

April 3, 2020

To whom it may concern:

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

**Notification regarding Share Acquisition of SATORI, Inc.  
to Convert It into an Equity Method Affiliate**

Sansan, Inc. (the “Company”) hereby announces that the Company resolved at the Board of Directors Meeting held on April 3, 2020, to acquire shares of SATORI, Inc. (“SATORI”) and make it an equity method affiliate.

**1. Reason for the Share Acquisition**

Under the mission of “Turning encounters into innovation,” the Company is developing services tied to solving various issues that companies and business people face. Specifically, the Company operates the Sansan Business, which provides “Sansan,” a cloud-based business card management service that enables users to digitize business cards in order to visualize and share the networks between individuals as data, and the Eight Business, which operates “Eight”: Your Business Card Management App that incorporates a system of social networking services and changes business cards into a business network.

At present, the Company is working toward achieving further growth in the Sansan Business while monetizing the Eight Business with the aim of enhancing both its shareholder and corporate value over the medium- to long-term. At the same time, promoting the evolvement of “Sansan” platform by linking with external services and strengthening in-house development is among the Company’s key growth strategies.

Under the strategies, the Company will acquire shares of SATORI, which develops and sells marketing automation tools, and make it an equity method affiliate to increase the service value.

**2. Outline of the Company (SATORI) to Become an Equity Method Affiliate (As of April 3, 2020)**

(1) Company Name	SATORI, Inc.
(2) Head Office	SHIBUYA CULTURAL CENTER OWADA 11F, 23-21 Sakuragaoka-cho, Shibuya-ku, Tokyo
(3) Representative	Kosuke Ueyama

(4)	Description of Business	Development and sales of marketing automation tools		
(5)	Capital	1,513 million yen		
(6)	Founded	September 2015		
(7)	Financial Position and Performance in the Past 3 Fiscal Years			
	Fiscal year ended	September 30, 2017	September 30, 2018	September 30, 2019
	Net Assets	62	33	1,059
	Total Assets	123	108	1,155
	Profit Attributable to Owners of Parent	-78	-129	-197

\*Note: In millions of yen

### 3. Acquisition Price, and Shares Held After the Acquisition

(1)	Acquisition Costs	Due to a duty of confidentiality with related parties, the Company is refraining from disclosing the acquisition price. However, the acquisition price was determined after discussions were held with the parties involved in the acquisition and based on stock valuation via an expert.
(2)	Number of Shares Held After the Transfer	46,646 shares (number of voting rights: 46,646, ownership: 27.4%)

### 4. Schedule

(1)	Decision Date	April 3, 2020
(2)	Date of Execution of Share Acquisition	April 9, 2020 (planned)

### 5. Outlook

This transaction will not have a significant impact to the Company's consolidated financial results for this fiscal year. "Share of loss (or profit) of entities accounted for using equity method" with this transaction is expected to be included in the Company's consolidation results from the next fiscal year (FY ending May 31, 2021).