unerry Inc.

(TSE Growth Section: 5034)

Third Quarter Ending June 2026 Financial Results

Presentation Materials

May 2026



Summary

Financial Highlights

Strong Recurring Revenue Base Drives Reacceleration in Revenue and Profit Growth

- **Performance:** Record quarterly net sales of ¥ 1,527 M (+51% YoY).
  12-Month rolling revenue at ¥ 4,672 M (+34% YoY) showing sustained growth.
- **Revenue Base:** Recurring customers grew to 176 (+31% YoY), with revenue ratio stable at 91%.
- **Profit:** Operating income rose to ¥331 M (+85% YoY) with accelerating profit recovery from Q1 strategic investments.

Business Highlights

New Sales Structure Driving Deepening Customer Engagement and Business Expansion

- **Retail DX :** Enhanced sales structure driving new client growth and cross-sell/up-sell.
- **Retail Media :** Strong performance driven by expanded partner sales and major contract wins.
- **Smart City :** Growing transactions in public sector and private real estate/transit industries.
- **Global :** Steady rise in inbound projects and launch of collaboration with global ad tech partners.

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4. Blogwatcher Acquisition and Integration

Appendix

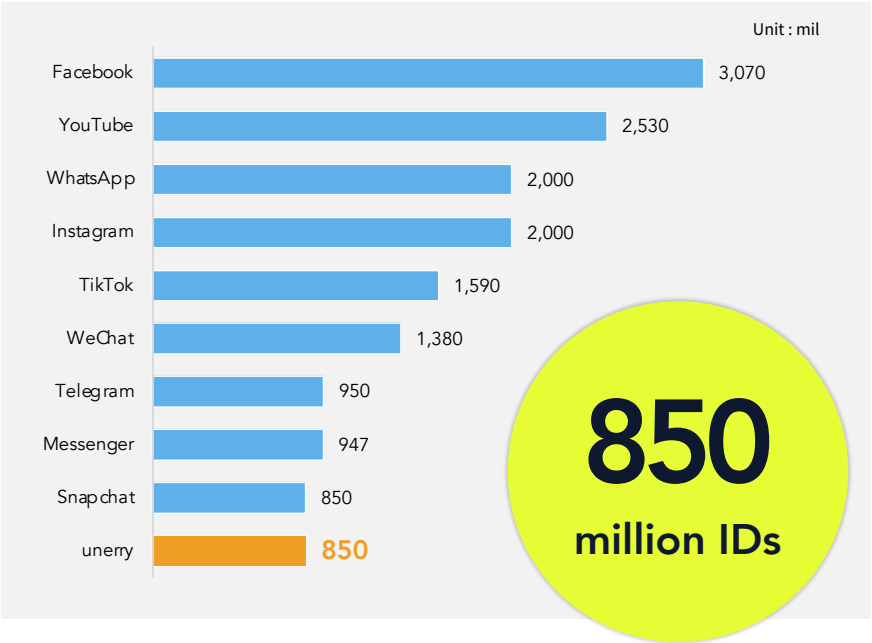
- IR Event Updates
- Financial Information
- Business Model



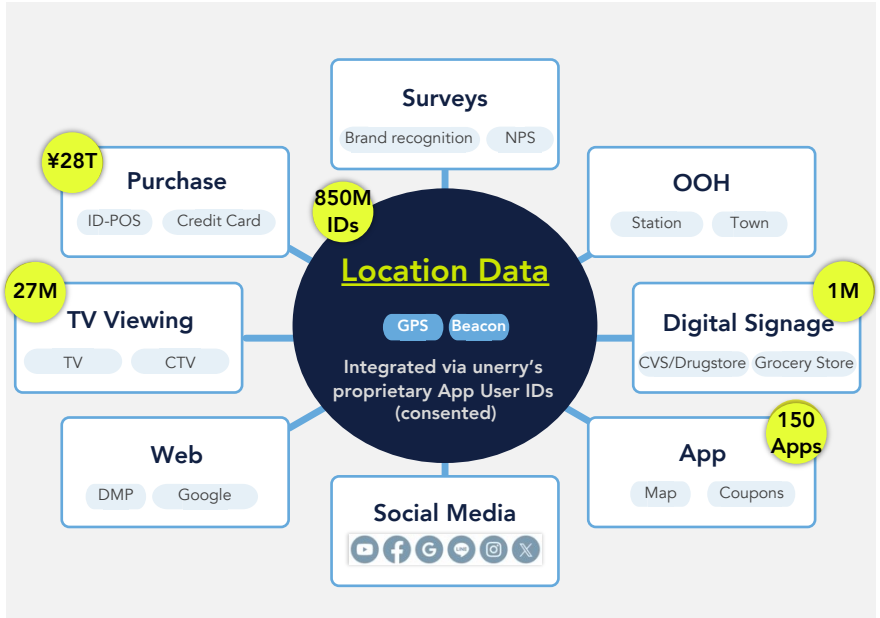
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Global Top 10 Big Data Company From Japan

Number of Active Users Worldwide※



Developing Consumer Behavior Big Data with Location Data at its Core

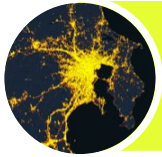


※... Edited by unerry based on Digital 2025: Global Overview Report. Figures for companies other than unerry represent active users of their own apps and services. unerry's figure represents active users from data acquired through third-party apps and other services in which unerry's proprietary technology is embedded, as of January–June 2025.

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Our Services

Analyze, advertise, personalize. Cover all DX needs



Big data on consumer behavior with 850 million IDs

+

AI Analysis

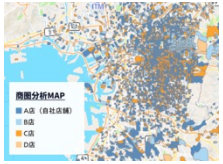
Profiling | Real-Time Recommendations | Transportation/ Situation Estimation | Prediction of store likelihood

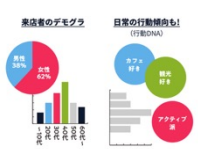
AI BRAIN

(1) Analysis

Analysis tools for retailers and cities

ショッパーみえ~る
Shopper Mieru -shopper/city dashboard-





(2) Advertisement

Store visit / purchase target ads, ad measurement

Beacon Bank AD





(3) One to One Solution

Personalized messaging solution

Beacon Bank 1to1





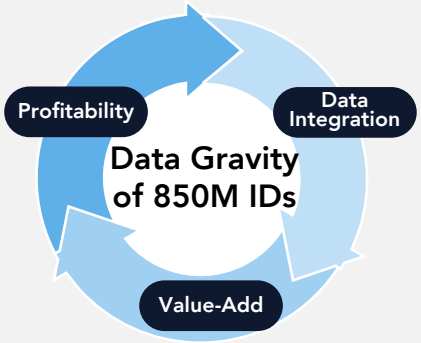
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Data Volume Driving Non-Linear Growth Acceleration

850M IDs creating "Data Gravity" to power 3 strategic engines and fuel non-linear growth

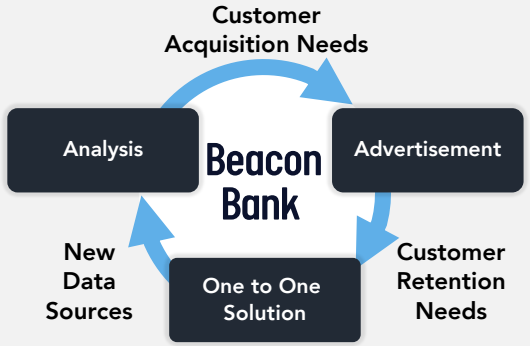
Data Assets

Generating a virtuous cycle where data scale accelerates business growth



Product Innovation

Connected Services drive customer success, fueling unerry's revenue growth



Market Expansion

Becoming the essential infrastructure supporting industries across all sectors



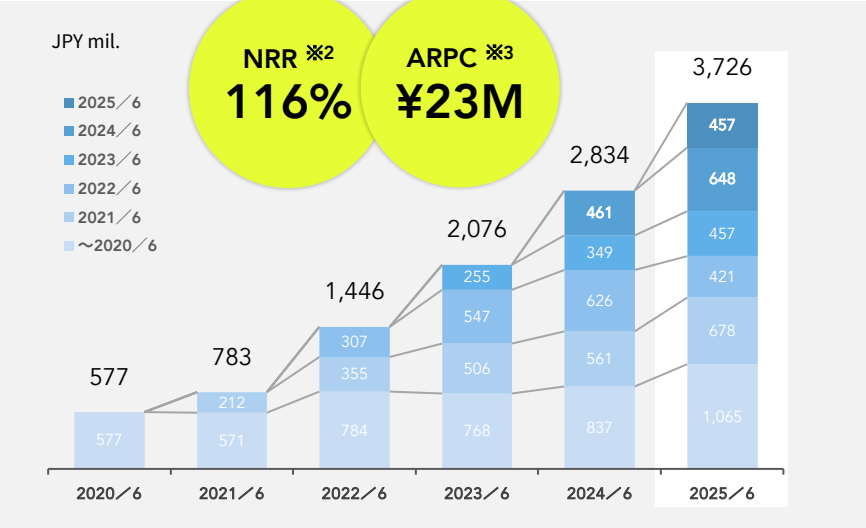
※... Identity resolution and deduplication logic with Blogwatcher IDs is currently being developed.

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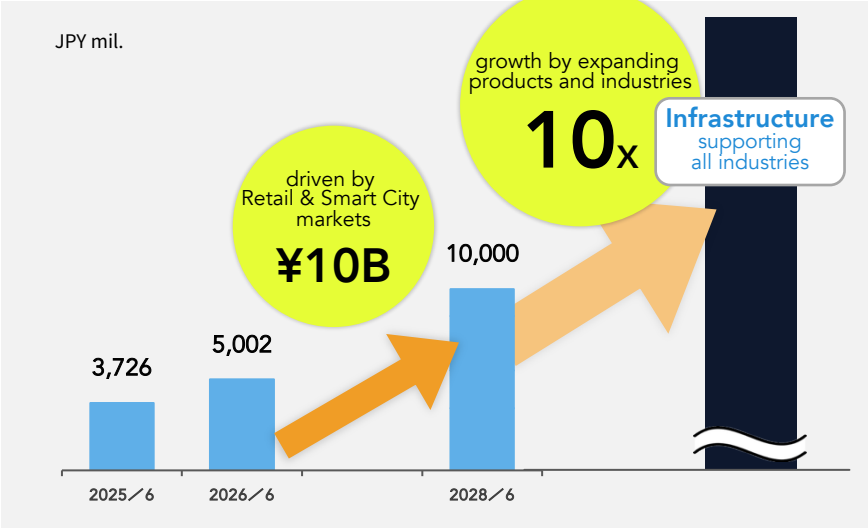
The Second Chapter of Growth: Entering the Scaling Phase

Beyond steady accumulation, we will scale rapidly by expanding data, products, & markets

Net Sales by Cohort for Recurring Customers ※1



Driving Leverage through Scale



※1 ... Yearly cohort net sales are shown based on customers acquired in each fiscal year. ※2 ...Net Retention Rate (FY2025) ※3 ... Annual ARPC (FY2025)

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AI Vision

Our goal: Building a "World Model" replicating the real-world via data and AI

AI Ready Behavioral Big Data

- All behavioral data spanning real and digital worlds
- Advanced data cleansing technology enabling any AI utilization



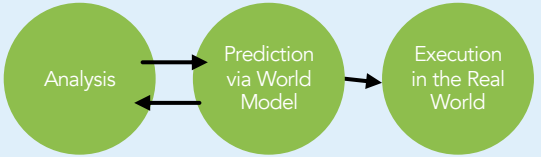
World Model (Ambient Intelligence)

Creating "another real world" that reveals where people are, where they go, why they move, and how they will move next



Infrastructure that understands, predicts & designs real-world behavior

- Reducing the need for costly real-world trials in store openings/closures
- Achieving "zero waste" in ads and promotions
- Simulating urban changes before construction
- Projecting Japan's future under new policies



unerry aims to be a company capable of "Simulating Global Behavior"

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Business Model for the World Model

Deepening client AI adoption expands World Model applications

World Model OS

Establishing Ontology for Human-AI Data Synergy



- AI Optimization
- Prediction
- Semantic
- Alignment
- ID Integration

Client Enterprises

Data Integration & AI Development for Continuous Evolution

AI

Strategic AI Utilization

- Demand Forecasting
- Advanced CRM
- Operational Transformation
- Evidence-Based Policy Making
- SCM Optimization
- Traffic Flow Optimization

Make AI smarter

DX/AI Consultation

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- Business Model



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Financial Highlights

Net Sales （3Q）

¥ 1,527 million

YoY +51 %

Gross Profit（3Q）

¥ 680 million

YoY +36 %

Operating Income（3Q）

¥ 331 million

YoY +85 %

Strong Recurring Base Re-accelerating Both Top-line and Profit Growth

Net Sales - Sustaining double-digit growth across all services

Strong growth in Advertisement service (+71%) and Analysis service (+40%), with a highly stable 91% recurring revenue ratio.

