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IR Day

Business Data Strategy

Sansan, Inc.
February 15, 2024





Kenji Shiomi

**Director, Executive Officer, CISO, DPO, Engineering
Division Head**

Kenji co-founded Sansan, Inc. in 2007, after working with Bussan System Integration Co., Ltd. (now Mitsui Knowledge Industry Co., Ltd.), where he designed and developed mail systems for major mobile carriers. Since 2012, he has been in charge of the Eight business card app. Now as Engineering Division Head, he oversees the company-wide technology strategy and strengthens its engineering group. In 2023, he also assumed the role of President of Sansan Global Development Center, Inc.

Agenda

- 1. Development System**
- 2. Business Data Strategy**
- 3. Security Initiatives**



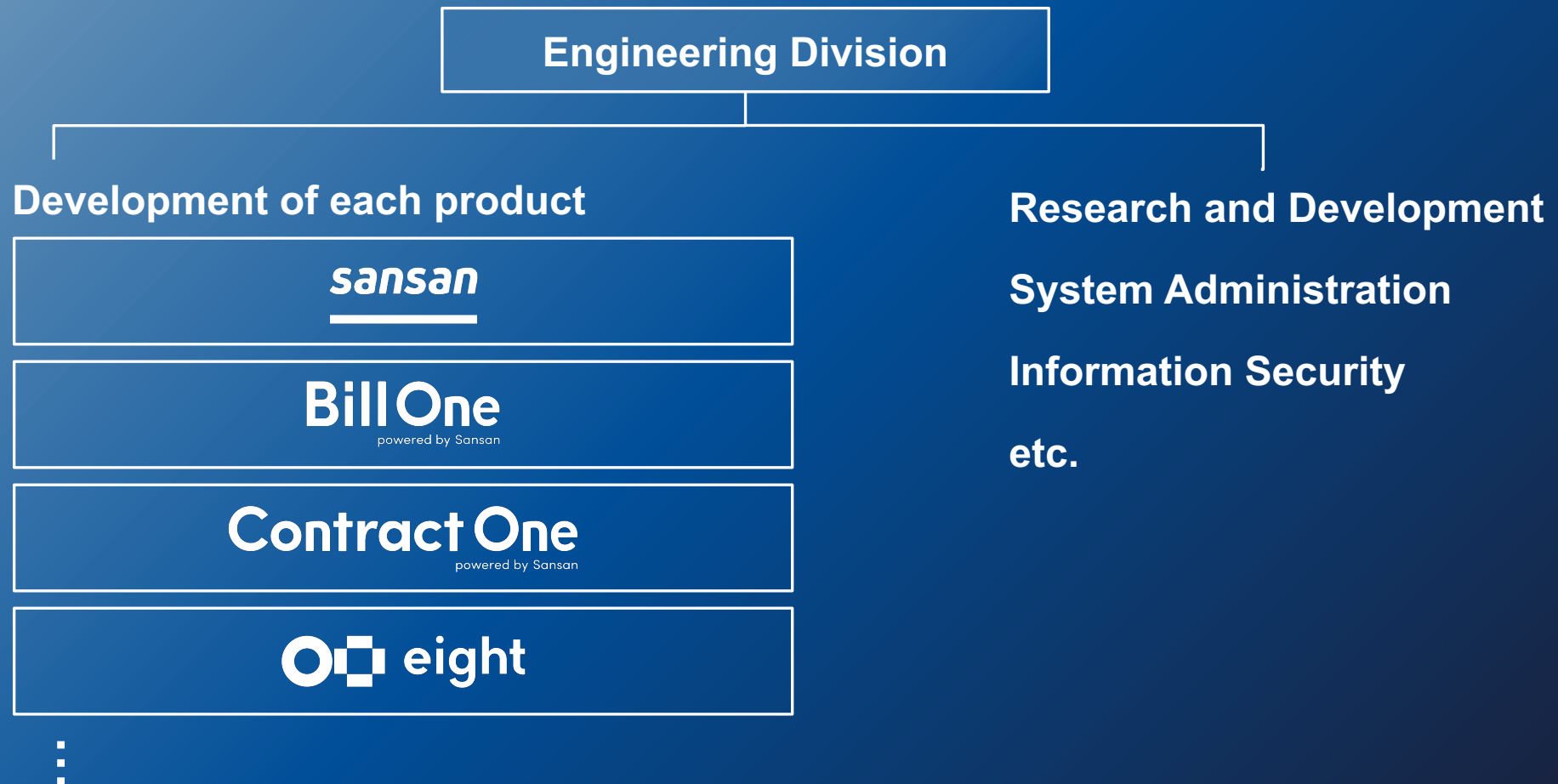
Vision in Development

**Engineers who change
how the world does business**



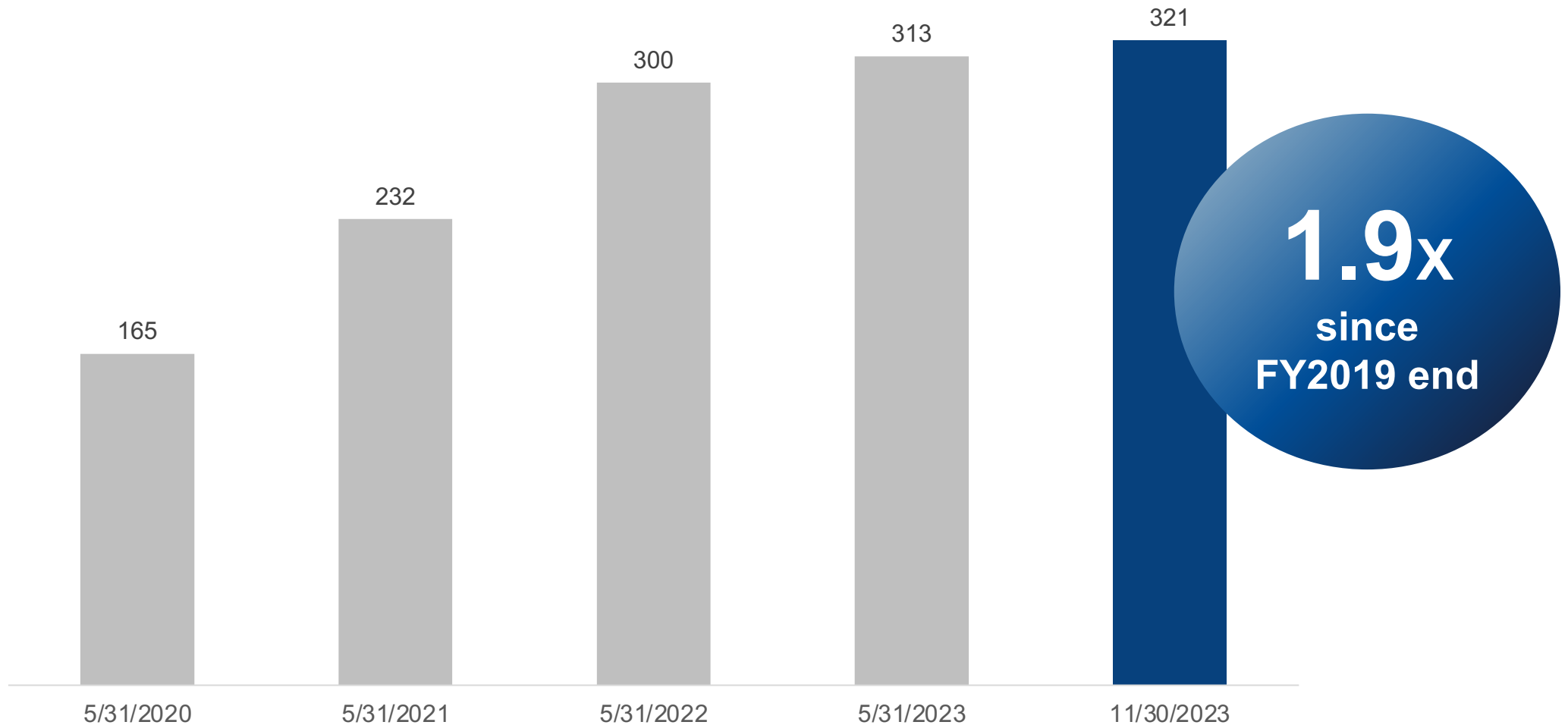
Our Development System

- In July 2021, consolidated solutions' development departments under one organization
- Enables agile and flexible staffing, speeding up development



