

eBASE Business Report

Packaged Software Business

BtoB Business

0th eBASE

Integrated PIM Solution by Company

1st eBASE

PIM Solution by Industry

BtoBtoC Business

2nd eBASE

Consumer Smartphone App Solution

BtoB Business

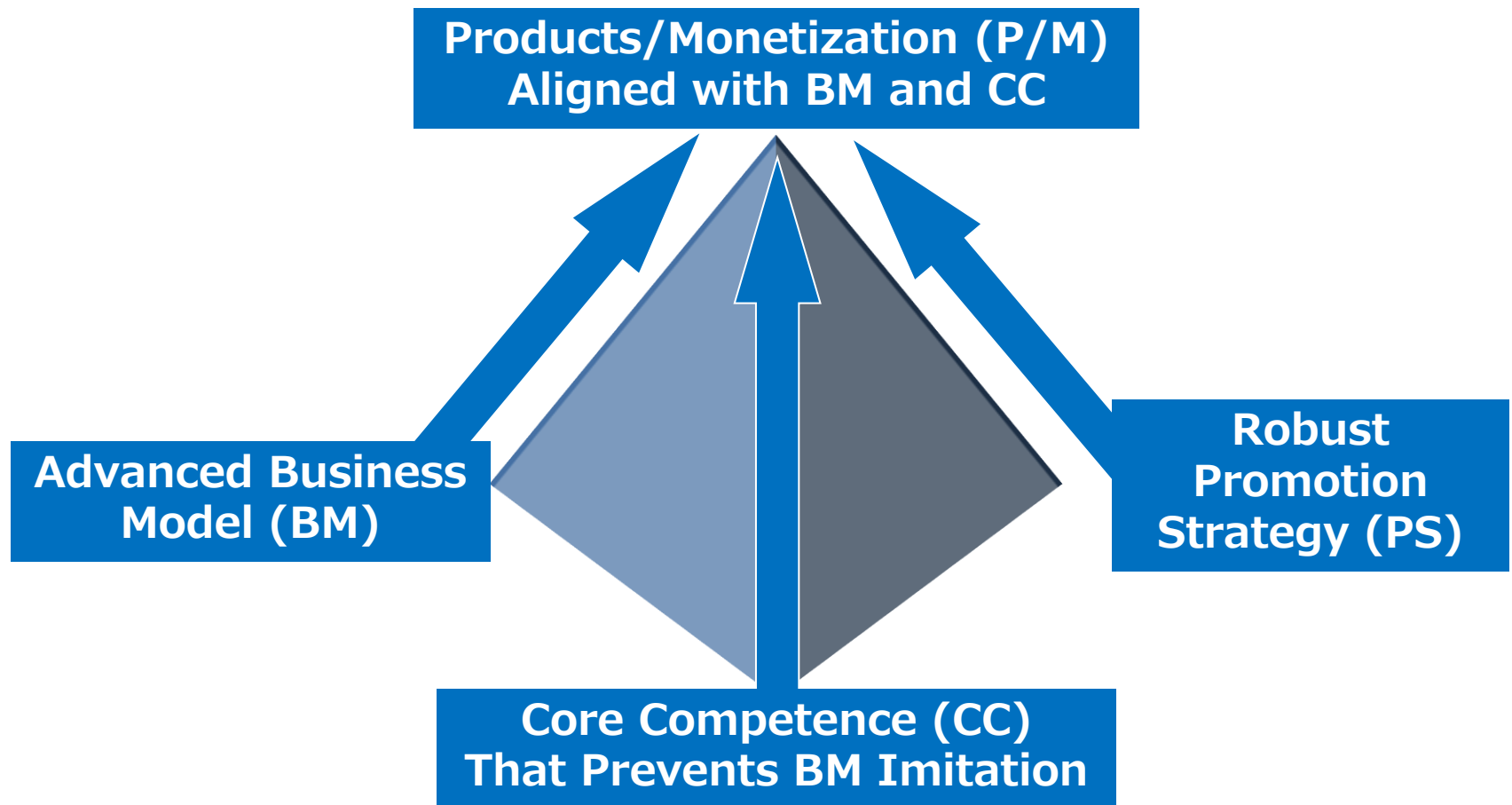