Gross Profit - High-margin analysis service increased as planned

Significant growth in profit despite higher indirect COGS ratio driven by strong Advertisement service performance.

Operating Income - Accelerating profit recovery phase with significant growth

Profit recovery accelerated following strategic investments in Q1.

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Net Sales: By Service

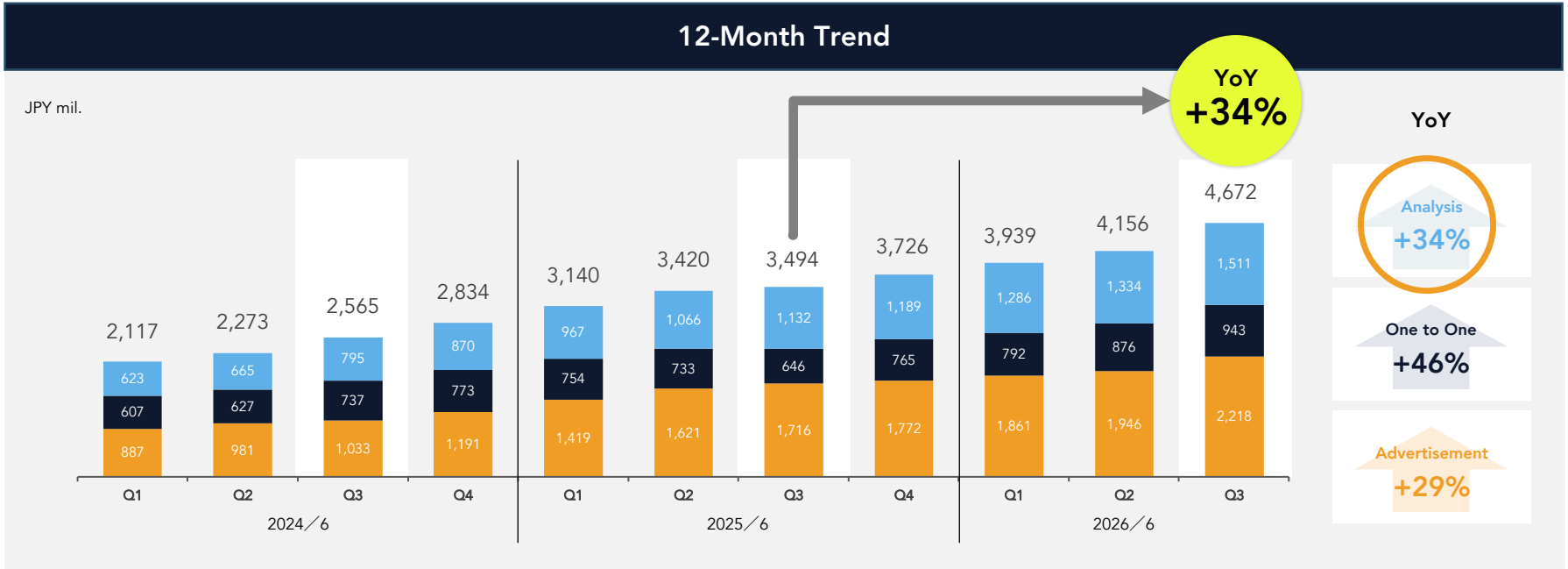
- Q3 revenue reached ¥1,527 million (+51% YoY), sustaining its strong growth trend.
- Growth driven by new customer acquisition and cross-selling in Retail DX and Retail Media.

Quarterly Trend



Net Sales: 12-Month Rolling Revenue

- 12-month rolling revenue, which removes seasonality to show underlying growth, recorded high growth of +34% YoY.
- All three services continued to sustain healthy growth.



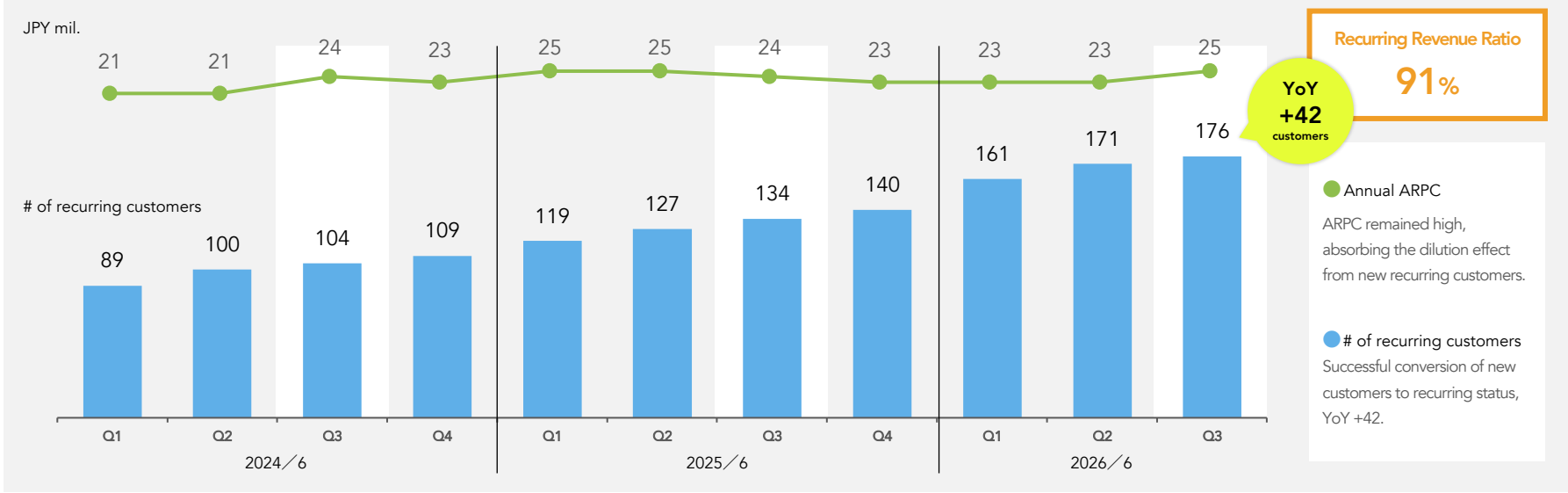
※... Total sales for the past 4 quarters (12 months) in each quarter

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Net Sales: Recurring Customer Metrics ※

- High stability maintained with recurring revenue accounting for 91% of total sales.
- Recurring customers expanded steadily to 176 (+42 YoY), while maintaining a high annual ARPC of ¥25 million.

Quarterly Trend

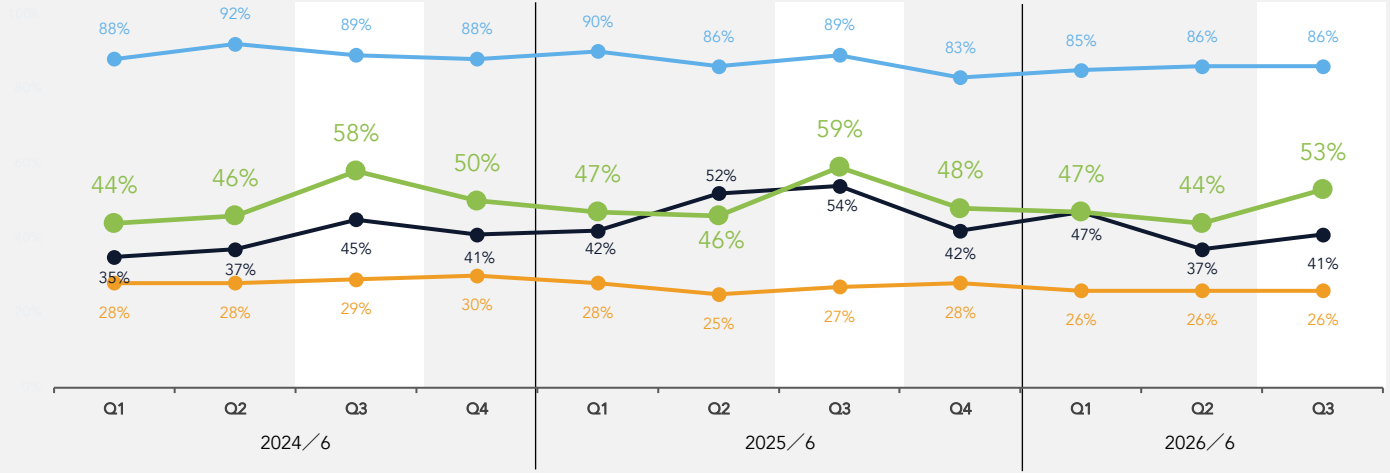


※... Recurring customers are defined as companies with transactions continuing for more than four consecutive quarters, or companies with new contracts lasting more than three months as of the end of each fiscal year.

Gross Margin by Service (Net Sales – Direct Costs) ※

- Gross profit margin decreased 6pt YoY. While Analysis service remained a core pillar (86%), the margin was impacted by a higher mix of Advertisement service and flexible use of external resources for large One to One Solution projects.

Quarterly Trend



Analysis
Remained at a stable high level, despite a -3pt impact.

One to One Solution
-13pt due to flexible external resource use for demand for large-scale projects.

Advertisement
Remained stable.

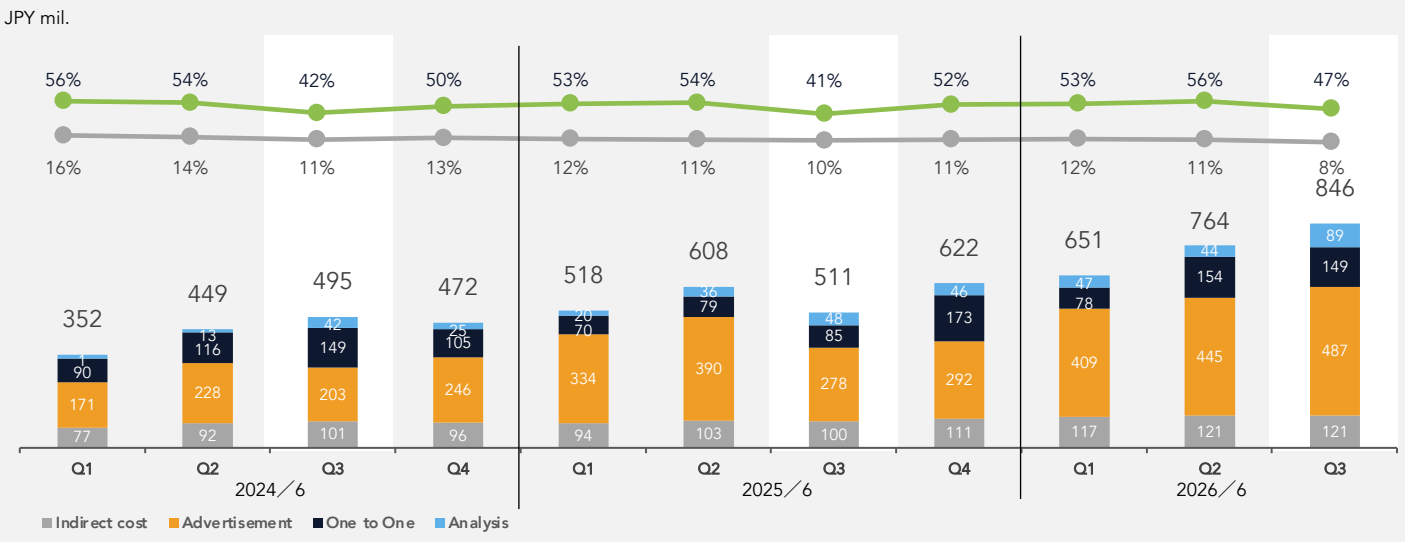
Overall average
-6pt due to sales mix shifts and external resource use in One to One Solution.

