To whom it may concern:

Company name	Sansan, Inc.
Representative	Chikahiro Terada, Representative Director & CEO (Code: 4443 TSE Mothers)
Contact	Muneyuki Hashimoto, Director, CFO
TEL	+81-3-6758-0033

Notification Regarding "Event Tech Business"

Sansan, Inc. ("the Company") hereby gives notice that its "Event Tech Business" strategy ("the Initiative") was announced today as its new initiative and would thus like to provide more information as follows.

1. Aim of the Initiative

Underpinned by the mission of "Turning encounters into innovation," the Sansan Group ("the Group") develops services that help address various challenges encountered by companies and business professionals, centered on the "Sansan" B2B cloud-based business card management service and the "Eight" business card management app incorporating a social networking services framework. Moreover, the Group aims to augment functionality and content of the respective services by providing solutions that enlist technologies amassed by the Group thus far and holding private conferences, business events and other such activities.

Aiming to realize improvements in shareholder value and corporate value over the medium to long term, the Group is currently actively working to create new businesses and accelerate the development of those businesses by leveraging the strengths of the Group. At the same time, the Group is addressing the further growth of the Sansan Business and the monetization of the Eight Business. The Initiative is based on these growth strategies.

2. Overview of the Initiative

(1) Content of the Initiative

Currently, many business exhibitions, large-scale conferences, small-scale seminars and other events are being held all over the world, including in Japan. Orchestrating an event gives rise to a variety of tasks, such as attracting customers and registration prior to holding the event, venue reception and video distribution duties during the event, and managing the post-event questionnaire. In Japan, many of these tasks are currently managed in analog format, leaving a lot of room for operational efficiency through digitization. We also believe that it is possible to further improve the value of various events held online by making effective use of the data generated.

Event Tech is a digital solution service used by event organizers and operators for event-related tasks. On this occasion, in addition to two new services, "Sansan Seminar Manager" (seminar management system for corporations) and "Eight ONAIR" (event diffusion function), the Group will accelerate and strengthen its efforts in the event tech area by combining various services that already exist within the Group, such as "Smart Entry by Eight Virtual Cards" (entry form), "Virtual Cards" and "logmi."

For more detailed information, please refer to the attached press release and presentation material.

(2) Departments and Divisions in charge of the Initiative

Although it depends on the services that make up the Initiative, those mainly in charge are the Business Development Department, Sansan Division, and Eight Division.

sansan

(3) Amount and content of special expenditure for the Initiative
At this time, there is no expenditure worthy of special mention.

3. Outlook
The initiative is expected to contribute to the Group's performance over the medium to long term. At present, this will not have a significant impact on the Company's consolidated financial results for this fiscal year.

Attached materials

・Presentation material for the media: "Event Tech Business Strategy"

・Press release: "Sansan Announces Release of Sansan Seminar Manager System for B2B Companies"

sansan

Sansan, Inc.

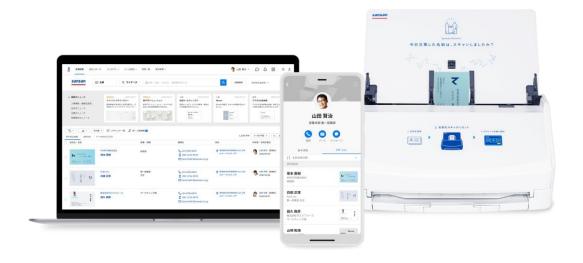# Event Tech Business Strategy

Sansan, Inc.

Event Tech Business Strategy

Chika Terada
Representative Director & CEO
Sansan, Inc.

Turning encounters into innovation

Contact management tool

for corporations

sansan

Personal contact

management app

∞ **Eight**
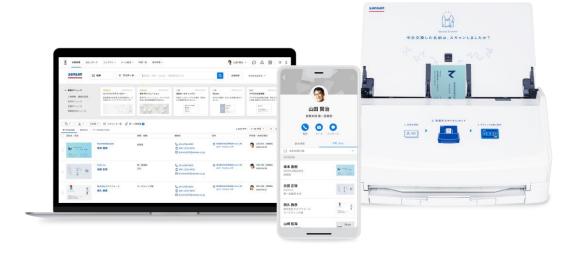
Uncover your hidden network.

Find opportunities. Make deals.

sansan

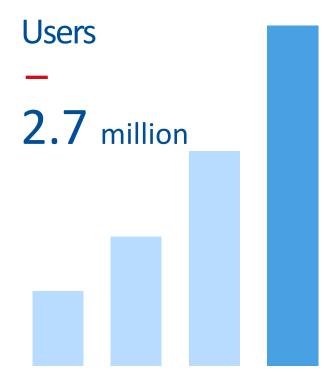Subscribers

6,754

Market share

83%

Business Card Management Service Market and
SFA/CRM-related Business 2020
(January 2020 research by Seed Planning)
Number of subscribers: FY2019 Q4e
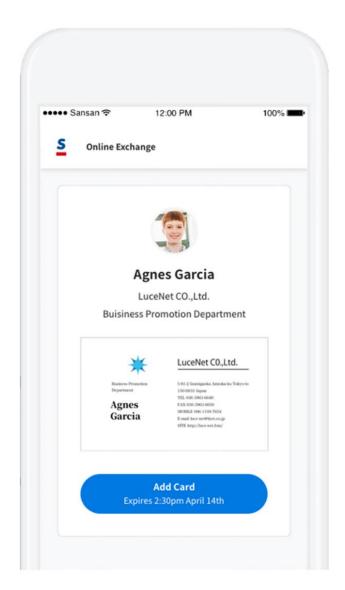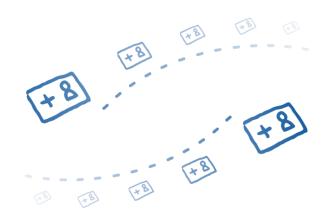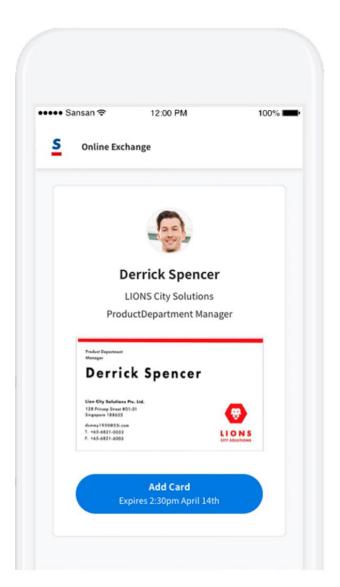
Business card-based

professional social network

∞ **Eight**

Users

—

2.7 million

Number of authenticated users who registered their own business card
as a profile after downloading the app