3rd eBASE

"DATA eBASE" Data Sales Solution

Note: PIM = Product Information Management

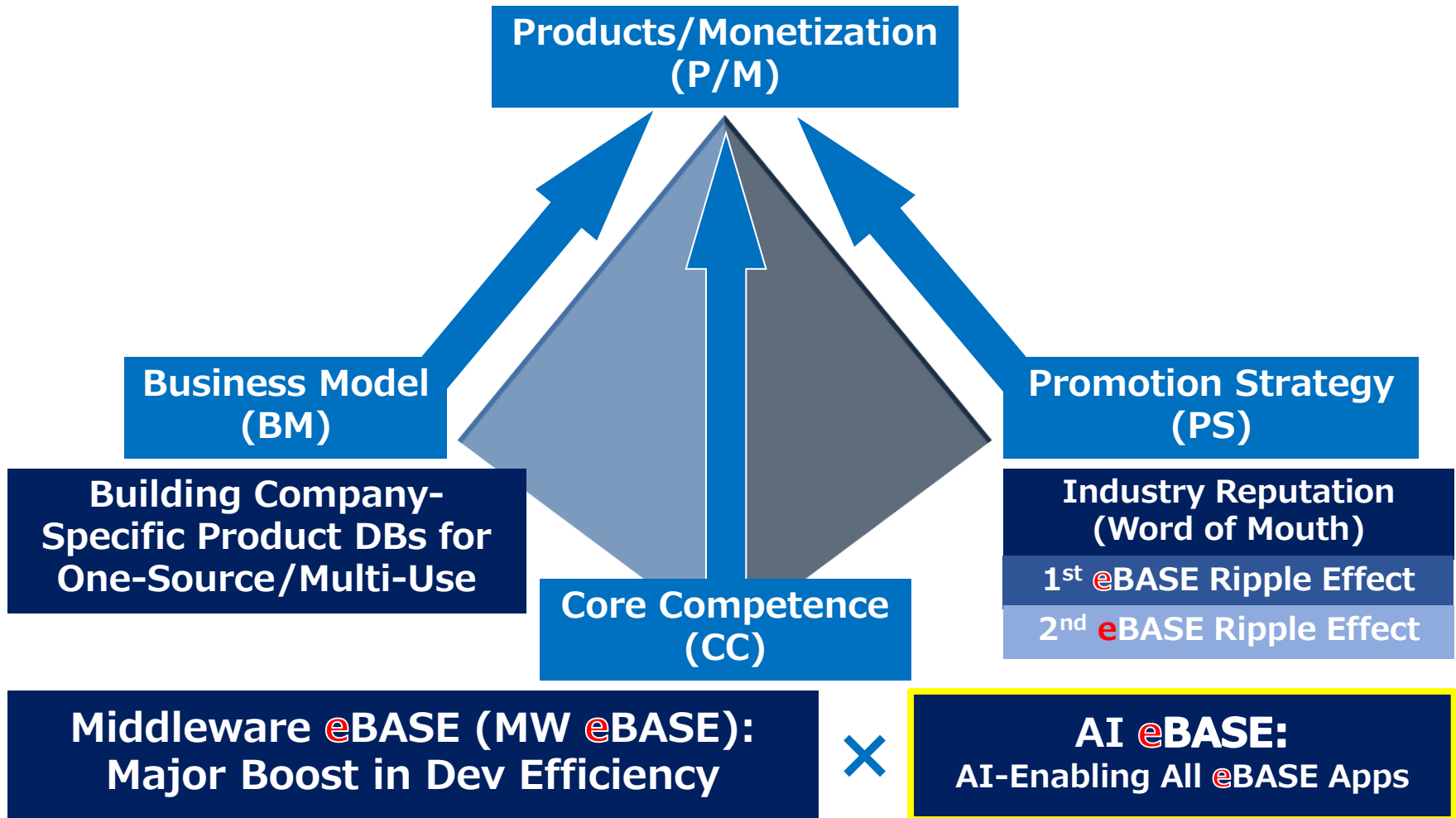
Minimum Requirements for Advancing eBASE Business Strategy

Achieving All 4 Conditions of the Triangle Pyramid at a High Level!