※ ... Gross profit excluding indirect COGS

COGS

- Direct cost ratio rose 6pt YoY to 47% due to sales mix changes and external resources for One to One Solution.
- Indirect cost ratio fell 2pt YoY to 8%, reflecting successful infrastructure cost control despite significant data growth.

Quarterly Trend



Direct COGS / %

Rose due to sales mix changes and One to One Solution outsourcing.

- Breakdown
  - Analysis 12%
  - One to One Solution 21%
  - Advertisement 67%

Indirect COGS / %

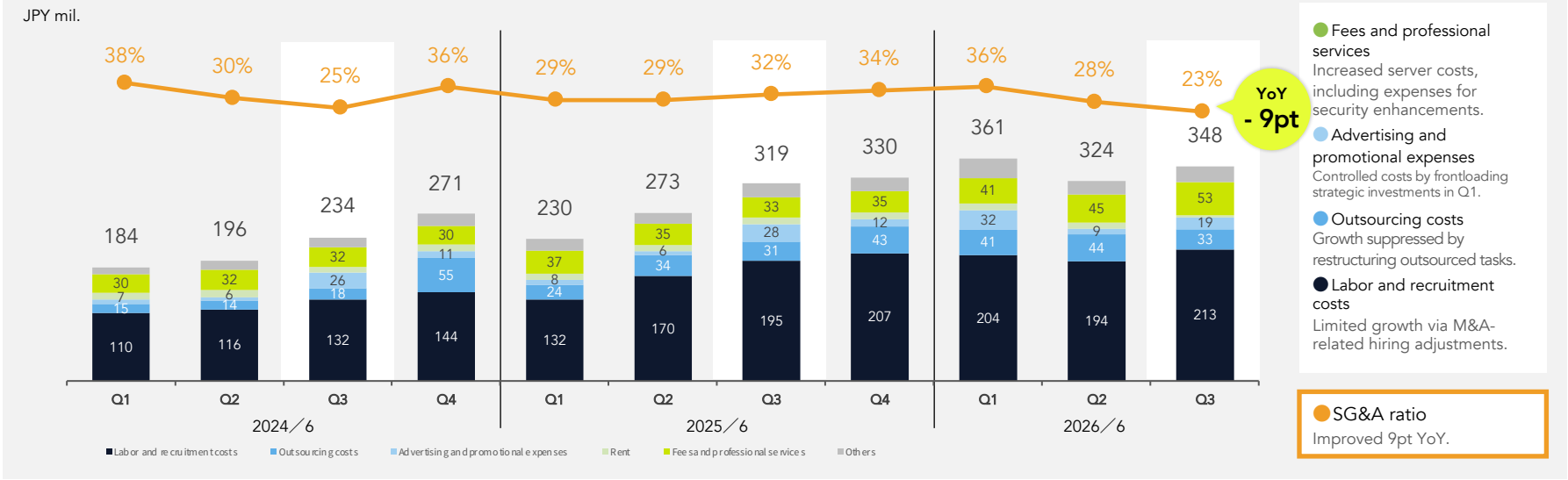
Successful control of infrastructure costs, despite significant data volume growth, reduced the indirect cost ratio.

- Breakdown
  - Infrastructure costs 55%
  - Labor and rent 42%

SG&A

- Overall expense growth was suppressed, improving the ratio to sales by 9pt YoY.
- Labor and recruitment costs—the majority—remained limited due to hiring adjustments following M&A.

Quarterly Trend



Fees and professional services
Increased server costs, including expenses for security enhancements.

Advertising and promotional expenses
Controlled costs by frontloading strategic investments in Q1.

Outsourcing costs
Growth suppressed by restructuring outsourced tasks.

Labor and recruitment costs
Limited growth via M&A-related hiring adjustments.

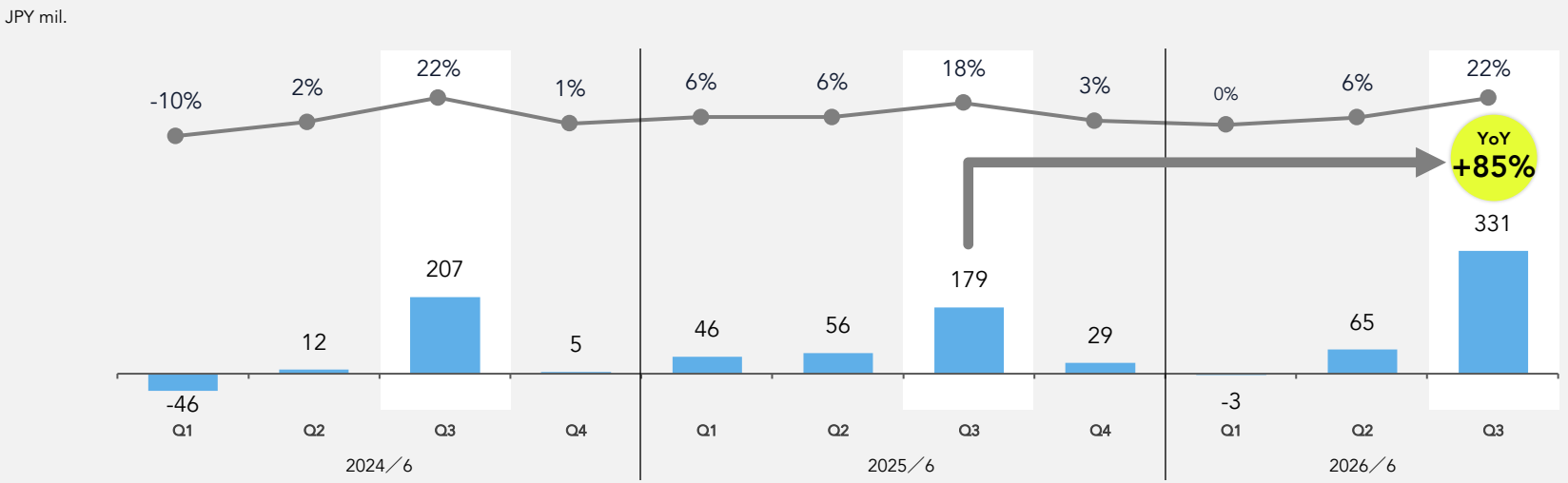
SG&A ratio
Improved 9pt YoY.

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Operating Income & Operating Margin

- Operating profit jumped 85% YoY to ¥331 million, driven by growth in net sales and gross profit.
- Q1 investments paid off, accelerating profit recovery in Q3. Both profit amount and margin reached record highs.

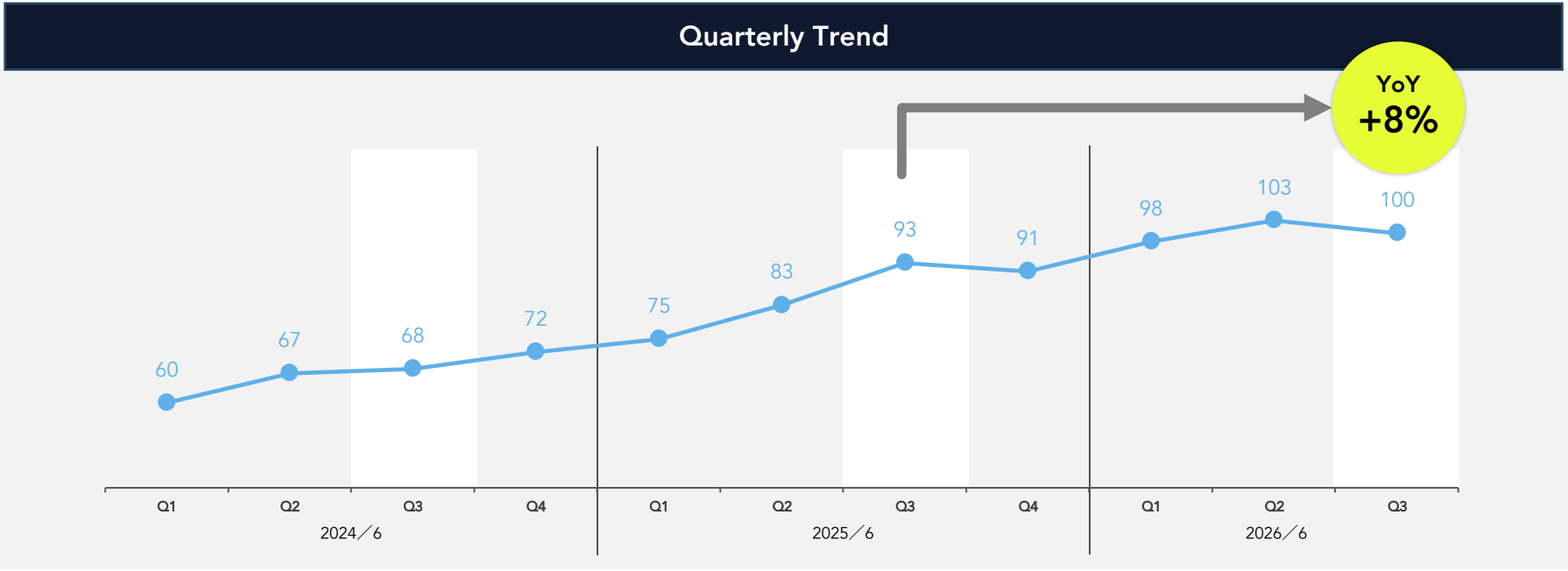
Quarterly Trend



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Number of Employees

- Headcount grew 8% YoY to 100.
- No significant increase expected in H2 due to hiring adjustments following M&A.



Progress against Full Year Forecast

- Sales on track (74%), but profit behind (79%) due to mix changes and One to One Solution outsourcing.
- Monitoring progress carefully as full-year results depend on May performance and the finalization of fiscal year-end projects.

Net Sales, Income, & ROE

JPY million	FY26/06 Forecast	FY26/06 Q3 Actuals (Cumulative)	FY26/06 Q3 Progress
Net Sales	5,002	3,691	74 %
Operating Income	500	393	79 %
Ordinary Profit	502	399	80 %
Net Income	400	263	66 %
ROE	19 %	16%	—

※ ... ROE is annualized Q3 Net Income divided by the average equity (at prior FY-end and Q3-end).

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Performance by Business Segment

Business	Net Sales YoY	Q3 Evaluation & Outlook
Retail & Food Service **Retail DX**	◎	● New sales structure has taken hold, with acquisition and cross-selling on track. ● Growth driven by increased "Shopper Mieru" adoption and TV data-driven analysis/ads.
CPG Brand **Retail Media**	◎	● Joint marketing and partner workshops since H1 reached fruition, driving cross-selling and upselling to partner-led clients. ● Major wins via alliance with top retailer and OOH expansion.
Real Estate, Municipalities **Smart City**	○	● Strong Analysis services plus surging Advertisement services. ● Bolstered structure paid off, expanding coverage to 32 prefectures.
Retail, Food Service, Sports **Global**	△	● Maintained resilient performance despite a high comparison base from large projects in the previous year. ● Launched joint services in North America and Japan with global ad tech leader GumGum.