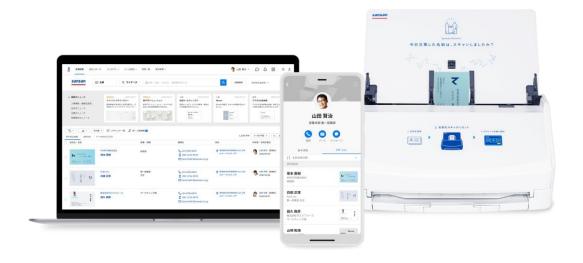# Virtual Cards: A New Way to Swap Business Cards

Use Sansan or Eight to create an online Virtual Card to exchange with anyone

Contact management tool

for corporations

sansan

Personal contact

management app

∞ **Eight**

Event tech

Contact management tool
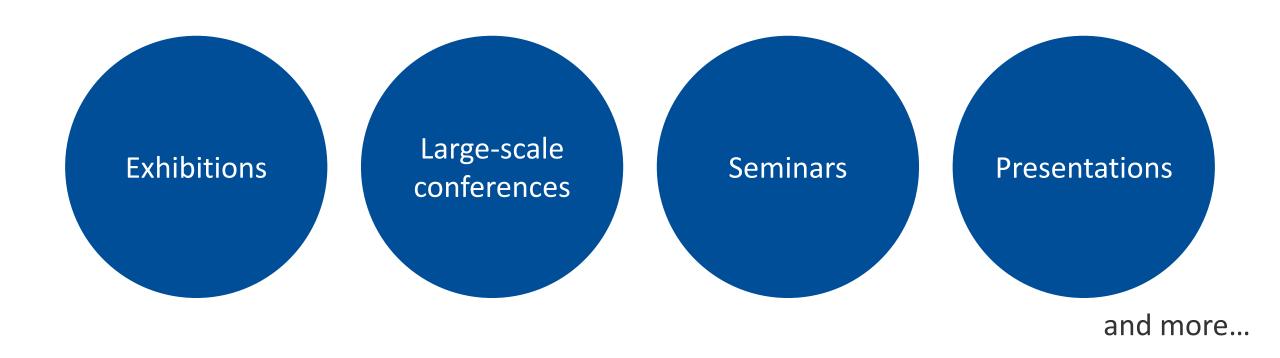
for corporations

sansan

Personal contact

management app

Eight

New
culture

Encounters

New
business

Opportunities for Encounters in B2B

Exhibitions

Large-scale conferences

Seminars

Presentations

and more…

Opportunities for Encounters in B2B

Exhibitions

Large-scale conferences

Seminars

Presentations

and more...

- **How opportunities for encounters have traditionally happened**

  > Time-consuming reception

  > Difficulty scheduling time to visit a venue

  > Not knowing who's who

  > Sometimes failing to gather information in time

Turning encounters into innovation

The Challenges of Going Online

- **Despite the rapid progress of online events, attendees' faces aren't visible and event functionality has declined.**
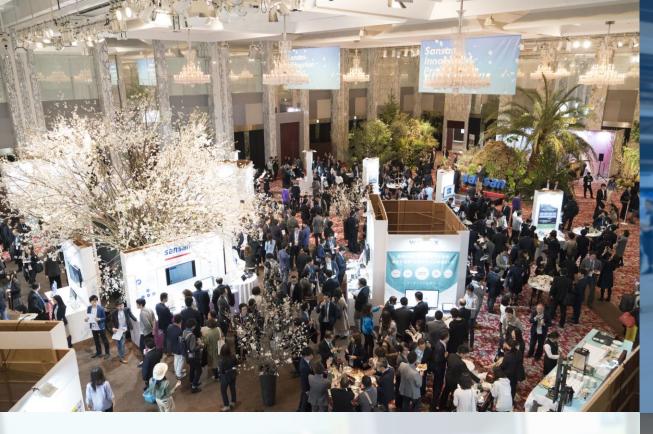
Attendees

- Can't catch up on event information

- Difficult to produce new encounters
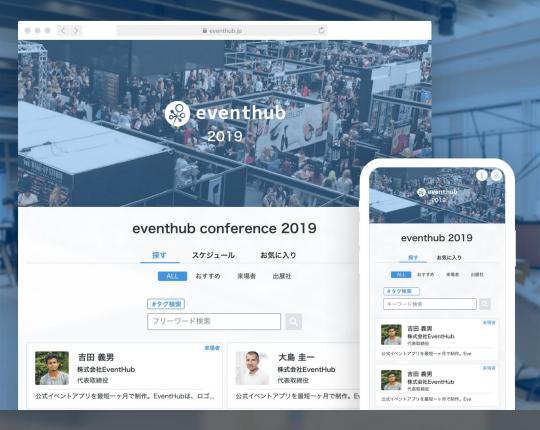
- Hard to have exchanges or share knowledge

Organizers

- Can't sufficiently get attendee information

- Poor networking chances

- Difficult to achieve results despite efforts

Offline

Online

eventhub 2019

eventhub conference 2019

ALL　おすすめ　来場者　出展社

#タグ検索

フリーワード検索

吉田 義男
株式会社EventHub
代表取締役

大島 圭一
株式会社EventHub
代表取締役

公式イベントアプリを最短一ヶ月で制作。EventHubは、ロゴ...