Number of Development Personnel (1)

Proactive recruitment led to 1.9x increase in employees since FY2019 end



(1) Non-consolidated Sansan, Inc., engineers (excluding Cebu office engineers), excluding part-time, temporary, and outsourced personnel

Main Research Areas

- ~50 employees dedicated to research
- Established system to generate new business seeds

Image Processing and Image Recognition

Natural Language Processing

Machine Learning

Corporate Data Science and Causal Inference

Data Visualization Product Management

Bolster Development and Establish New Overseas Offices

In 2023, established Sansan Global Development Center, Inc. a group company responsible for development, in Cebu, Philippines



Personnel at Overseas Development Office

Aggressive recruiting efforts increased employees to over 30 as of November 2023



Business Data Strategy

Data Utilization Process

Generate

Organize

Utilize

Data Utilization Process: Generate

Generate

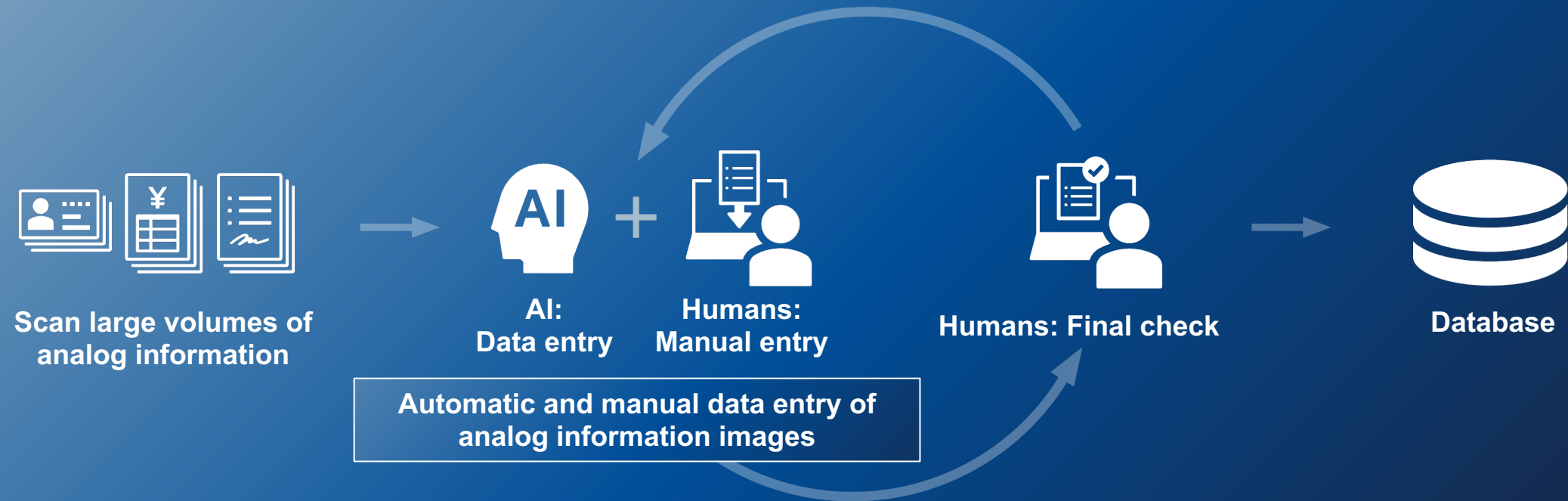
Digitize analog business
information and accumulate