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Launched Standardized Measurement Data for Japan's OOH Ads Through JOAA

Our proprietary data to be utilized for establishing industry-standard OOH measurement





お知らせ 2026/3/30

OOH広告の接触を統一指標で可視化する「日本版OOHメジャメントデータ」計測開始

報道関係各位

2026年3月30日
一般社団法人日本OOHメジャメント協会（JOAA）

一般社団法人 日本OOHメジャメント協会（略称：JOAA）は、OOH広告における広告接触を共通基準で評価可能とする「日本版OOHメジャメントデータ」について、統一方法論に基づく計測を開始いたしました。

本取り組みは、媒体社・広告会社・広告主の三方合意のもと進められており、現在はデータの収集・確認および品質の検証を行っています。今後、検証が完了した媒体から順次データ提供を開始する予定です。

■ 背景

日本のOOH広告市場では、これまで各社が独自の基準でデータを運用してきたため、広告主や媒体事業社の間で評価基準にばらつきが生じ、同一基準での出稿判断や取引の最適化に課題が残されていました。

一方、海外の主要市場では共通メジャメント指標の導入により、OOH広告の価値の可視化と市場の成長が加速している事例も見られ、日本国内においても透明性と比較可能性の高いデータインフラの整備が求められています。

また、コロナ禍を経て人々の移動が回復基調にある現在、OOH広告は「日常動線上での反復的な広告接触」「高い視認性とインパクト」「エリアや時間帯に応じた柔軟なターゲティング」といった価値から改めて注目されています。

を性・年代別（男女10代刻み）に

辺のオーディエンス量に、イギリ

スのROUTE社が提供する視認調整係数（VA）をかけ合わせて算出

Announcement From JOAA (March 30, 2026)
https://www.joaa.jp/news/20260330

● Selected Quotes From the Announcement

The measurement data is generated using a unique estimation logic that integrates diverse data sources from participating data vendors, including NTT DOCOMO, unerry, Blogwatcher, and Allunite A/S.

■ 日本版OOHメジャメントデータについて

データは、1時間単位・365日24時間の取得頻度で、以下に示す3指標を性・年代別（男女10代刻み）に基づき算出します。
・インプレッション（VAC）：視認性を考慮した広告接触量。媒体周辺のオーディエンス量に、イギリスのROUTE社が提供する視認調整係数（VA）をかけ合わせて算出
・リーチ：一定期間内に広告へ接触したユニーク人数（推計）
・フリークエンシー：一定期間内に同一人物が接触した平均回数（推計）
なお、本データは、データベンダーとして参画する株式会社NTTドコモ、株式会社unerry、株式会社ブログウォッチャー、Allunite A/Sが保有する多様なデータソースを統合し、独自の推計ロジックにより生成しています。

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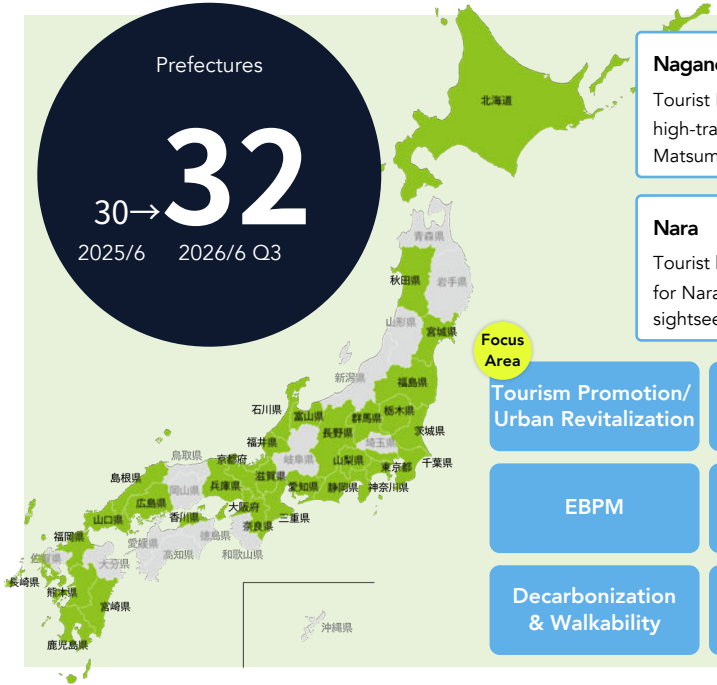
Smart City: Private Sector Expansion Driven by Public Sector Track Record

Business foundation stabilized and expanded via organizational enhancements in the prior year

Prefectures

30→32

2025/6 2026/6 Q3



NEW

Nagano Tourism Promotion

Tourist Behavior survey in high-traffic areas of Matsumoto City

NEW

Nara Tourism Promotion

Tourist behavior dashboard for Nara Prefecture's major sightseeing areas

Focus Area

- Tourism Promotion/ Urban Revitalization
- Mobility Optimization
- EBPM
- Overtourism Mitigation
- Decarbonization & Walkability
- Media Development

Examples of Initiatives Across Diverse Sectors

Yokohama Red Brick Warehouse



Inbound Tourism Analysis

Inbound
Visitor Analysis

Fukuoka City



Transportation Mode Analysis of Fukuoka PayPay Dome Visitors

Transportation
Metro

Tachikawa City



Promoting Connectivity Through Micro-Mobility Utilization

Local Circulation
Public Information

Abashiri City



Tourism and Economic Impact Analysis of Local Bus Routes

Economic Impact
Local Bus

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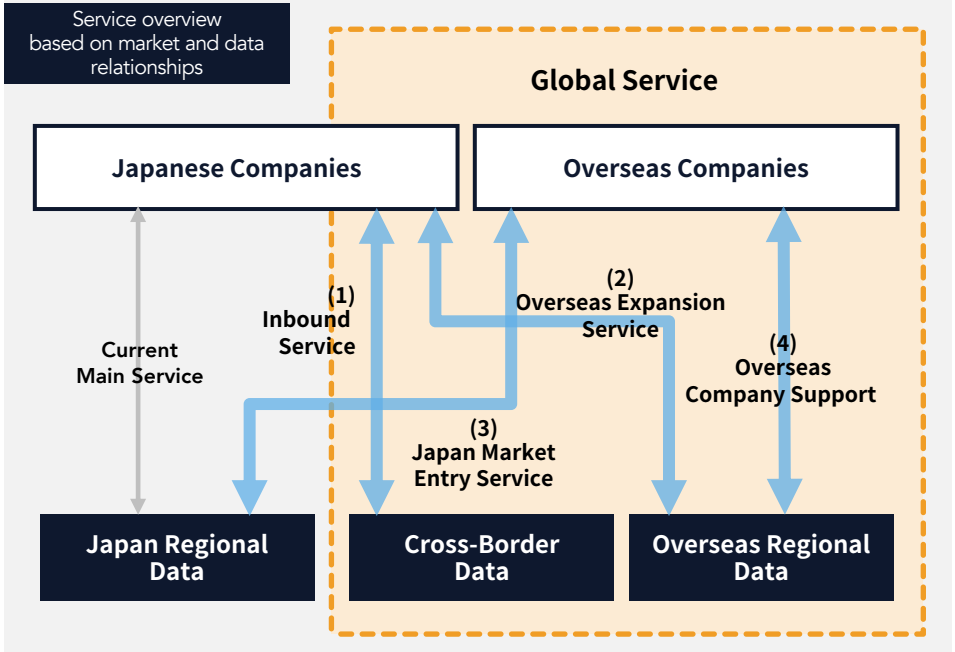
Global: Strengthened Partnership With Global Contextual Advertising Leader GumGum

unerry technology powers contextual advertising in North America

unerry × gumgum

Measuring contextual ad impact on mindset and store visits via location data

- Contextual advertising leads the global market
- GumGum partnership for North American expansion
- Verifying ad effectiveness via store visit data



FY2026 Key Initiatives：Progress and Identified Challenges

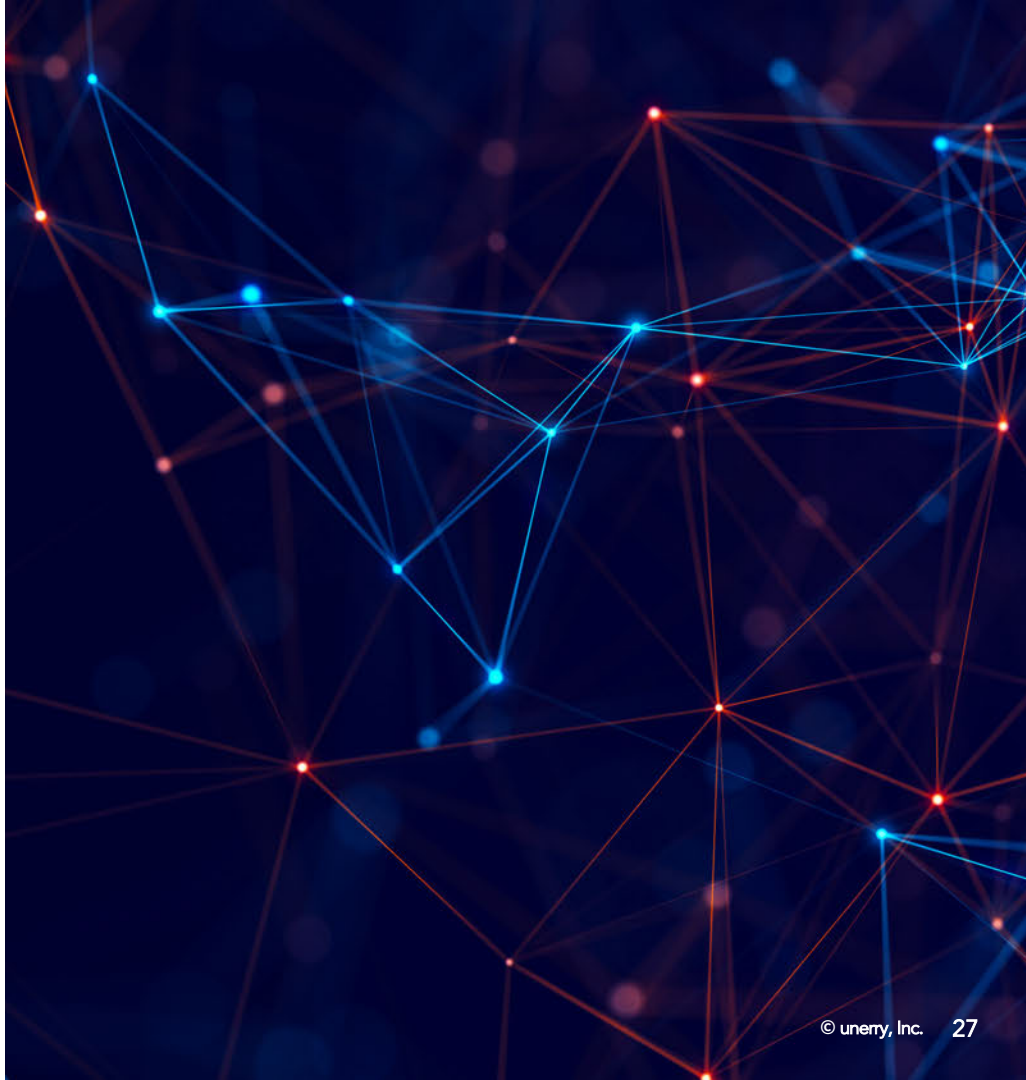
	Progress	Challenges
(1) AI Product Development	● Developing a major update for Beacon Bank ● Utilizing external resources to ensure development speed	**Establishing Systems to Ensure Sustainable Growth** **Key H1 highlights** (1) Enhancing data value through AI product development (2) Identifying market demand by expanding client reach (3) Blogwatcher joining the group Driving Progress toward Mid-to-Long-Term Goals
(2) New Sales Structure for End-to-End Growth of Customers	● Increased coverage of major retailers through new client acquisition ● Strengthened framework to scale data utilization case studies across clients ● Providing AI-ready data and AI implementation support for forward-thinking clients	
(3) Accelerating Growth Trajectory by Leveraging Capital Strength	● Pursuing PMI and synergies with Blogwatcher ● Exploring "Phase 2" initiatives across data, product, and partner pillars	

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Business Acquisition | Overview and Strategic Outlook

- Driving phased integration to establish Japan's largest location data platform.
- Accelerating group value via an AI-ready foundation powered by integrated data and technology.