公式イベントアプリを最短一ヶ月で制作。Eve

logmi
ログミー

sansan
seminar manager

概要　機能　メリット　テクノロジー　よくあるご質問　　サービス紹介資料 ダウンロード

セミナー運営をシンプルに。
成果を最大化する

BtoB企業のセミナーを成功に導く。
Sansan Seminar Managerは、
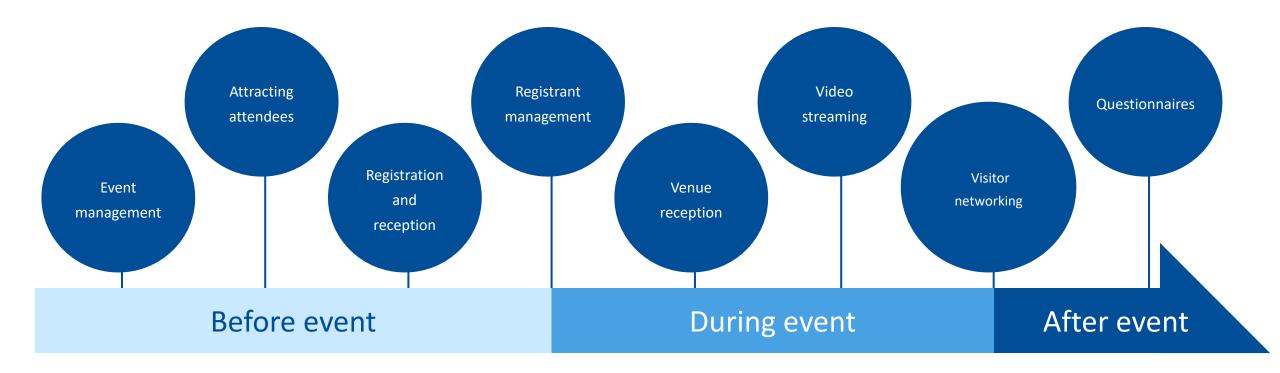これまでにない法人向けセミナー管理システムです。

Sansan, Inc.

Event Tech Business Strategy

Muneyuki Hashimoto
Director, CFO
Sansan, Inc.

What is Event Tech?

Before the Event
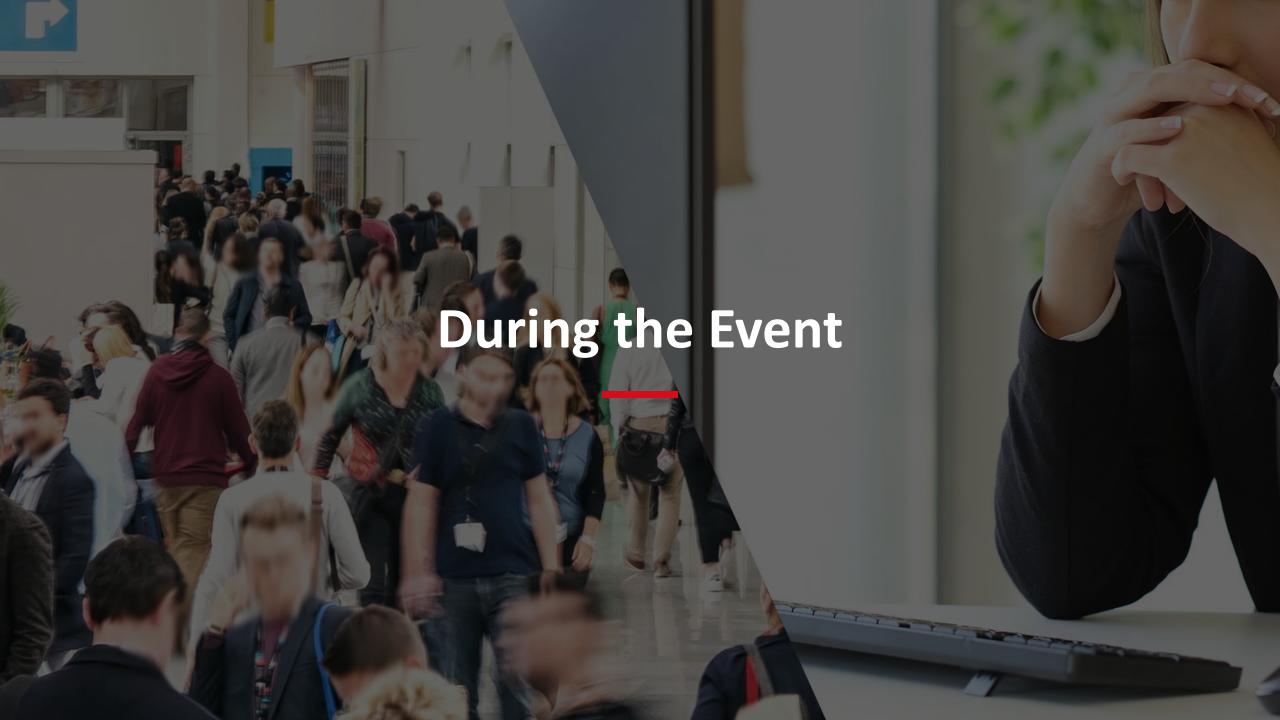
Before the Event
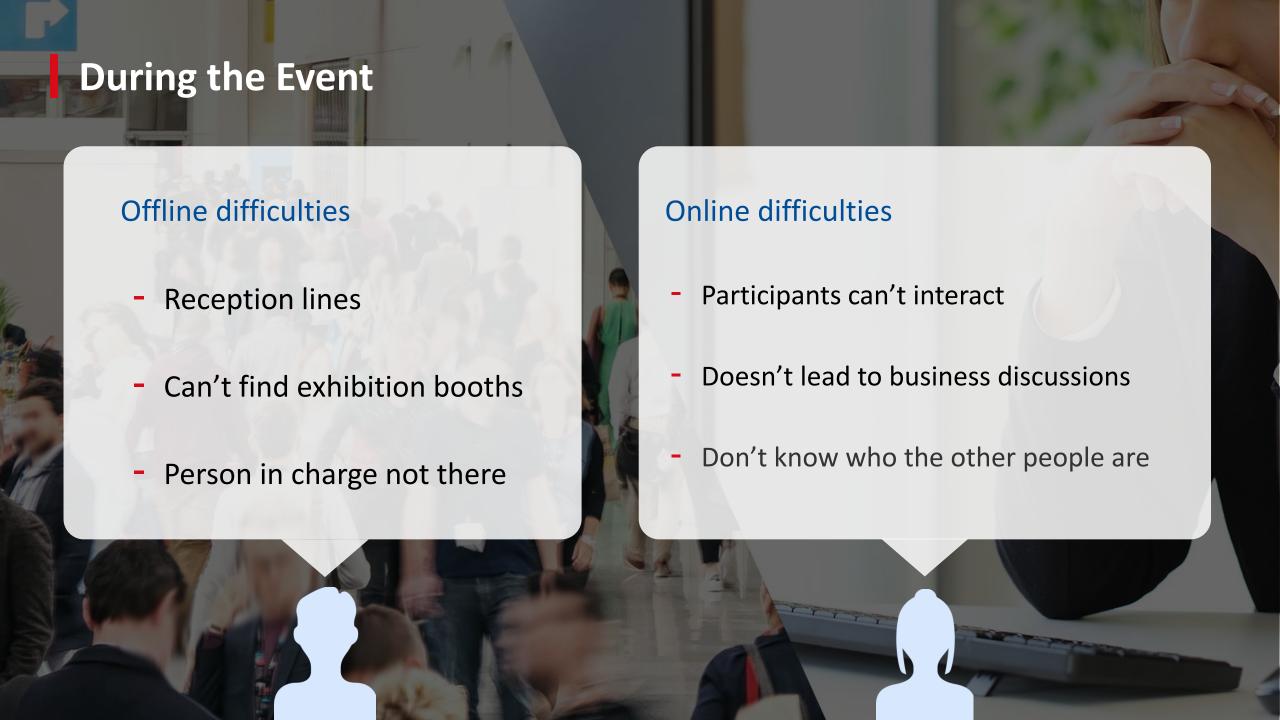
Analog/manual ways of attracting customers