Organize

Utilize

Foundational Technologies and Operations

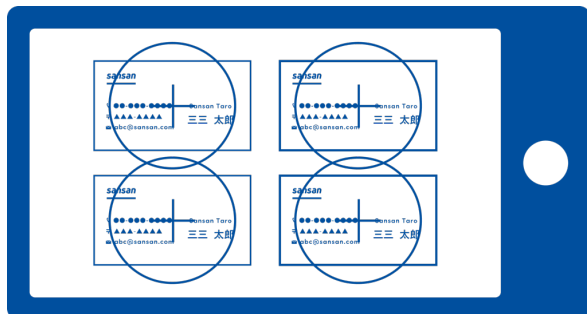
- Established unique operations combining technology and manual input
- Generate data quickly at 99.9% accuracy



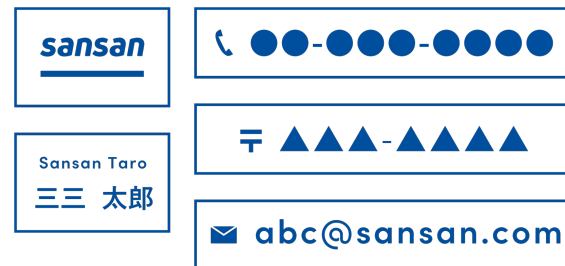
Quickly and accurately digitize large volumes of analog information

Image Recognition Technology

Development of a variety of technologies to generate data quickly and with high accuracy



Smart capture



Item segmentation



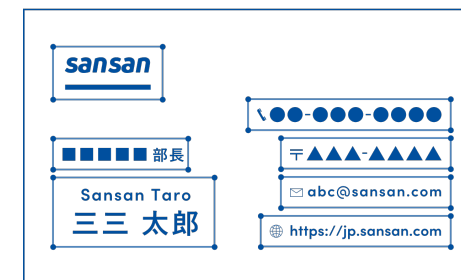
Japanese

English

Language detection



Mistake detector



NineOCR

(OCR engine optimized for business cards)

Efficiency of Digitization Through AI Utilization

- Digitized vast amount of data through human input since our founding
- AI-driven machine learning based on accurate data has increased rate of automated digitization, reducing costs

Digitization cost per
business card

1/20
of **16** years ago



Data Utilization Process: Organize

Generate

Organize

Utilize

Make data truly usable
through normalization and enrichment

Data Organization

Organize data through integrated engine development and implementing sophisticated technologies