Acquisition Overview

Acquisition of Blogwatcher Inc.	
Effective Date	May 1, 2026
Acquisition Price	755 million yen (Estimated)
Financing	Bank loans: 750 million yen
Impact on Earnings	● Minor impact on FY2026/06 earnings ● Goodwill Currently under review Estimated annual amortization: Approx. 100 million yen ● Consolidation Schedule (Expected) BS: End of FY2026/06, PL: Q2 FY2027/06

Strategic Outlook

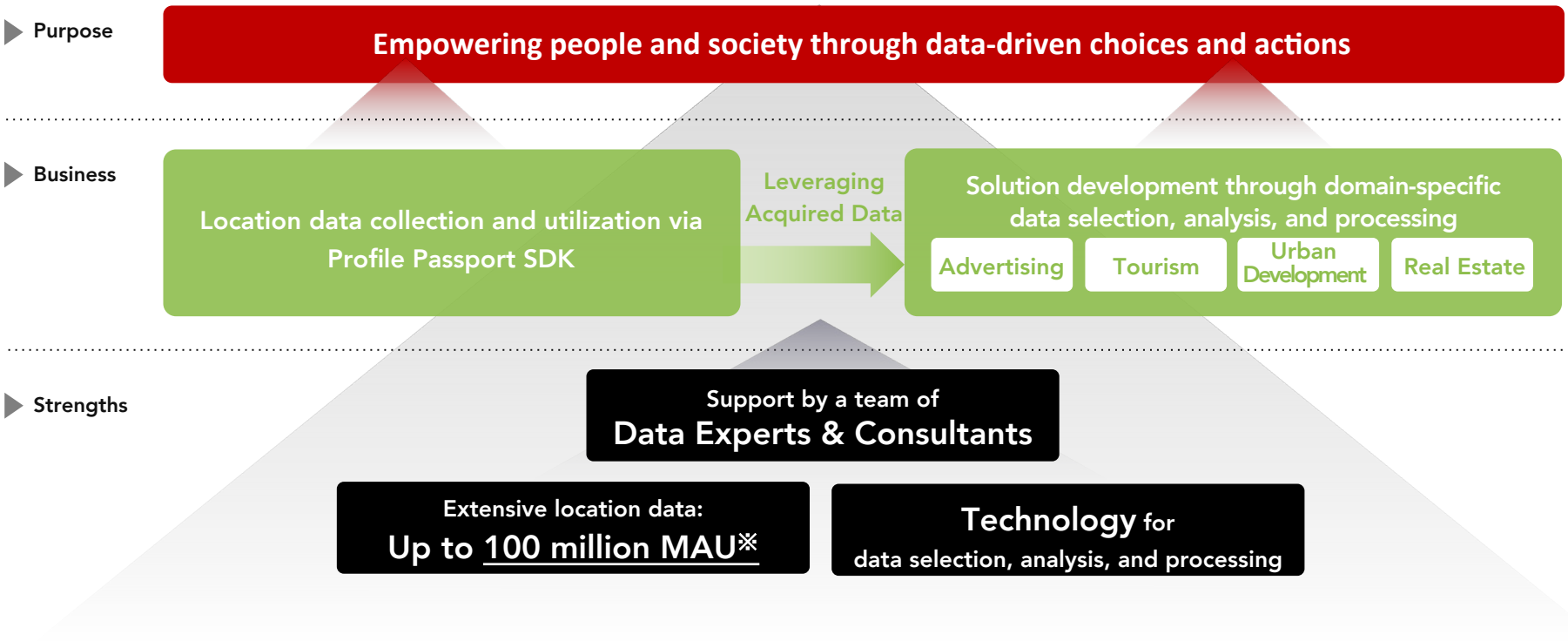
Evolving into Japan's largest location data platform

Optimizing operational efficiency across the group

Maximizing group value

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Acquisition of Shares in Blogwatcher Inc. | Business



※ ... Maximum potential figures; actual data usage varies by service and project. (As of April 2025)

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Blogwatcher | Robust Strategic Assets

Acquisition secures unmatched advantage and revenue base in Retail DX and Smart City

Data Scale of Up to 100M MAU

- Over 140 partner apps
- Extensive GPS data coverage
- Advanced privacy standards

Advertising & Analytics Solutions

- Automated advertising operations
  - Systemized ad submission and measurement
- Urban planning analysis solutions
  - Odekake Watcher
  - Machizukuri Dashboard

Established Client Base

- 7,000+ advertisers
- Proven track record across 36 prefectures in tourism
- Urban development initiatives with 180 municipalities

Maximizing group value to accelerate growth as a data infrastructure

※... Identity resolution and deduplication logic with Blogwatcher IDs is currently being developed.

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FY2027 Strategic IR Initiatives for Individual Investors

- From FY2027, we will transition our IR framework to deepen dialogue with individual investors, driving long-term value.
- Diverse engagement opportunities will enhance accessibility and recognition, expanding our investor base.

Timing	Initiative	Format	Time Slot
Late Sep 2026	Shareholders' Meeting	In-person with On-demand Streaming	Weekdays / Daytime
Oct–Dec 2026	Retail Investor Presentation	Live Streaming (incl. Q&A) & On-demand	Weekdays / Evening
Feb 2027	Q2 Earnings Briefing	Live Streaming (incl. Q&A) & On-demand	Weekdays / Evening
May 2027	Investor Workshops	Hybrid (In-person & Live) + On-demand	Weekends & Holidays / Daytime

The information above reflects current plans and is subject to change without notice based on future decision-making or platform availability. Any updates will be promptly disclosed on our IR website.

Contact IR

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Appendix

- IR Event Updates
- Financial Information
- Business Model



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Income Statement (Quarterly Period)

(Unit: Thousands of yen)	2025/6 Q3	2026/6 Q2	2026/6 Q3	% Change YoY	% Change QoQ
Net sales	1,010,828	1,155,356	1,527,067	+51.1%	+32.2%
Cost of sales	511,900	764,634	846,461	+65.4%	+10.7%
Gross profit	498,928	390,721	680,606	+36.4%	+74.2%
Gross profit ratio	49.4%	33.8%	44.6%	-4.8pt	+10.8pt
Selling, general and administrative expenses	319,391	324,826	348,952	+9.3%	+7.4%
SG&A to sales ratio	31.6%	28.1%	22.9%	-8.7pt	-5.2pt
Operating income	179,536	65,895	331,653	+84.7%	+403.3%
Operating income margin	17.8%	5.7%	21.7%	+3.9pt	+16.0pt
Ordinary profit	178,585	68,416	333,093	+86.5%	+386.9%
Ordinary profit ratio	17.7%	5.9%	21.8%	+4.1pt	+15.9pt
Net income	116,515	46,572	221,203	+89.8%	+375.0%
Net income ratio	11.5%	4.0%	14.5%	+3.0pt	+10.5pt

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Income Statement (Cumulative Period)

(Unit: Thousands of yen)	2025/6 Q3	2026/6 Q3	% Change	Change
Net sales	2,744,689	3,691,409	+34.5%	+946,719
Cost of sales	1,638,978	2,262,691	+38.1%	+623,713
Gross profit	1,105,711	1,428,718	+29.2%	+323,006
Gross profit ratio	40.3%	38.7%	-1.6pt	
Selling, general and administrative expenses	823,003	1,034,787	+25.7%	+211,783
SG&A to sales ratio	30.0%	28.0%	-2.0pt	
Operating income	282,708	393,931	+39.3%	+111,222
Operating income margin	10.3%	10.7%	+0.4pt	
Ordinary profit	283,374	399,769	+41.1%	+116,394
Ordinary profit ratio	10.3%	10.8%	+0.5pt	
Net income	184,553	263,083	+42.6%	+78,530
Net income ratio	6.7%	7.1%	+0.4pt	

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Balance Sheet

(Unit: Thousands of yen)	2025/6	2026/6 Q3	Change
Current assets	2,391,539	2,761,344	+369,805
└ Cash and deposits (Cash and deposits, securities)	1,831,518	1,663,546	-167,972
└ Notes and accounts receivable - trade and contract assets	499,286	991,612	+492,326
Fixed assets	224,701	367,069	+142,368
Total assets	2,616,240	3,128,413	+512,173
Current liabilities	599,353	831,397	+232,043
Long-term liabilities	-	-	-
Total liabilities	599,353	831,397	+232,043
Total net assets	2,016,886	2,297,016	+280,129

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Mission and Vision





Our aim

"A Global Leader"
of a data ecosystem company
that fuses the real and digital





Mission

Creating a comfortable future with data

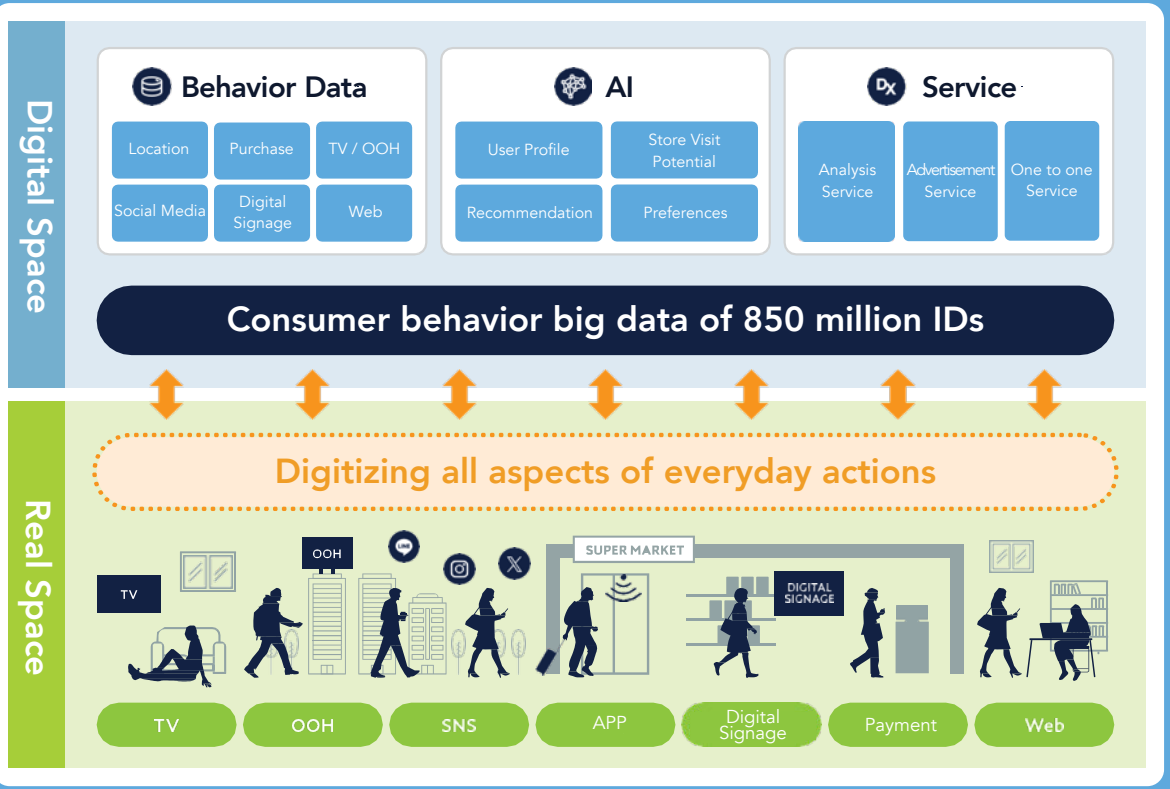
Vision

unerry, everywhere

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Beacon Bank®

A platform that transforms the real and digital actions of daily life into data through 850 million Digital Twin IDs, supporting DX across industries and regions.