- Direct messaging
- Faxed applications
- Analog data management

Digitized ways of attracting customers

- Time-consuming web forms
- Omitted or incorrect information
- Lack of accurate participant information collected

Fails to lead to effective marketing

During the Event

During the Event

Offline difficulties

- Reception lines

- Can't find exhibition booths

- Person in charge not there

Online difficulties

- Participants can't interact

- Doesn't lead to business discussions

- Don't know who the other people are

After the Event

After the Event

Analog questionnaires

- Can't be used because the respondent didn't give complete information

- Participants' information not correctly acquired

- Paper-based aggregation of results

Digital questionnaires

- Scattered data not managed in an integrated way

- Doesn't integrate with customer database

Can't be used for effective marketing,
can't maximize effects of the event

Online events

hopin

Run the World

Online
networking

Airmeet

Remo

Global event
management software
market is worth
~500 billion yen (~$4.7 billion)

Event
management

cvent

BIZZBO

Event marketing

splash

Sansan's Initiatives

Events Organized	Investment in Event Tech

Sansan Innovation Project (SIP) 2016 (~1,000 attendees)

SIP2017 (~2,000 attendees)

SIP2018 (~3,000 attendees)

2019

Launched Meets (April 2019)

Invested in CREATIVE SURVEY
Provided integration function (Apr. 2019)

SIP2019 (~5,000 attendees)

Invested in Event Hub (Dec. 2019)

Sansan Evolution Week (SEW) online (June 2020)

Sansan Innovation Summit (SIS) 2020 (scheduled Oct. 2020)

Logmi made into subsidiary (Aug. 2020)

Launched Smart Entry (Sept. 2020)

Climbers (scheduled Nov. 2020)

Sansan Innovation Project

- ➢ SIP2016: approx. 1,000 attendees

- ➢ SIP2017: approx. 2,000 attendees

- ➢ SIP2018: approx. 3,000 attendees

- ➢ SIP2019: approx. 5,000 attendees

Launch of Meets presented by Eight

「いいサービス」と
Encounter people through
「いいかたち」で出会う。
great services & a great concept

最適なサービスが最短ルートで見つかる

新しいかたちのビジネスイベント
The shortest path to the best services.
A new style of business event.
presented by ∞ **Eight**

Meets /

A new business matching event utilizing the Eight network

Sansan
Evolution
Week 2020

5-Day Online Conference

- 6,000+ attendees

- Virtual Card online business card exchanges: 3,000+

Sansan
Innovation Summit
2020

Online Conference

- Scheduled October 28, 2020

Online event for Sansan users

- Virtual Cards set up for all attendees

Climbers

2020 Online

∞ Eight   TV TOKYO   GOETHE

To be held November 23, 2020

An event featuring special lectures on life by

speakers at the top of their fields and

who have overcome obstacles

Changes to Our Articles of Incorporation

Current Articles of Incorporation	Proposed amendments
(6) Temporary staffing business and outsourcing operations (7) Operations involving services for providing information (Newly established) (Newly established) (8) Publishing, printing and advertising agency business (9) Leasing, rental, and sales of information and communications equipment, and office equipment (10) Planning, production and sales of copyrighted works including illustrations, music and videos (11) All businesses that are incidental to those mentioned in the preceding items	(6) Temporary staffing business and outsourcing operations (7) Operations involving services for providing information (8) Event planning and implementation, and business of providing services in relation thereof (9) Business of providing services to support digitization of business operations (10) Publishing, printing and advertising agency business (11) Leasing, rental, and sales of information and communications equipment, and office equipment (12) Planning, production and sales of copyrighted works including illustrations, music and videos (13) All businesses that are incidental to those mentioned in the preceding items