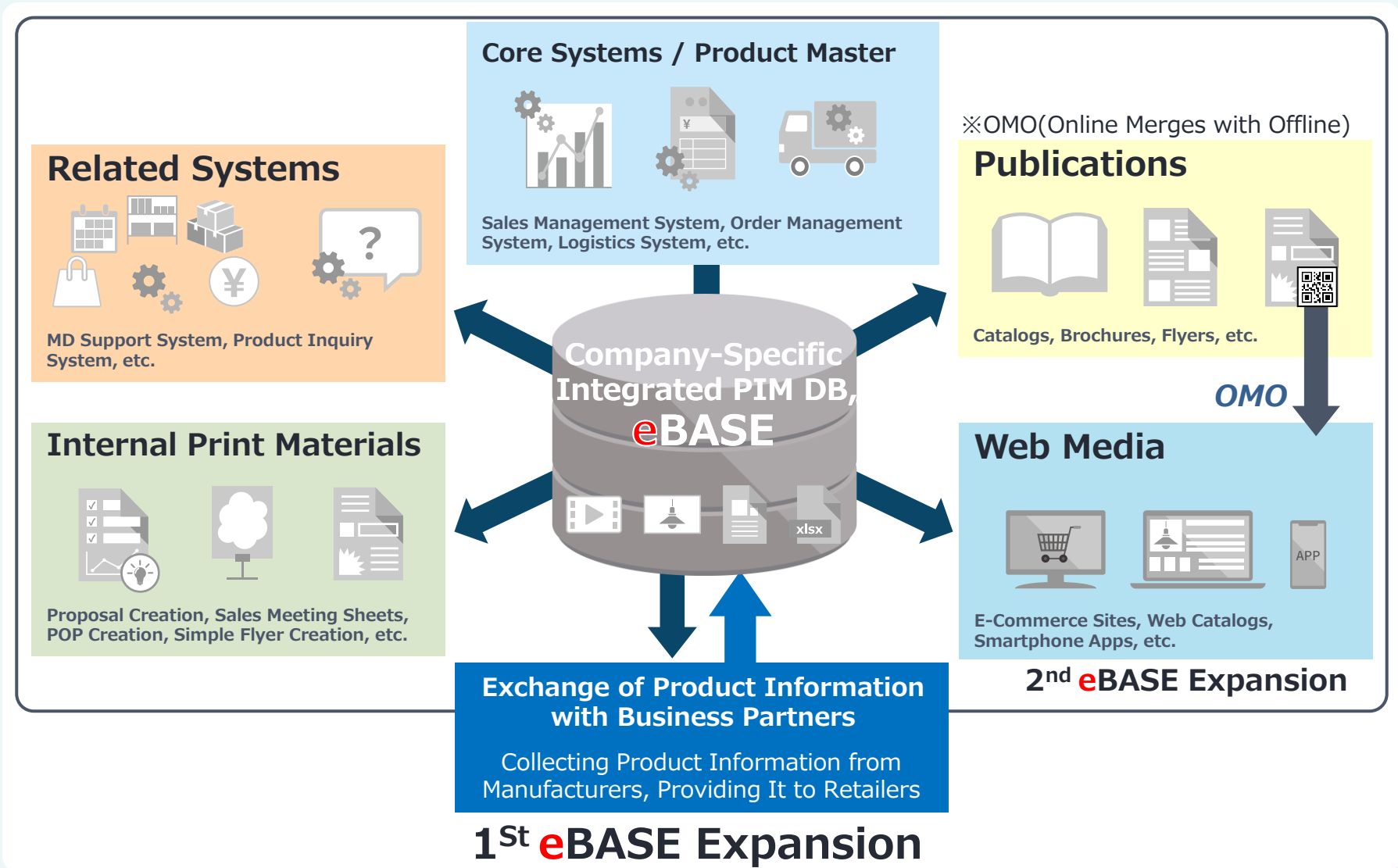


One-Source, Multi-Use Promotion of Product Info by Company / BtoB Strategy

Development & Expansion of Integrated Product DB Software eBASE



Business Model: What Is One-Source Multi-Use?



Standardization of Product Info Exchange by Industry / BtoB Strategy

By Industry

Development & Expansion of Product Info DB Packaged Software

Food Safety Information Management System / FOODS eBASE,
Daily Necessities Product Information Management System / GOODS eBASE, etc.

Products/Monetization

Business Model

Standardization of Product Info Exchange by Industry

Food, Daily Necessities, Home Appliances, Housing, OTC, etc.