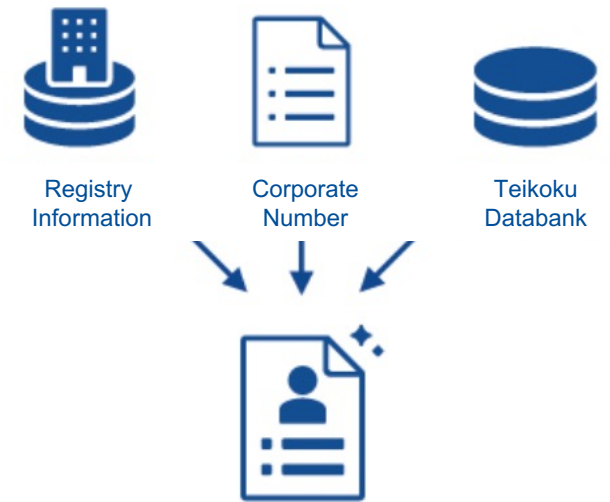
Data Integration



Data Normalization



Data Enrichment



Data Utilization Process: Utilize

Generate

Organize

Utilize

Create solutions, opportunities, and functions that effectively use data

Data Utilization in Each Solution

Provide opportunities for effective data utilization in each solution

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 eight



BillOne
powered by Sansan

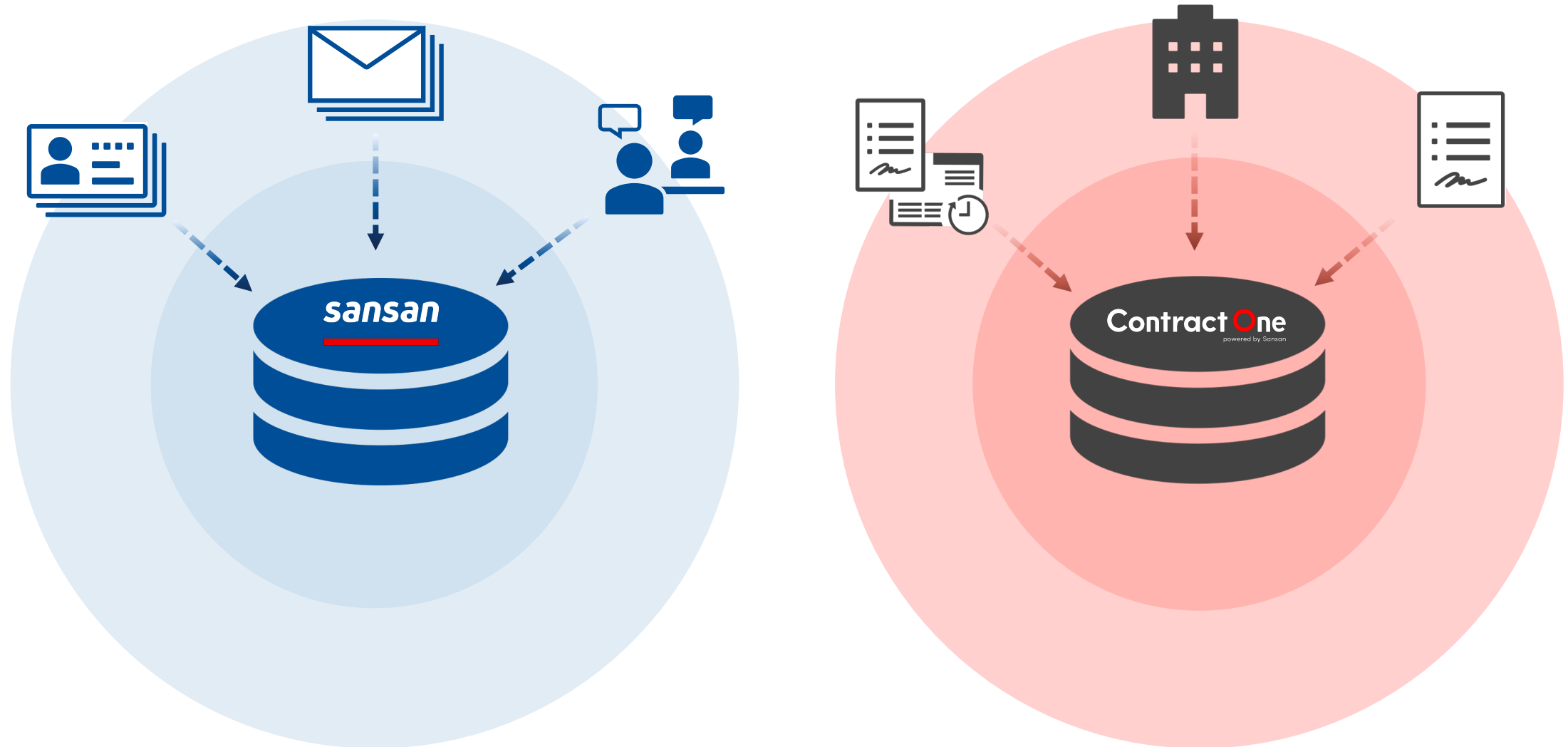


ContractOne
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Data Integration of Solutions