Two items added

- Operations providing event planning, implementation, and related services

- Operations providing business digitization support services

Event Tech Portfolio

Attendee management

sansan

Management of attendee business cards, utilization of business card information

Transcription

logmi

Event content transcription media, distribution of information to attendees

Questionnaires/Surveys

CREATIVE SURVEY

Measurement of event satisfaction, communication with attendees

Card exchange

Virtual Cards

Encouraging exchanges at online events, making event attendees active

After event

Before event

During event

Attracting attendees

Eight Ads

Attracting event attendees through business-oriented advertisements

Entry control

Smart Entry

Easy and accurate next-generation entry system using business cards

Event Tech Portfolio

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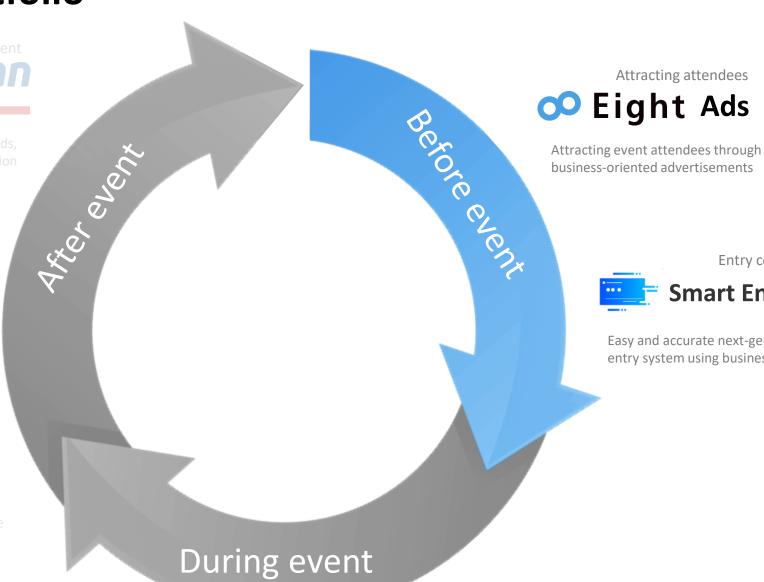
Easy and accurate next-generation entry system using business cards

Eight Ads

Using one of Japan's largest sources of business data, from the Eight app, this platform enables development of targeted advertising strategies.

- Uses data from business cards

- Users taps an ad and is sent to the advertiser's site

- Meets a range of objectives, such as recognition & acquisition, attracting event attendees, and lead acquisition

ビジネスエントリーを、最もスマートに

Smart Entry

by Eight オンライン名刺

Scan the QR code
Takes the user to
the prepared entry form

One-tap registration
Procedure completed using
business card information

ENTRY

Entry procedure done!
Accurate registrant
information is sent

ENTRY!

Smart Entry's main features

Point 1
Register with
accurate business
profile

Point 2
Effortless filling
out of forms

Point 3
Free to use,
for anyone

*QR code is a registered trademark of DENSO WAVE, Inc.

Event Tech Portfolio

Attendee management

sansan

Management of attendee business cards, utilization of business card information

Transcription

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Event content transcription media, distribution of information to attendees

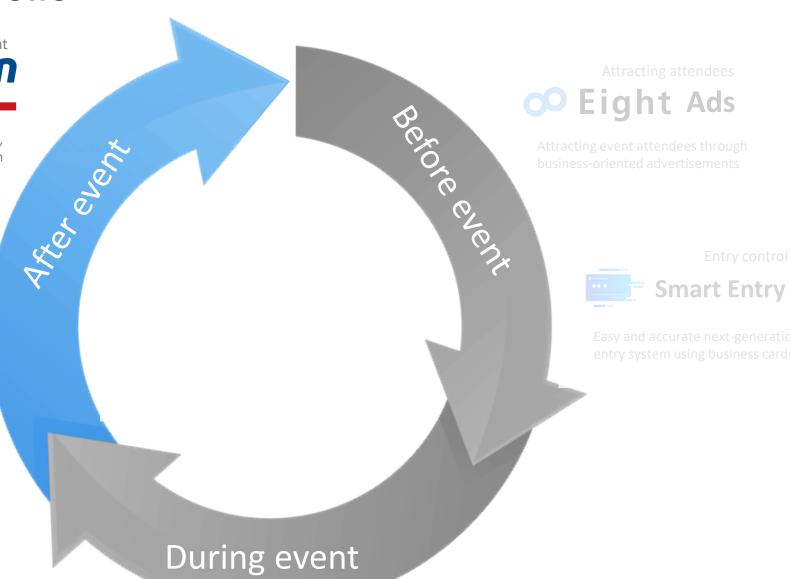Questionnaires/Surveys

CREATIVE SURVEY

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Virtual Cards: A New Way to Swap Business Cards

—

Use Sansan or Eight to
create an online Virtual Card
to exchange with anyone

Logging services for the world

A service that transcribes and logs outstanding speeches, talks, press conferences, and other events to deliver valuable information to more people

- Logmi became a wholly owned subsidiary of Sansan in August 2020

Event Tech Portfolio

Attendee management

sansan

Management of attendee business cards, utilization of business card information

Transcription

logmi

Event content transcription media
Distribution of information to attendees

Questionnaires/Surveys

CREATIVE SURVEY

Measurement of event satisfaction, communication with attendees

Card exchange

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After event

Before event

During event

Seminar Management

sansan seminar manager

Management platform specializing in B2B seminars

Attracting attendees

∞ Eight Ads

Attracting event attendees through business-oriented advertisements

Entry control

Smart Entry

Easy and accurate next-generation entry system using business cards

Event dissemination

∞ Eight ONAIR

Discovery of online events by attendees
Disseminating information on events being held by organizers

Sansan, Inc.

Details of New Services

Yuki Hayashi
Manager, New Business Development Department
Sansan, Inc.

Smart Entry's main features

ビジネスエントリーを、最もスマートに

Smart Entry

by Eight オンライン名刺

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Point 2
Effortless filling
out of forms

Point 3
Free to use,
for anyone

*QR code is a registered trademark of DENSO WAVE, Inc.

For Eight Users – Just One Tap

Step 1

Scan QR code

Step 2

Confirm the details
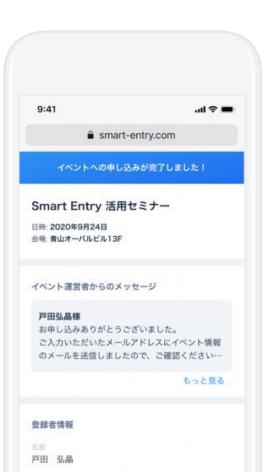
One tap &

registered!

Step 3

Registration done!