Promotion Strategy

Leveraging Retailer Buying Power, Optimizing the Entire Industry

2nd eBASE Ripple Effect

Core Competence

Product Info Data Pooling: Shozai ebisu

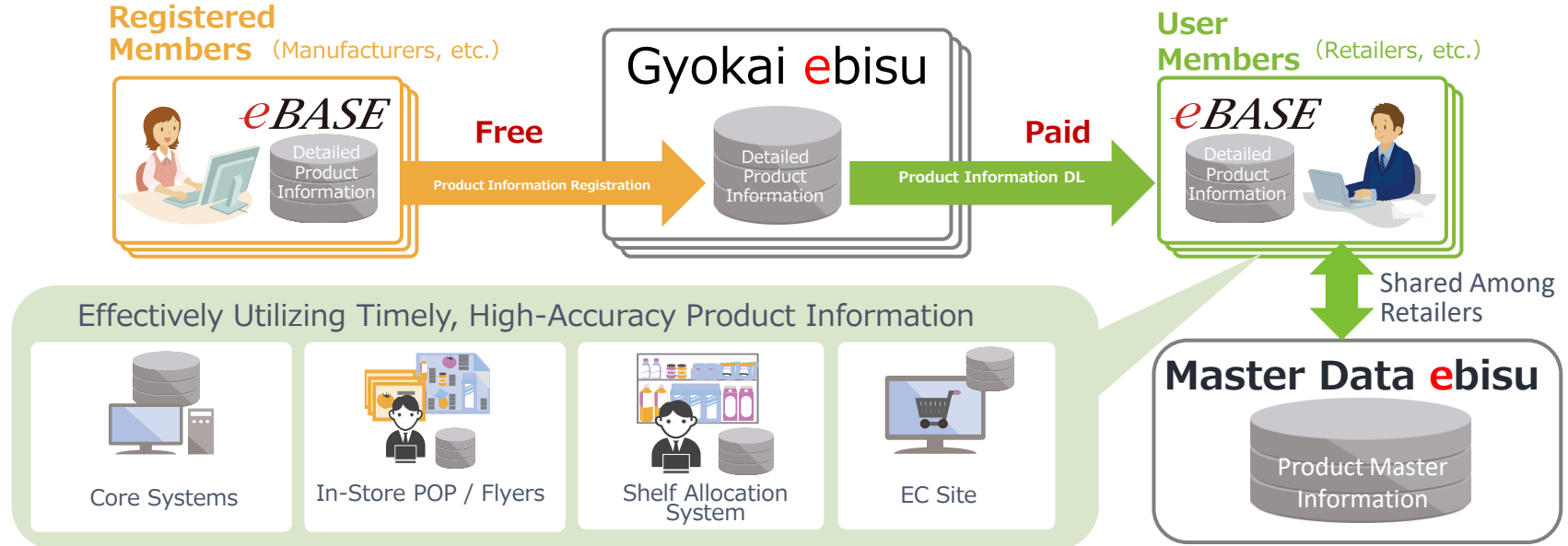
MWeBASE



AI eBASE

Business Model: Product Information Data Pool Service "Shozai eBisu"