Retail, Restaurant, Brands



Based on in-store visit data from all kinds of locations, we provide planning for digital customer acquisition and sales promotion measures using trade area, shopper, and competitor analysis, as well as ad delivery and in-store visit measurement.
We also excel in manufacturer promotions and integrated marketing that combine purchasing data.

Municipalities, Transportation, Tourism, Real Estate



Identify who people are, where they are located, and what kinds of mobility needs they have, and carry out the planning and evaluation of mobility measures. Data provision for digital twin initiatives is also possible. By evaluating traffic congestion and crowd levels, and through area analysis, we extract tourism needs and develop promotional activities.

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Building Consumer Behavior Big Data that Fuses Digital and Real

Location Big Data

Comprehensive location data capturing both outdoor and indoor activities through GPS and beacons.

Out door

Outdoor



GPS Coverage

In door

Building/Subway/ Underground



Bluetooth Beacon Coverage

# of users

850 million IDs

(from over 150 apps, anonymized non-personal data)

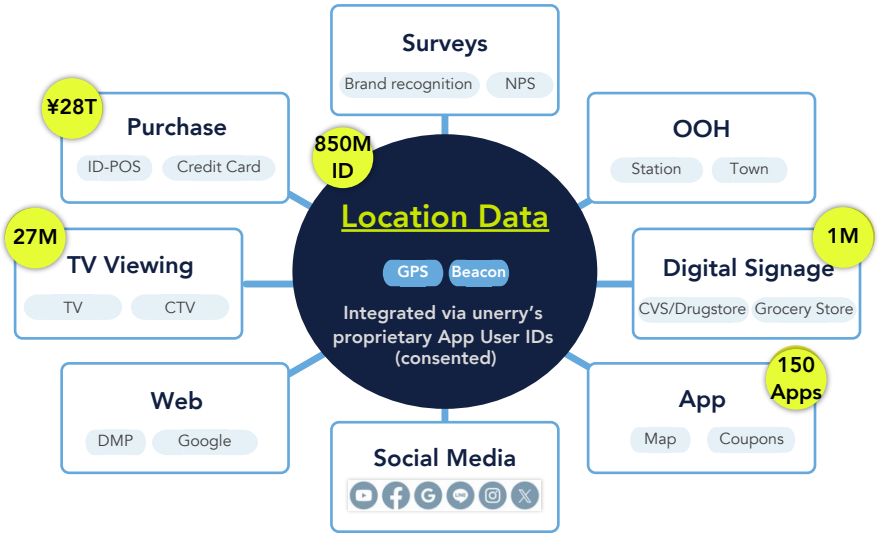
Coverage



Japan, U.S., Canada, APAC

Consumer Behavior Big Data

By combining location big data with diverse consumer data,
unerry realizes integrated customer insights that bridge digital and real contexts.



Key Metrics of Beacon Bank (June 2024 → June 2025)

of User IDs

Reached an overwhelming scale including 240M in Japan

420 million → **850 million**

(Active user IDs as of June 2025 acquired via apps, etc. Counted as the maximum reachable IDs)

Annual Data Signals

Ultra-big data that surpasses large enterprises

1.0 trillion → **1.9 trillion**

(Annualized calculation based on the monthly average logs as of June 2025 acquired via apps, etc.)

of Partner Apps

Successfully secured strong partner apps

120 Apps → **150 Apps**

(Apps that implemented unerry's location data technology and had active users between July 2024 and June 2025)

of Registered Beacons

Progress in installation and registration of beacons

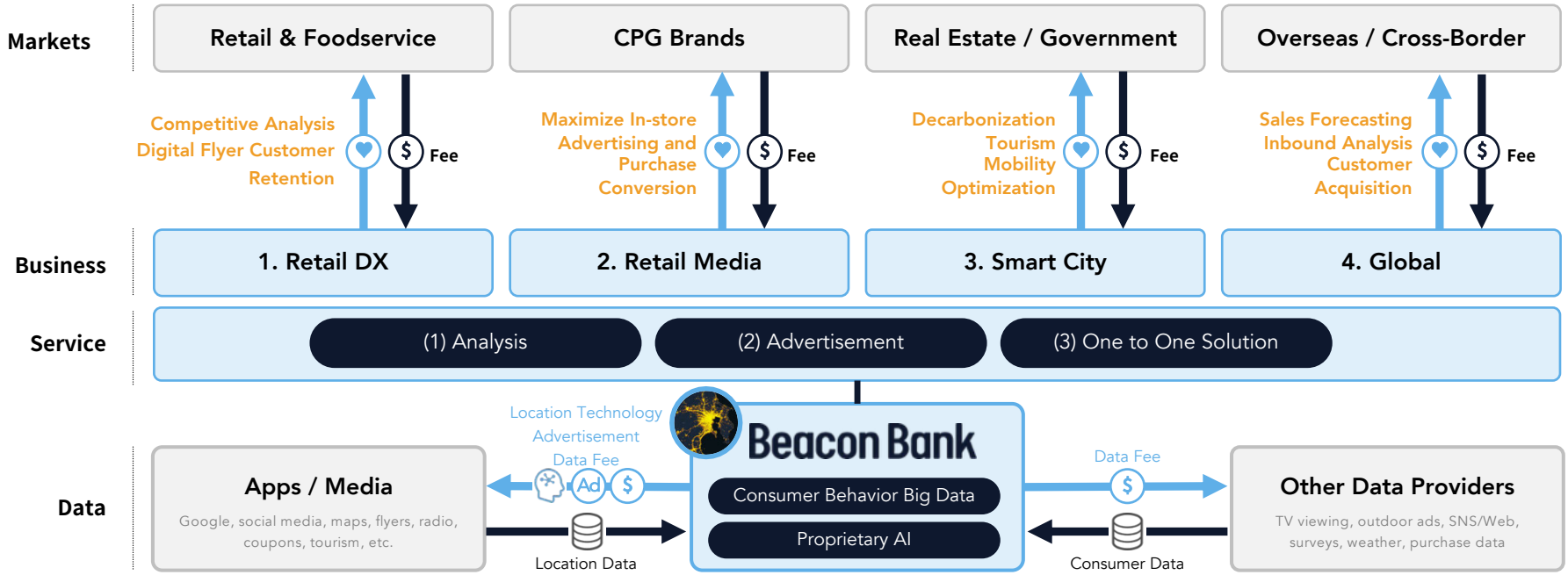
2.17 million → **2.25 million**

(Number of beacons registered in Beacon Bank as of June 2025)

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Business Model

Deploying 3 core services optimized for industry issues, powered by big data

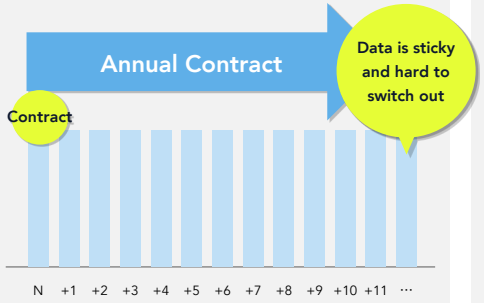


Business Model: Recurring Revenue Model

Annual recurring revenue for Analysis/One to One, with Advertisement scaling by store count

(1) Analysis

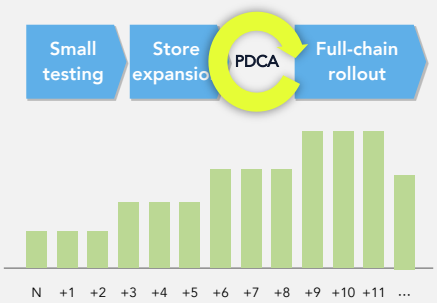
- "Shopper Mieru" is a SaaS service generating recurring monthly revenue
- Annual contracts basis



Cross-Selling

(2) Advertisement

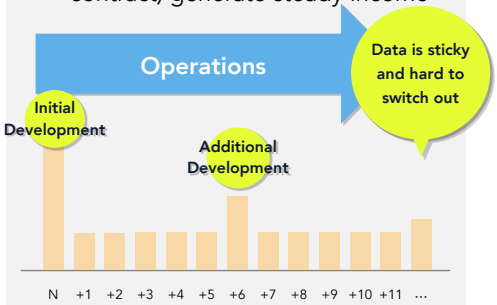
- Digitalization of paper-based flyers
- Measure in-store advertising effectiveness via beacons and implement high-ROI ads



Cross-Selling

(3) One to One Solution

- Customized DX services, including app development and operations
- After initial development, recurring monthly fees (annual contract) generate steady income



Key Metrics (FY June 2025)

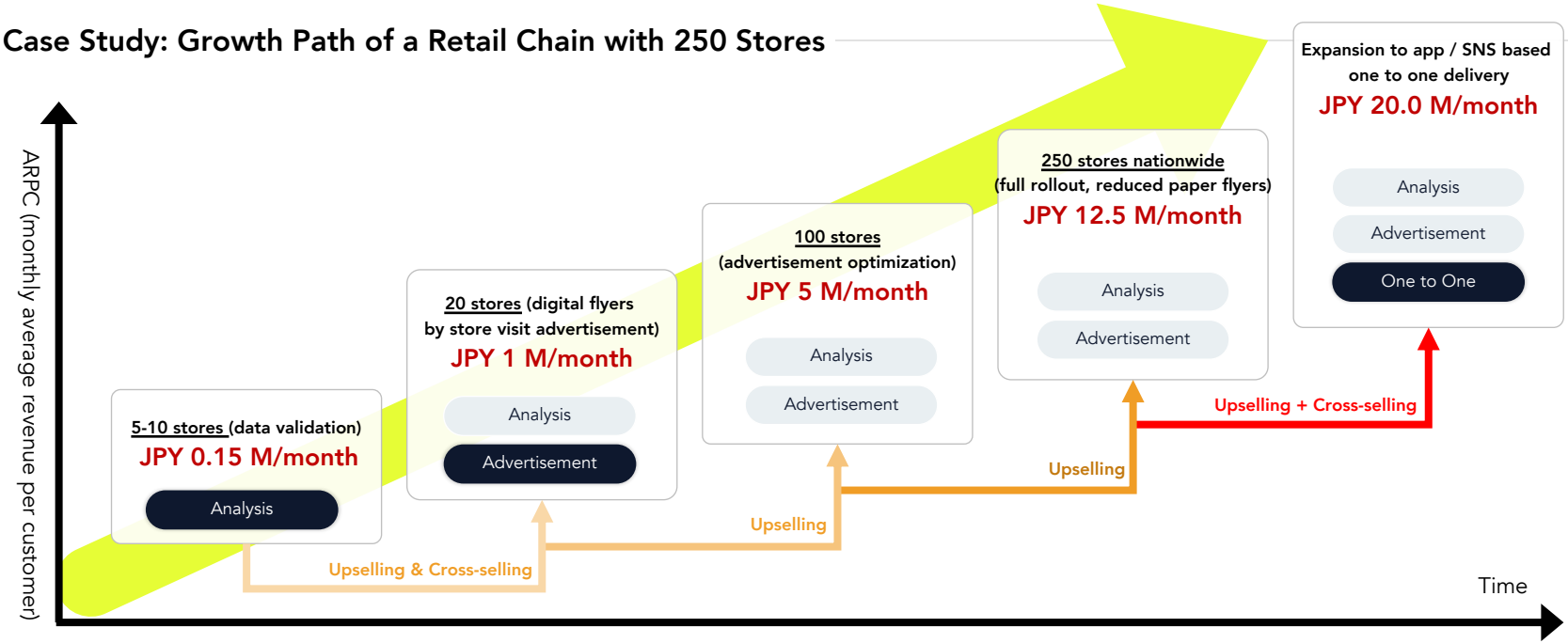
Recurring Revenue Ratio	87 %
ARPC (Average Revenue)	¥23 M
# of Recurring Customers	140 Companies
Net Revenue Retention	116 %

