participate immediately while leveraging their existing system assets. By rapidly bringing global technology trends into practical use, we will accelerate the development of next-generation commerce infrastructure.

<Company Overview>

■Digital Garage

Name: Digital Garage, Inc.

Representative: Kaoru Hayashi, Representative Director, President Executive Officer and Group CEO

Head office address:

- DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo
- Shibuya PARCO DG Bldg., 15-1 Udagawa-cho, Shibuya-ku, Tokyo

Date founded: August 1995

Business Overview: Digital Garage, Inc. is the leading payment service provider in Japan. With the corporate purpose of "Designing 'New Context' for a sustainable society with technology," Digital Garage operates payment business services for various comprehensive payment platforms in Japan. Digital

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Garage also runs a marketing business providing one-stop solutions in both the digital and real worlds, as well as a startup investment and development business for approaching promising startups and technologies in Japan and overseas. Digital Garage is listed on the Tokyo Stock Exchange Prime Market (TSE Prime: 4819). For more on Digital Garage, visit garage.co.jp/en

■DGBT

Name: DG Business Technology, Inc.

Representative: Kazunori Shimizu, Representative Director, President & CEO

Head office address: DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Business Integration (Merger / Trade Name Change): April 2025

Business Overview: 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 the early days of e-commerce.

URL: https://www.dgbt.jp

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