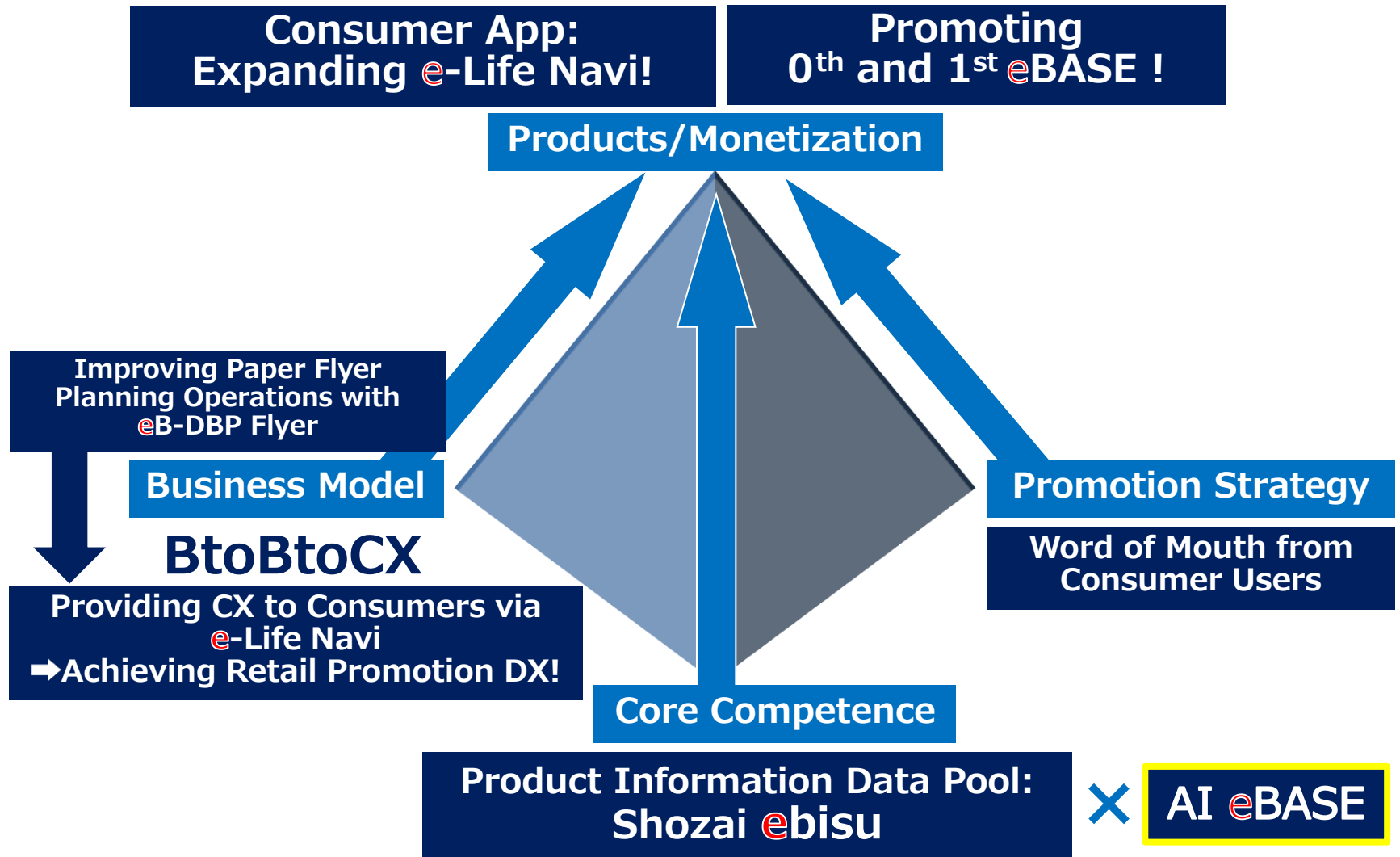
Achieving Significant Efficiency in Product Information Exchange!