*QR code is a registered trademark of DENSO WAVE, Inc.

Registration with Just a Business Card

Step 1	**Step 2**	**Step 3**	**Step 4**	**Step 5**
Scan QR code	Shoot your card	Edit the details	Check verification mail	Finish and register

*QR code is a registered trademark of DENSO WAVE, Inc.

Easy Event Registration, and Very Accurate

Scan the QR code

Takes the user to
the prepared entry form

One-tap registration

Procedure completed using
business card information

ENTRY

Entry procedure done!

Accurate registrant
information is sent

ENTRY!

Free to use, for anyone

Virtual Cards (Online Business Cards)

Boost Interaction

Dedicated UI to Support Online Card Exchange

- Sansan Evolution Week participants: 6,000+

- Online card exchanges: 3,000+

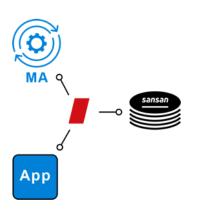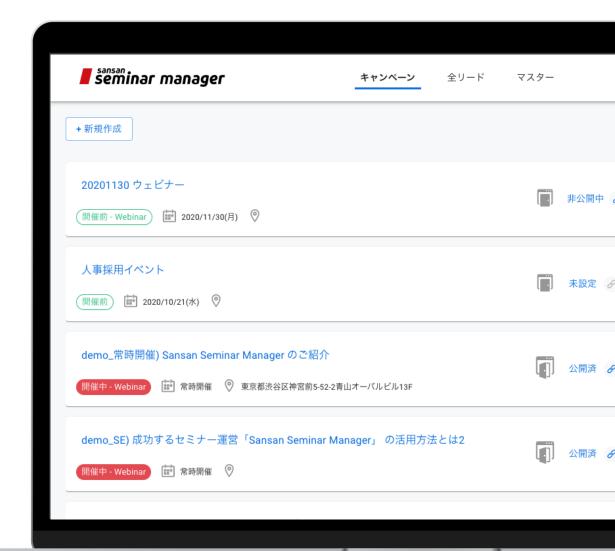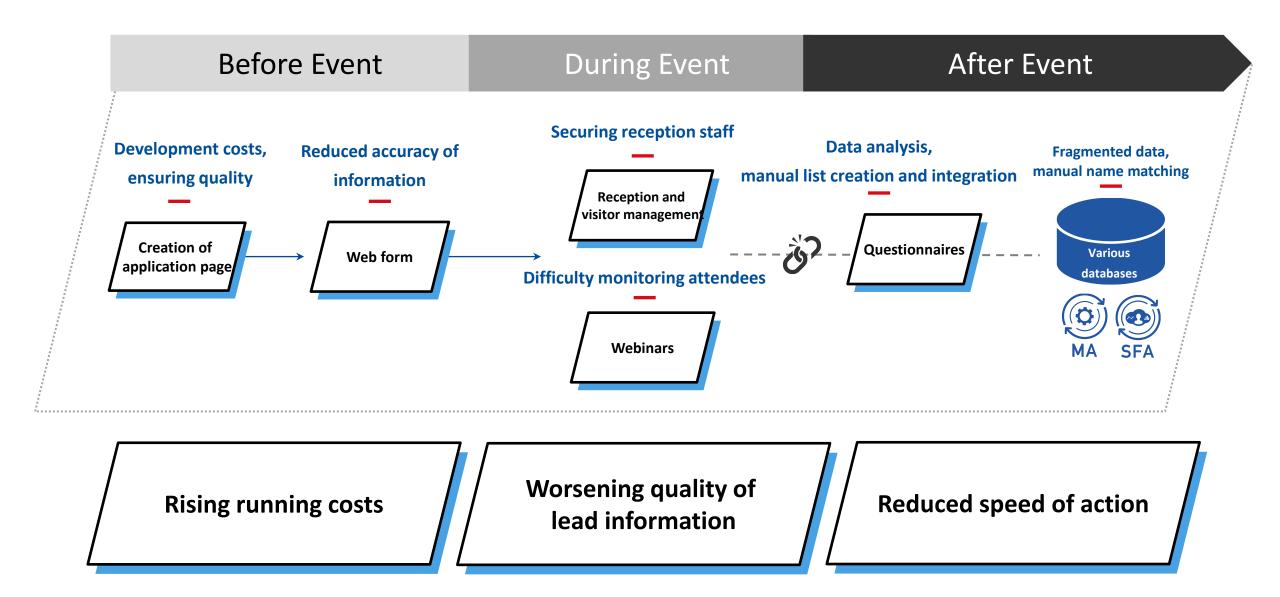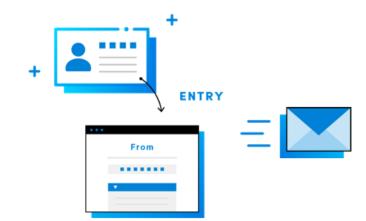# Issues with Seminar Operation and Management

Before Event	During Event	After Event

Development costs, ensuring quality

Reduced accuracy of information

Securing reception staff

Data analysis, manual list creation and integration

Fragmented data, manual name matching

Creation of application page

Web form

Reception and visitor management

Difficulty monitoring attendees

Webinars

Questionnaires

Various databases

MA   SFA

Rising running costs

Worsening quality of lead information
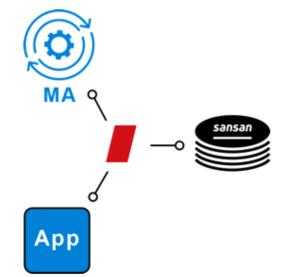
Reduced speed of action