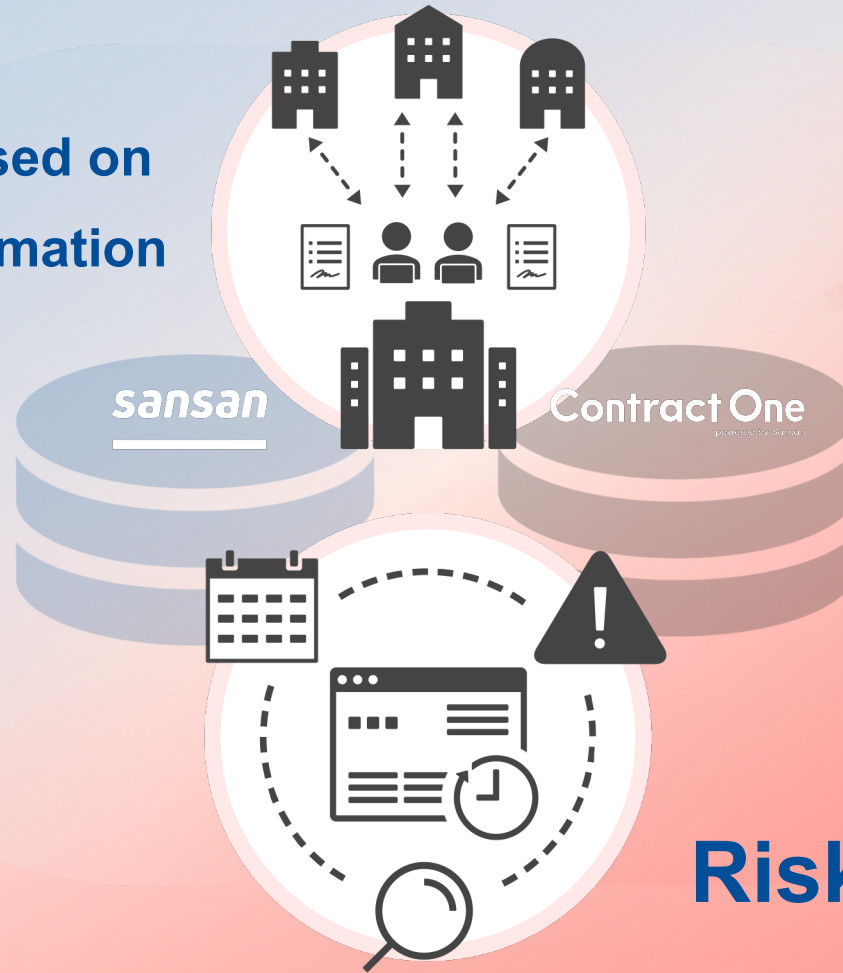
Data integration of Sansan sales DX solution and Contract One contract database



Data Integration of Solutions

Data integration provides new value and effectiveness

**Sales Activities Based on
Contract Information**



Risk Check

Opportunities for Further Data Integration

- Deliver unique value through digitizing, visualizing, and integrating human, commercial, and financial flow data
- Leverage our proprietary technologies and data to pursue further growth opportunities from a data utilization standpoint



Security Initiatives

Balance Security and Convenience

Security recognized as our company's lifeline and identified as a material issue

1. Provide safe and stable infrastructure services
2. Ensure robust protection of data privacy and Information security



Metrics	Targets for FY2029 ⁽¹⁾	Results for FY2022 ⁽¹⁾
Number of major incidents	0	0
Proportion of those with personal information protection specialist qualification	Maintained at 80+%	88.0%

(1) Results and targets presented here are for the Company on a non-consolidated basis.

Third-Party Certifications and External Evaluations

- Received various third-party certifications for security
- High marks in external evaluations of our security measures

Third-Party Certifications

- Privacy Mark
- ISO/IEC 27001
- ISO/IEC 27017
- Japan Image and Information Management Association (JIIMA) Certification

S&P Information Security/ Cybersecurity & System Availability

Sansan's rating **66** (top 6%)

corporate average **28**

Rating on a scale of 0 to 100
Assessment compared with 2023 achievements

MSCI Privacy & Data Security

Sansan's rating **8.6**

industry average **6.8**

Rating on scale of 0–10
Updated on February 16, 2023

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