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Business Model: Customer ARPC can grow 130x

Starting small, then upselling (store expansion) and cross-selling drive higher LTV

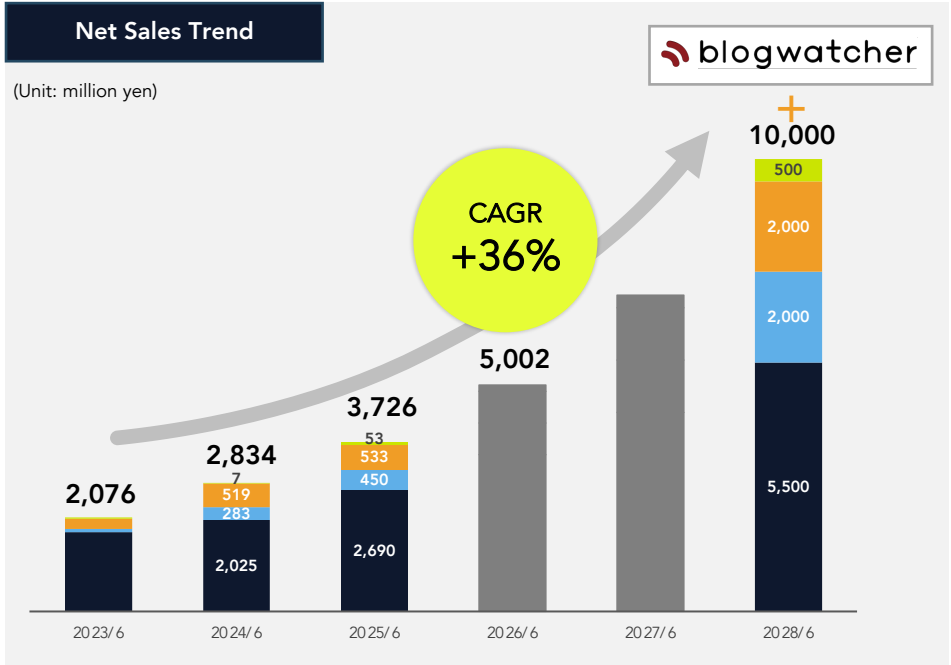
Case Study: Growth Path of a Retail Chain with 250 Stores



KGI and Business Breakdown of the Mid-Term Growth Strategy

Target: Achieve JPY 10 billion in net sales by FY2028 with CAGR +36%

Net Sales Trend



4. Global Business
Retail, Dining & Sports

Expansion of cross-border, inbound, and prediction services for overseas and domestic clients.

3. Smart City Business
Real Estate, Municipalities & Government

Standardizing visualization and advertisement services for urban mobility across Japan.

2. Retail Media Business
CPG Brands

Advertisement and Analysis services that maximize in-store purchase conversion at major retailers.

1. Retail DX Business
Retail & Dining Out

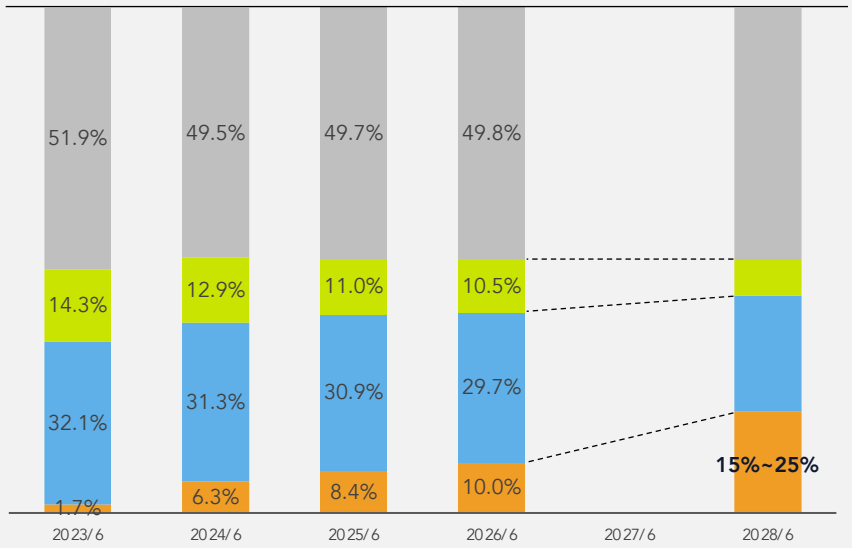
Organic growth driven by recurring customer expansion and ARPC increase.

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Mid-to-Long-Term Profit Structure

Targeting 15 - 25% operating margin by optimizing indirect COGS and SG&A ratios

Profit structure trend



Direct COGS ratio

Expected to remain relatively stable despite changes in service mix.

Indirect COGS ratio

Although infrastructure costs are expected to rise, the ratio will gradually decline due to a high proportion of fixed costs and sales growth.

SG&A ratio

Personnel and hiring expenses will increase temporarily but are expected to decline relative to revenue over time (may fluctuate depending on investment phase).

Operating Margin

Improvement driven by sales growth and reductions in cost and SG&A ratios, aiming for a 15–25% medium-term profit model.

※Figures through FY2025 are actuals; FY2026 and FY2028 are estimates.

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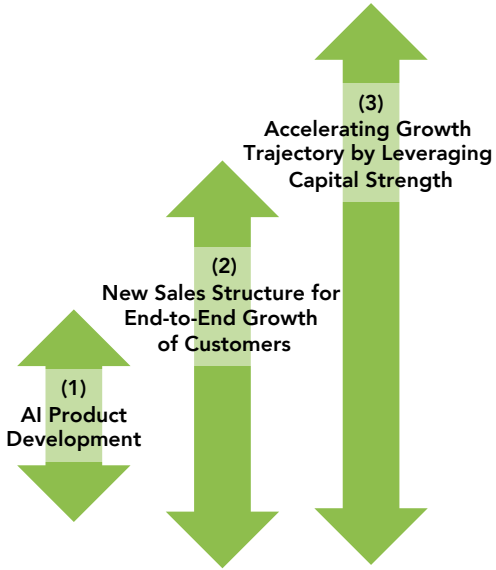
FY2026 Key Initiatives

Strengthening profitability via AI products, new sales structure, and capital utilization

JPY 10 billion in net sales by FY2028

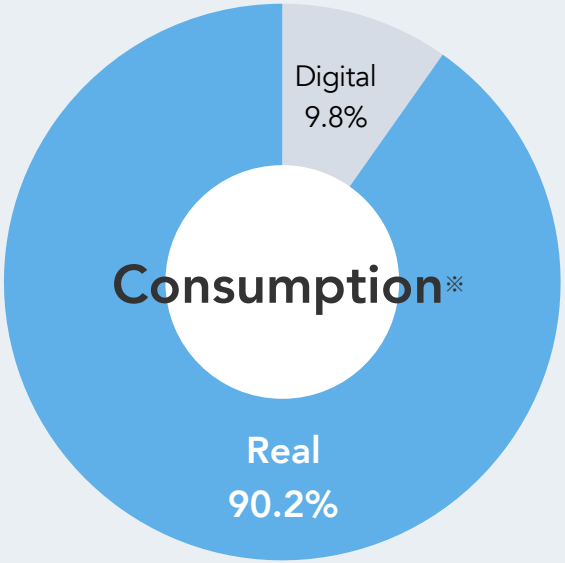
Management Goals	Strategic Pillars
Mid-term Competitive Advantage	**1. Data Scaling Law Strategy** Build a platform where expanding the breadth and volume of data directly strengthens competitive advantage.
×	
Acquire New Customers	**2. Key Partner Strategy** Form strong two-way structures with high-growth partners to reach customers beyond direct sales channels.
×	
Increase Recurring Customers and ARPC	**3. Flywheel Product Strategy** Strengthen mechanisms that interlink multiple products centered around Beacon Bank.
×	
Accelerate Organizational Growth	**4. Human Capital Strategy** Expand organizational capacity to support rapid growth while improving productivity per person.

FY2026 Key Initiatives



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Challenges We Are Solving



90% of Economic Activity is through the Real World

Much of the real world remains undigitized,

making it unclear **who is where**

and **what needs exist**.

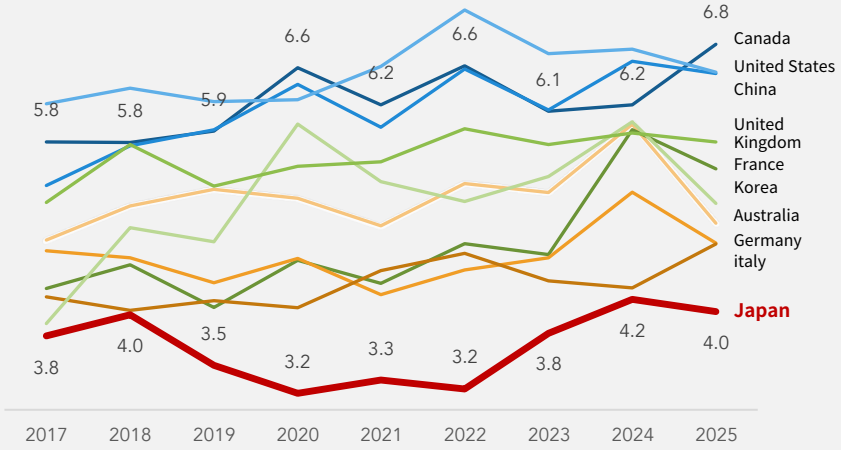
Source: METI, E-commerce Market (2025.8)

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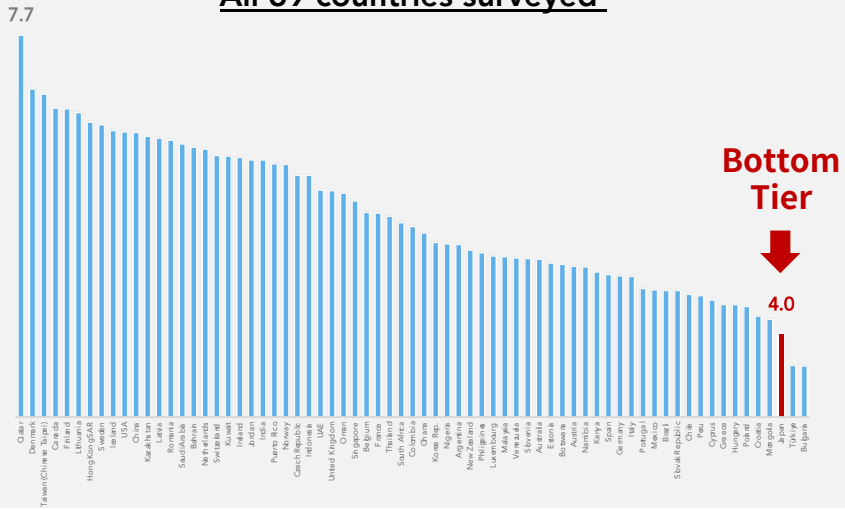
Japan has the greatest potential for significant transformation

IMD World Competitiveness Ranking 2025 [Analysis and Utilization of Big Data]