The Value of Sansan Seminar Manager

Support for anyone to easily run
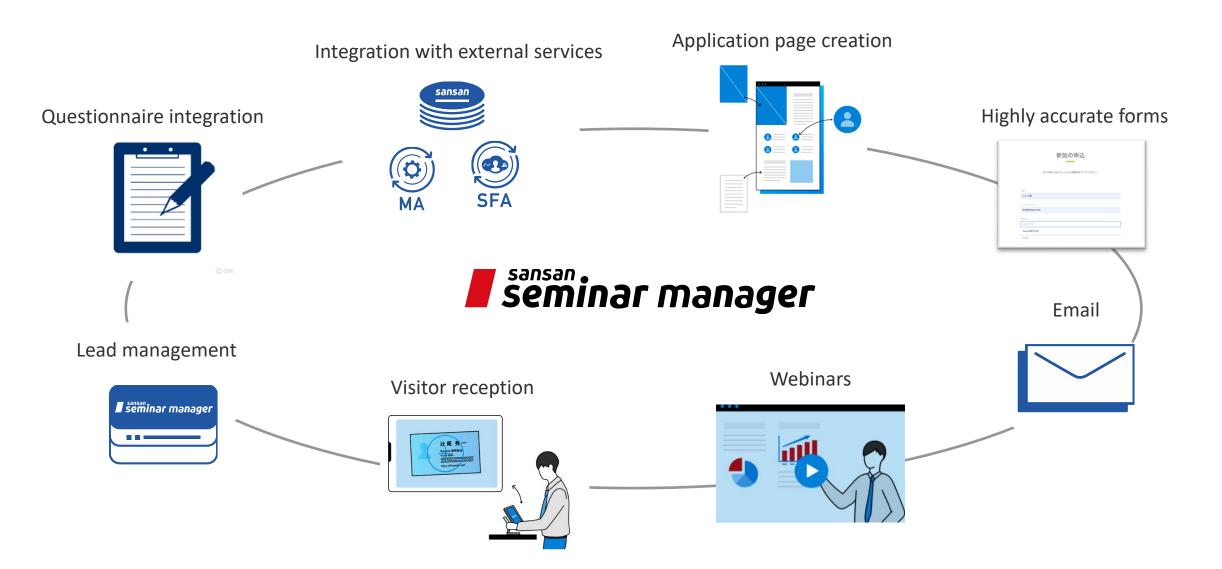
an effective seminar with

minimal resources

Offering the Required Features in a Single Package

Complete an application page in as quick as 10 minutes

Simply enter the event summary into a pre-designed template to create and publish an application page in as quick as 10 minutes.

No specialized knowledge required

Quick as 10 min.

Just enter required information

AI Form: Easily Acquire Accurate Information

Free domain determination
A free domain dictionary of around 5,000 uniquely learned entries, such as gmail.com, makes it easier to get company email addresses.
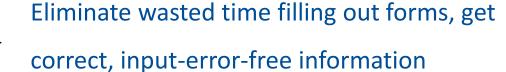
Company name prediction feature
AI intuits the registrant's company name based on the email address they enter, enabling entry of the correct company name with just a click. No need for manual entry.

The B2B business acquires accurate information it needs about a registrant's organization and effectively conducts a seminar.

Smart Entry Support: Easily Acquire the Correct Information

Simple UX that only requires scanning of a QR code
Seminar entry using online business cards

Eliminate wasted time filling out forms, get
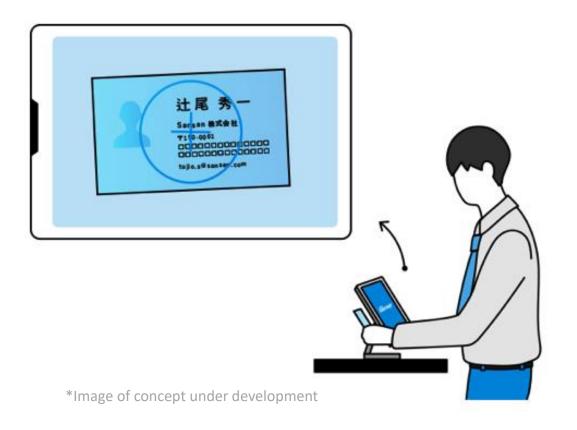correct, input-error-free information

Unattended Reception System – For Offline Seminars

Simply install dedicated terminals at the reception area. Technology completes visitor reception, instead of people.

Attendance slips don't need to be printed out. The visitor simply scans their business card. The information is then instantly matched with the data from when they registered. The reception process is then finished.

Reception tasks that once took two or three people now require none. This also helps minimize unnecessary contact during the coronavirus pandemic.

*Image of concept under development

Automatic Reception System – For Webinars

A unique URL for webinar reception is distributed to each attendee.

↓

A log of attendees can be obtained by redirecting viewers to streaming services such as YouTube or Zoom via the reception URLs

∨

Once difficult, seminar attendance and non-attendance can be correctly recognized. This helps with post-seminar follow-up.
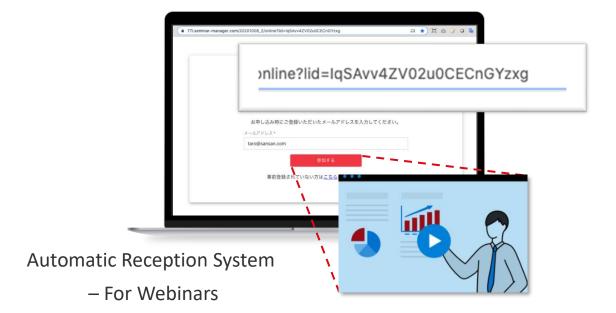
Application page creation

Smart Entry

AI Form

Visitor reception

Automatic Reception System
– For Webinars

Case 1
Automating seminar processes
Significantly reduce person-hours and costs

Issue 1

Multiple purpose-built tools are used, creating scattered data
so it takes several people 2 days to prepare for a seminar

3 days

Solution

Because it can be used with no customization,
a single person can finish preparations in 15 minutes

From landing page creation to issuance of webinar viewing URLs, automated mail transmission, applicant management, visitor reception and management, and conducting post-event surveys, brings together all functions needed to run a seminar or webinar.