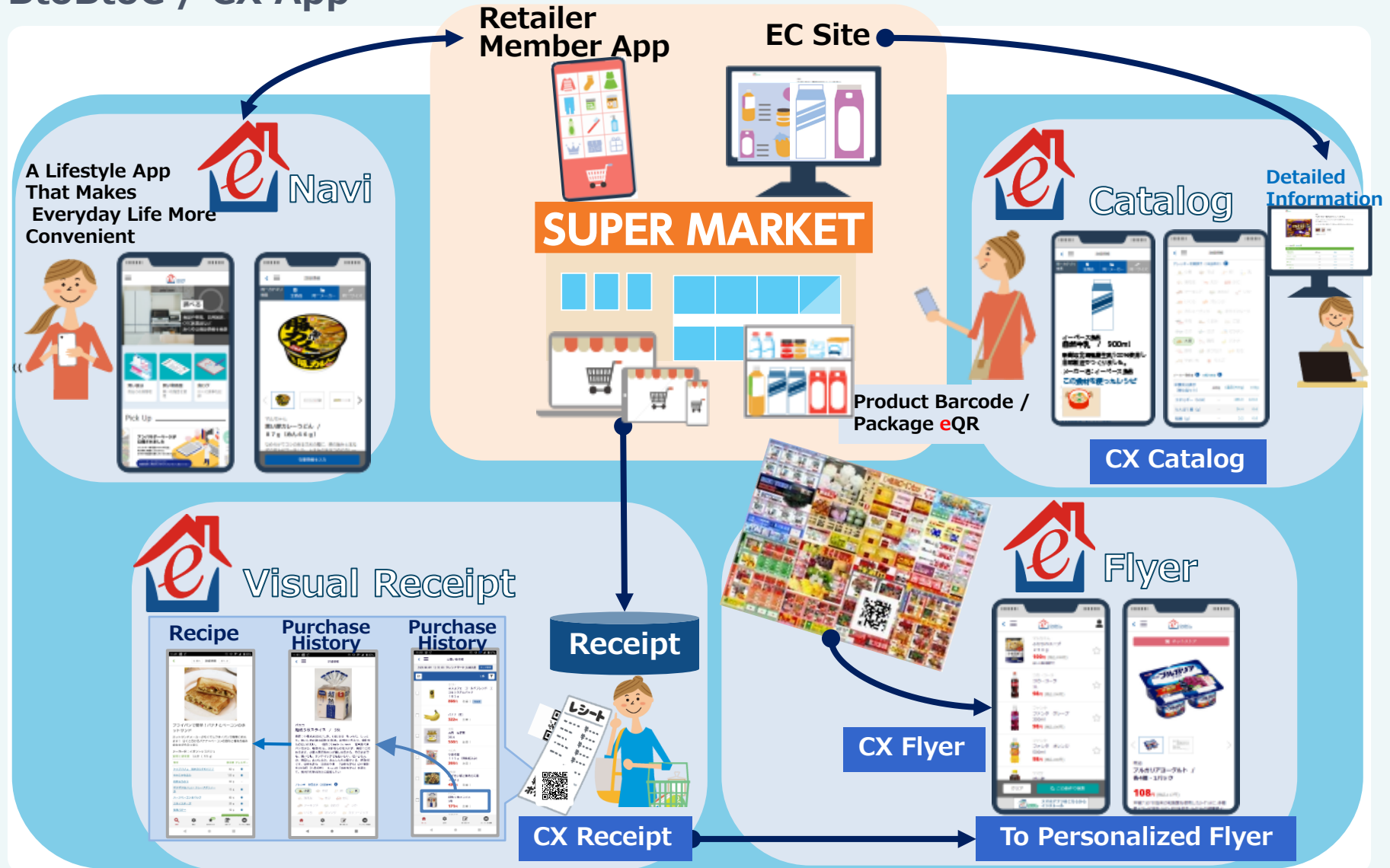
Gyokai eBisu Lineup

Shokuzai eBisu 	Nichizatsu eBisu 	OTC eBisu 	Bungu eBisu 
Kogu eBisu (Retail Version) 	Kogu eBisu (Wholesale Version) 	Kaden eBisu 	Car Accessories eBisu 
Jutaku eBisu (Maintenance Parts Version) 	Jutaku eBisu (Building Materials Version) 	Prepared Foods eBisu 	Recipe eBisu 