Trends in major countries on a 10-point scale



All 69 countries surveyed



Source：IMD World Competitiveness Yearbook 2025

The World Enabled by unerry

Location-based Services



- Personalized coupons upon store entry
- Instant news updates at the station
- Visit stamps in a restaurant
- Special promotions and flash sales

unerry's Technology
powers consumer experiences

Visualizing



- Trade area analysis
- Foot traffic analysis
- Tourist analysis
- Competitor analysis

unerry's Data
powers decision support

Seamless

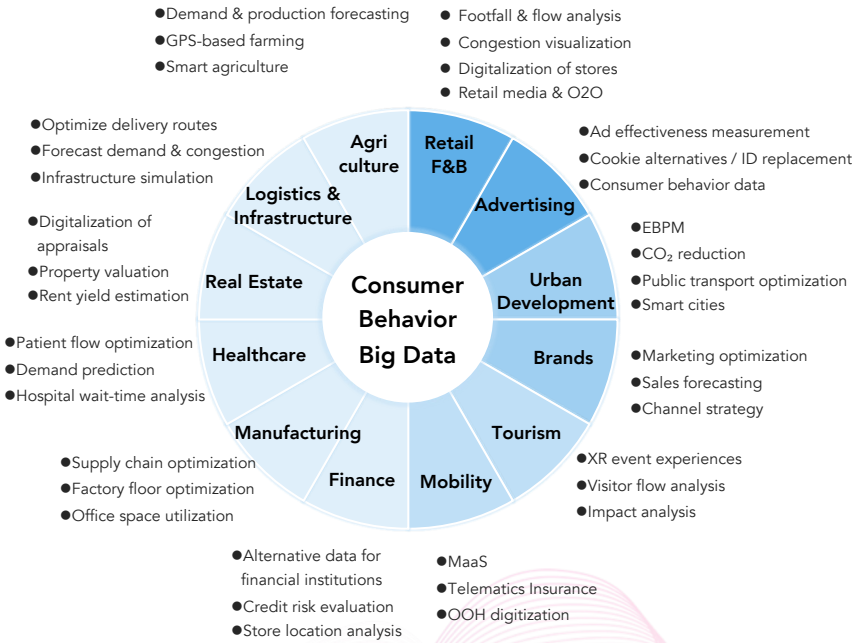


- Fewer irrelevant flyers and less direct mail
- Relevant product coupons
- Closer bus stops near my house
- AI adjusted air conditioner

unerry's AI
powers people's lifestyle

© unerry, Inc.

The World Enabled by unerry



Shopping Mall App user sales 10% ↑	**Automobile Dealer** Vehicle sales 25% ↑	**Beer Brand** Daily sales 33% ↑
CVS Insurance sales 700% ↑	**Mobile Carriers** Store visits 10% ↑	**Leisure Facilities** Visitors 2% ↑
Food Brand Yogurt sales 250% ↑	**Apparel** New store visitors 11% ↑	**Family Restaurant** App user visit frequency 400% ↑
Cosmetic Campaign signups 600% ↑	**Home Center** Product sales 240% ↑	**Supermarket** Consumer spending 16% ↑

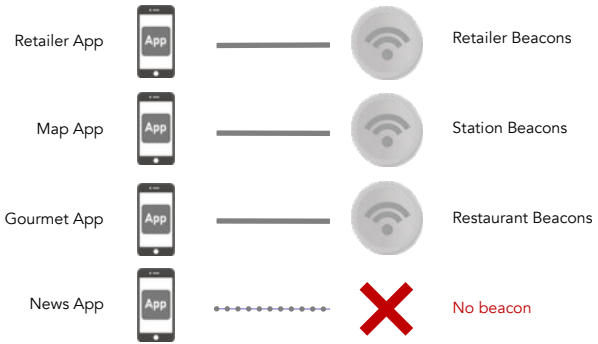
unerry's Staff and Services power client growth

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Patented Technology

Building a shared beacon network across companies' beacons.
Core technology patents secured in Japan, U.S., and China

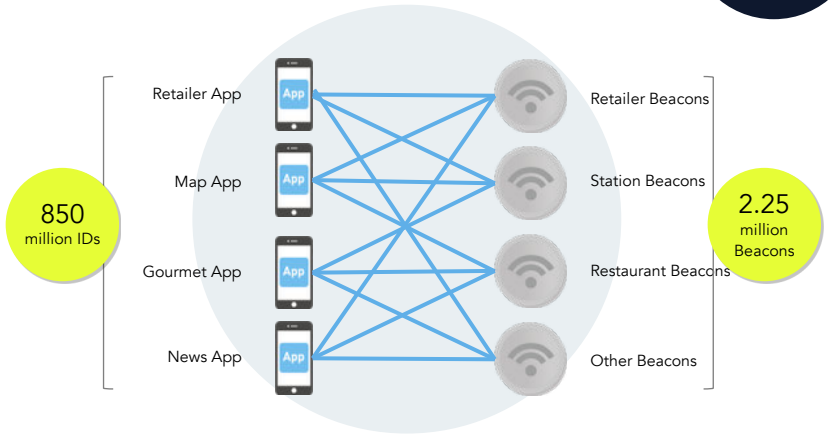
Before



Apps and beacons were limited to a 1:1 relationship, resulting in few usable cases.

Beacon Bank Solution

Patent in Japan, U.S. and China*1



By registering beacons, a large-scale network is built, enabling the acquisition of extensive beacon data.

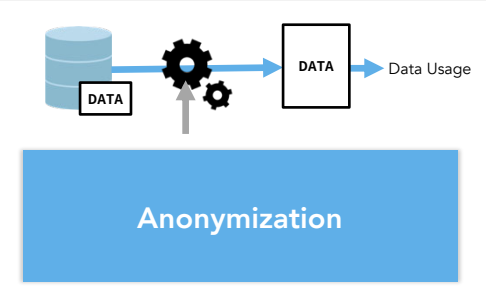
※1...Patent number 5991793 (August 2016)

Privacy Protection

Managing and securing privacy by using only consented data without identifying individuals

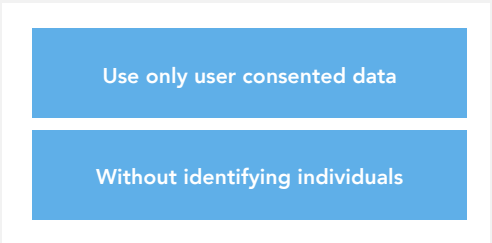
Data Handling

- Location Data (ad IDs, latitude/longitude, beacon responses, timestamps) never identifies specific individuals
- Data is safeguarded by anonymization, statistical processing, removal of sensitive data, and suppression of small-sample data



User Consent

- Data collected only from users who consent to app Terms of Use and Privacy Policy
- SDK aggregates GPS and beacon signals, with opt-out options available to users
- Fully compliant with personal information laws and international privacy standards



Third Party Certification

LBMA JAPAN CERTIFIED
Location Privacy
COMPANY

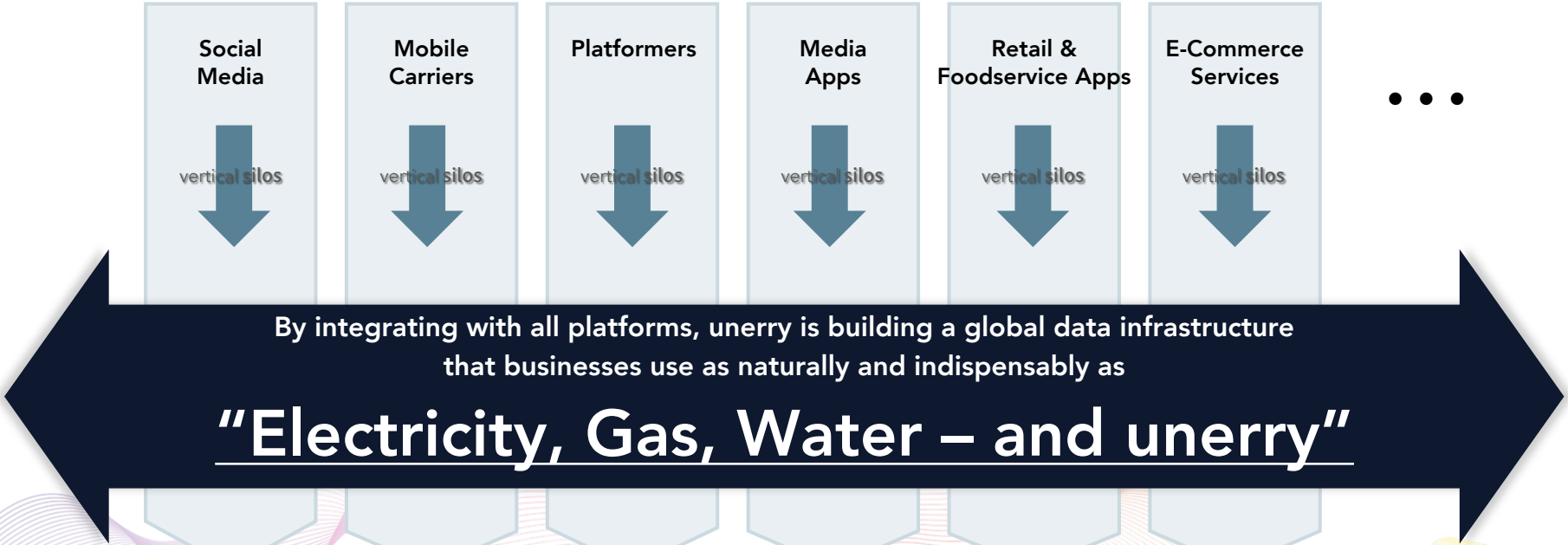
LBMA Japan Location Privacy Mark

- Awarded the LBMA Japan Location Privacy Mark (Oct 2022)
- Recognized by industry authorities for transparent governance and responsible data practices

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Toward Becoming Global Infrastructure as Essential as Electricity, Gas and Water

Our Position



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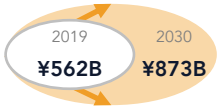
TAM: Markets Across Industries Continue to Show Significant Growth Potential

Retail DX Market

- Global expansion of industrial and business digitalization (DX)

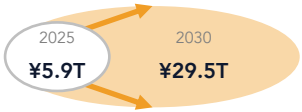
(Japan) Retail Tech Market ※1

155%



(Global) Smart Retail Market ※2

500%



※1... Fuji Keizai "Smart Retail Market: By Solution, By Technology, By Application, By Geography" (2019, September)
※2... MarketsandMarkets "Smart Retail Market: By Application, By Technology, By Region" (2019, October)
Converted at JPY/USD = 150

Retail Media Market

- Phase-out of third-party cookies
- Convergence of online and offline

(Japan) Retail Media Market ※3

184%



(Global) Retail Media Market ※4

176%



※3... CARTA HOLDINGS, "Retail Media Advertising Market" (January 2025)
※4... Market Research Intellect 「Retail Media Networks Market Size By Product, By Application, By Geography, Competitive Landscape And Forecast」 (September 2024) Converted at JPY/USD = 150

Smart City Market

- Energy & transportation issues
- Advances in telecommunications, sensors

(Japan) Gov DX / Smart City Market ※5

590%



(Global) Smart City Market ※6

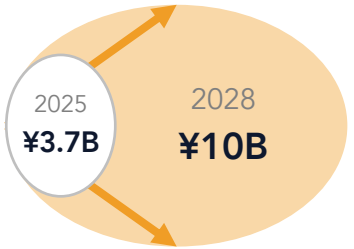
423%



※5... KPMG, "2030 Market Outlook and Talent Requirements: Government DX & Smart City (Urban OS)"
※6... market.us "Global Smart City Market Size, Share, Statistics Analysis Report By Application" Converted at JPY/USD = 150

unerry

357%



Disclaimer

This document contains forward-looking statements. These statements are based only on information that is available at the time the statements are made. In addition, these statements do not constitute a guarantee of future results. They are subject to risk and uncertainty.

Please note that actual results may differ materially from those expressed or implied in the forward-looking statements due to environmental changes and other factors.

Factors that may affect actual results include, but are not limited to, domestic and overseas economic conditions and trends in the industries that the Company serves.

Additionally, the information concerning companies or groups outside the Company is quoted from public information and elsewhere. The Company does not verify in any way or guarantee its accuracy, appropriateness, etc.