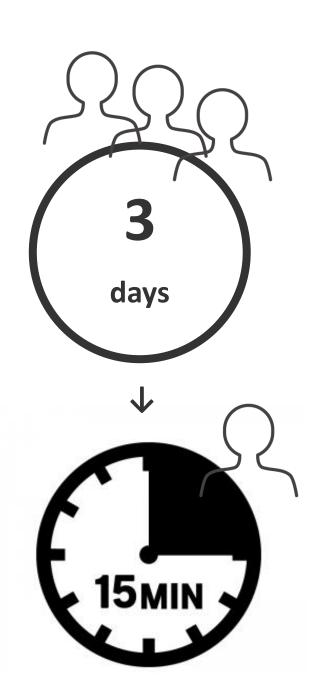| Landing page creation | Smart Entry | AI-driven forms | Email distribution function |
| Webinar support | Webinar viewing management | Application management | Visitor management |
| Questionnaires | System integration | Assignment of corporate numbers | Unattended business card reception |

15MIN

Making Webinars Amazingly Easy to Hold

Issue 1

Moving from offline to online: webinars

Customers are unsure of what's needed to run a webinar

∨

Solution

By simply making distribution tools available

anyone can easily hold a webinar

A distribution tool that can issue viewing URLs is all that's needed. Webinars can be held similarly to how offline seminars are conducted
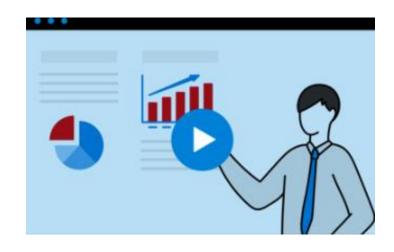
| Webinar function | - With customer URLs, you can track who viewed the webinar |

| Smart Entry | - Attendee information can be accurately tracked without need for business cards |

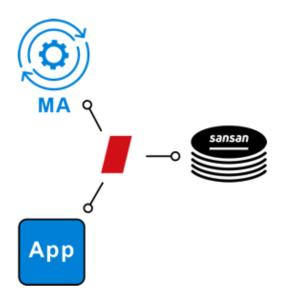| AI-driven forms | - Accurate information on par with a business card (email, company name) can be obtained |

Integration with MA and Other Tools

Issue 1

Information varies by tool

Lead times are long, and it's hard to produce results

Solution

Integration with MA and other tools

Speeding up marketing

API-level integration with various tools such as MA and Sansan is supported. Whether before or after an event, information can be integrated at any time. Information such as corporate numbers can also be added.

Entry handling	- Smart Entry to apply using an online business card: Latest and accurate information is obtained - AI-driven forms equipped with a suggestion function: Accurate information same as a business card can be obtained
Appending of corporate number	- Add rich information that can't be obtained from a business card
System integration	- Since integration with systems such as MA is possible, it can be managed as lead information

Plan

sansan seminar manager

Fee

Users can select a plan depending on the number of seminars they run annually and their size.

Minimum monthly fee: starting from 50,000 yen
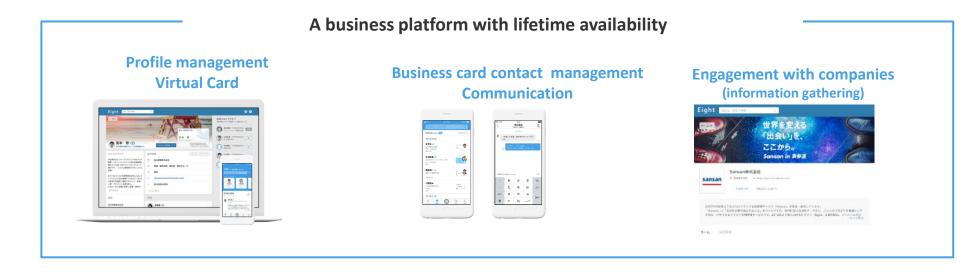
Subscription Type

Annual contract

Eight ONAIR

About the Eight App

Eight is a business card-based contact management app with the #1 market share and is used by 2.7 million+ businesspeople.

A business platform with lifetime availability

**Profile management
Virtual Card**

**Business card contact management
Communication**

Engagement with companies
(information gathering)

B2C Model

B2B Model

Paid plan for individuals
Eight Premium

Service for small-to-medium-sized enterprises

Eight Company Premium

Advertising Business
Eight Ads

Business Events
Meets

Direct Employment Platform
Eight Career Design

Eight ONAIR – Taking up Challenges

- **Online-induced stress**

Online benefits

- Easy to view

- Travel time = 0

- Use free time more effectively

I can't keep up with every bit of information in real time!

Eight ONAIR – Taking up Challenges

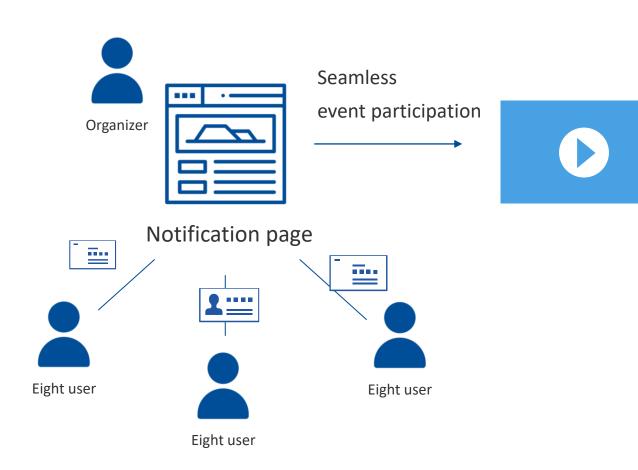- **It's hard to encounter the best events**

Ways of encountering events

- Search online

- Search on an event platform

- Come across something in social media

Find the best events, suited to your profession and attributes, and take part right then and there.

How Eight ONAIR Works

Eight

Organizer

Notification page

Seamless
event participation

Eight user

Eight user

Eight user

Organizer's features

- Easily start notification page

- Can reach 2.7 million users

- Participant info is in Virtual Card

∞ Eight ONAIR

- Display recommended events according to job and attributes

- Search and list events

- Manage favorites

- One-tap joining via a Virtual Card

Events taking place in real time are also posted.

Take part in events that fit your schedule.

*Image of concept under development

∞ Eight ONAIR

Scheduled for 2021

*Image of concept under development

Sansan, Inc.

Event Tech Business Strategy

Chika Terada
Representative Director & CEO
Sansan, Inc.

Turning encounters into innovation

Turning encounters into innovation