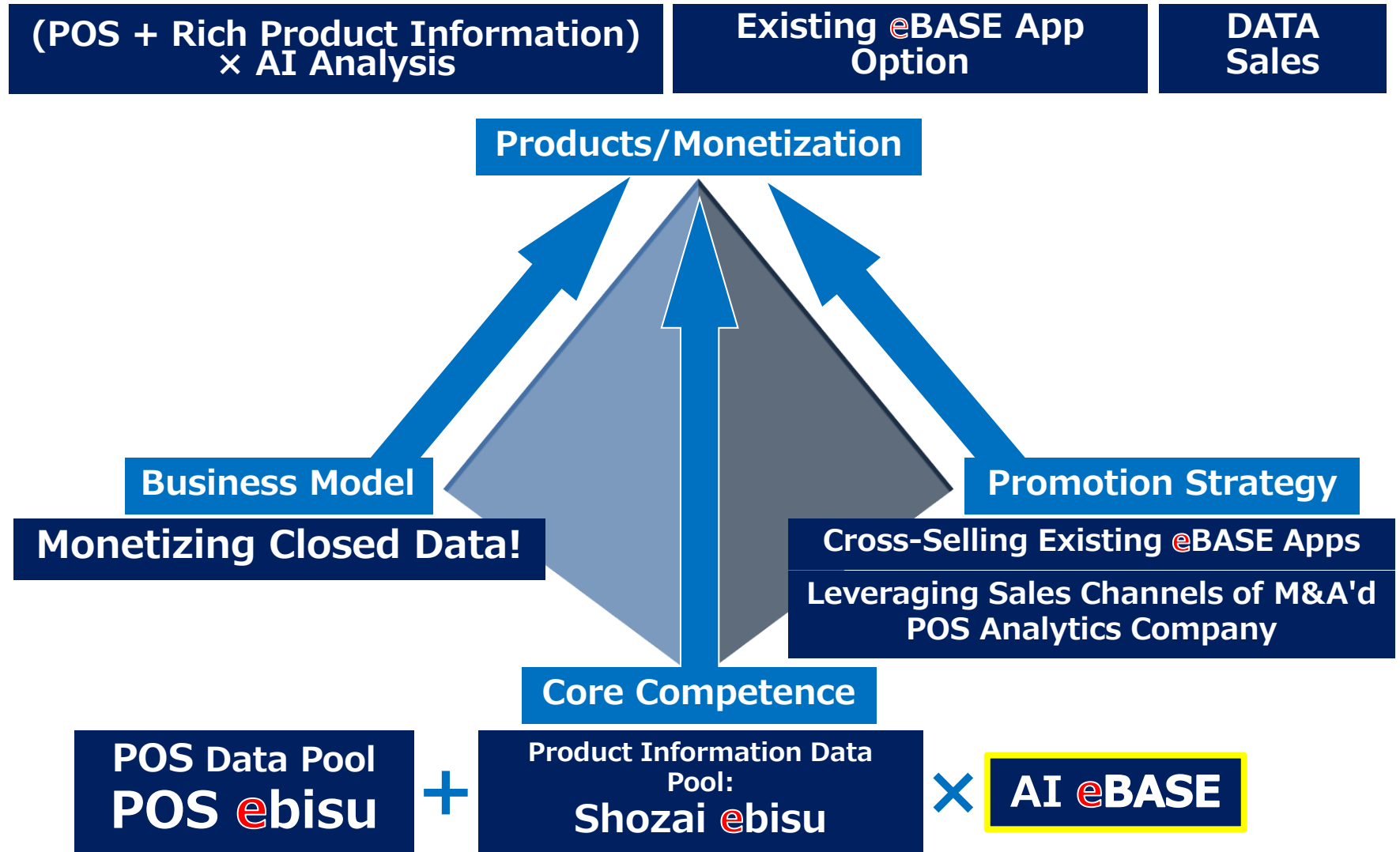
Achieving Retail DX Through a Consumer App Leveraging Shozai ebisu / BtoBtoC Strategy



Business Model: Enhancing Consumer Convenience Through BtoBtoC / CX App



DATA eBASE: Monetizing Closed Data with AI



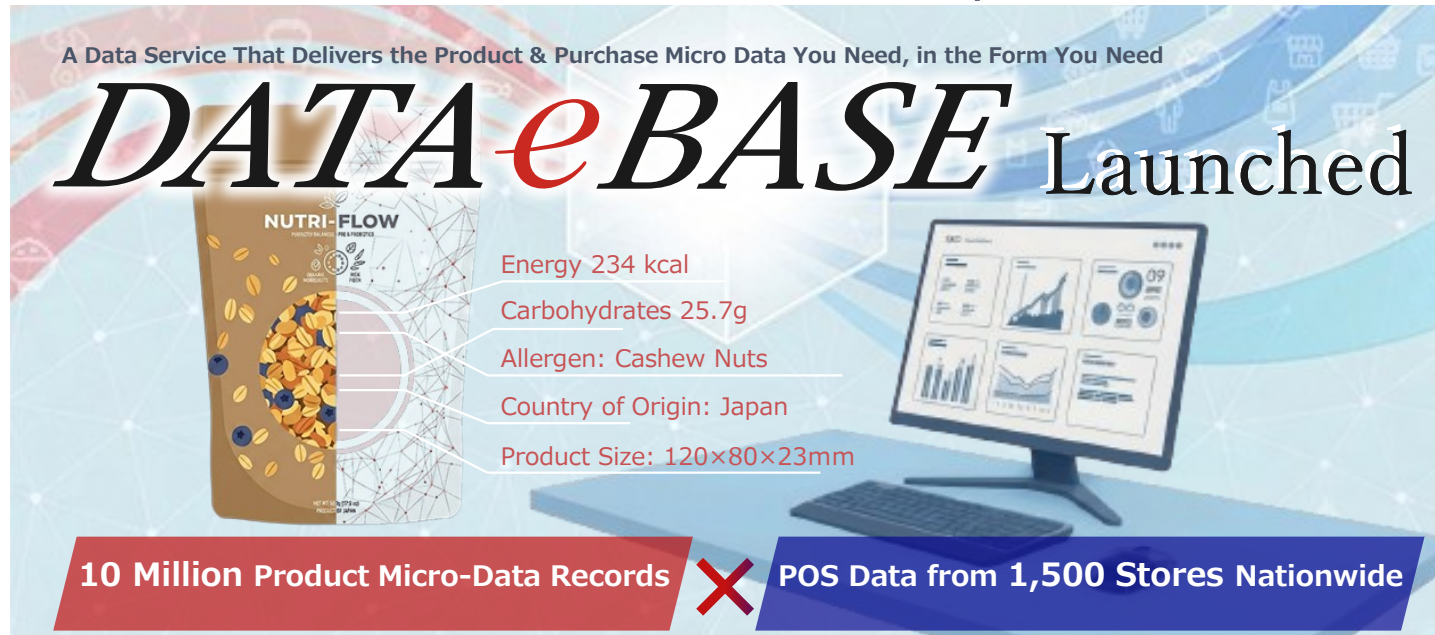
DATA eBASE (Shozai ebisu + KSP-POS): Data Sales Business

"DATA eBASE" is a data sales service that provides "Product Micro Data" — hundreds of data points such as product master information, ingredients, nutritional content, and packaging details accumulated through "Shozai ebisu" — together with purchase POS data (KSP-POS) from KSP-SP Co., Ltd. It immediately supports food manufacturers' product development and competitive analysis, as well as enhancing services for POS data analytics companies, and enables diverse micro-marketing through integration with "AI eBASE".

From "What Sold" to "Why It Sold"

A Data Service That Delivers the Product & Purchase Micro Data You Need, in the Form You Need

DATA *e*BASE Launched



NUTRI-FLOW

- Energy 234 kcal
- Carbohydrates 25.7g
- Allergen: Cashew Nuts
- Country of Origin: Japan
- Product Size: 120×80×23mm

10 Million Product Micro-Data Records **X** **POS Data from 1,500 Stores Nationwide**

Notice of Completion of Share Acquisition (Making a Subsidiary) of KSP-SP Co., Ltd.

Completed acquisition of 100% of the issued shares of KSP-SP Co., Ltd. as of June 30!
Execution of the share transfer agreement was completed on the same date!

Launching Next-Generation Micro-Marketing Business

Product Micro-Data

Shozai ebisu



Detailed
Product Data



eBASE Co., Ltd.



AIを
活用

Purchase Micro-Data

KSP-POS

POS Data

KSP²



KSP-SP Co., Ltd.

From 'What Sold' to 'Why It Sold'

Innovation in Product Development and Sales Proposals
Through the Integration of eBASE and KSP-SP

eBASE Business Model Comparison Matrix

Comparison Item	0th eBASE Integrated PIM DB by Company	1st eBASE Industry-Specific Product Info DB	2nd eBASE Consumer Lifestyle App	3rd eBASE DATA Sales Solution
Business Type	BtoB	BtoB	BtoBtoC	BtoB
Industry Coverage	All Industries (General-Purpose)	Food, Daily Necessities, Housing, etc. (Industry-Specific Packages)	All Industries	Food Industry(Core Focus): Product Dev, Competitive Analysis, Data Marketing
Business Model	One-Source/ Multi-Use	Standardization of Product Info Exchange	BtoBtoCX	Monetizing Closed Data!
Core Competence	Middleware eBASE	Middleware eBASE	Shozai eBisu	POS eBisu + Shozai eBisu
Key Products/ Services	Integrated Product DB 「eBASE」 DBP eBASE	FOODS/GOODS eBASE Shozai eBisu MDM/PDM eBASE	e-Life Series, eSumai Navi	DATA eBASE (Shozai eBisu + KSP-POS) Data Sales Service
Promotion Strategy	Leveraging DX Needs, Supporting Paper-to- Digital Transition	Industry-Specific Standardization → De Facto Standard, Cross-Industry Master Data Adoption	Enhancing CX Through OMO, Competitive Differentiation via Patents	Cross-Selling Existing eBASE Apps, Leveraging KSP-SP's Sales Channels
AI Solution	AI eBASE			