

August 25th, 2023

GroundLevel Insights Inc.

Unerry Inc.

[To All Press]

GroundLevel Insights and unerry to partner in a Strategic Alliance Will begin offering unerry's "Beacon Bank" service in North America

GroundLevel Insights Inc. (GLI) a company that provides analytics and dashboard services utilizing location data in North America and unerry Inc., a Tokyo based operator and creator of the real behavior data platform "Beacon Bank" and have signed a strategic collaboration and investment agreement with the aim of jointly offering unerry's "Beacon Bank" and related services in North America.

At the same time, GLI has started providing "Analysis / Visualization Service" and "Behavior Change Service through Digital Advertising" as the North American version of "Beacon Bank" service in the U.S. and Canada.



Outline On the Strategic Alliance

As one of unerry's growth strategies, unerry has set its sights on global expansion, and in May 2023, it invested in GLI, a startup company that provides analysis and dashboard services utilizing location data in the United States and in Canada. At the same time, the two companies have been preparing for joint business development in the North American market, with a focus on the U.S. retail market, which is estimated to have a market size of over \$5 trillion (*1).



GROUNDLEVEL
INSIGHTS



Global Strategic Collaboration

Specifically, GLI will collaborate with unerry to process more than 240 million location data IDs of North America (*2) and over 15 million POI data locations (*3), and by conducting AI analysis of this data, will be building a data platform for North America that enables the development of services that leverage the know-how unerry has cultivated through the analysis of 150 million IDs of location data in Japan.

In North America, GLI will market the North American version of “Beacon Bank” service based on this data platform. In addition, GLI will be focused on delivering audience personas, mobile SDKs, and their leading location insights platform to retail stores, sports and entertainment facilities, tourism operation and more.

In addition, unerry and GLI will strengthen its position in the North American market for those Japanese retail companies that are aiming for global expansion.

※1 : Source – National Retail Federation (NRF) <https://nrf.com/media-center/press-releases/nrf-forecasts-2023-retail-sales-grow-between-4-and-6>

※2 : Location data that complies with local laws and regulations, can be provided to third parties, and is guaranteed to be used for marketing use

※3 : Information tied to a specific location or facility, such as latitude and longitude, facility name, facility category, etc.

Comments from Each Company

Hidetoshi Uchiyama, President and CEO, unerry Inc.

We have been in communication with Mr. Khan of GLI in Japan and in the U.S. through the activities of The LBMA (a non-profit organization related to location-based marketing with chapters in 26 cities around the world). In the process, we were exposed to Mr. Khan's global knowledge of the use of location-based data and his significant contribution to the industry, particularly in the U.S. retail domain, which led to this partnership.

We are pleased to launch this service as the first step of our strategy "unerry, everywhere (= unerry's data and technology are used everywhere in Japan and abroad to support comfortable urban development and retail experiences)" in North America. We are pleased to launch the service as the first step in our North American strategy.

We will continue to promote market fit and business expansion in the North American market under our strategic partnership with GLI.

GroundLevel Insights Inc. Founder & CEO : Asif R. Khan

We are extremely excited to initiate this strategic partnership with unerry. The combination of our data analytics platform with their mobile SDK and Beacon Bank platform will enable us to both realize new customers and partnerships in North America unlike anyone else in our space.

* The names of products and services mentioned in this news release are trademarks or registered trademarks of their respective companies.

* The information in this news release is current as of the date of release. It is subject to change without notice.



< For inquiries >

Please contact:

Unerry Corporate Public Relations at: information@unerry.co.jp

■ **GroundLevel Insights Inc.**

Founder & CEO : Asif R. Khan

Founded : Feb 4th, 2019

Business : Analysis of Location Data, Dashboard servicer etc.

Main Office : Ontario, Canada

Capital : \$ 1,676,909 (CAD)

URL : <https://groundlevelinsights.com/>

GroundLevel Insights found in 2019 is a proprietary artificial intelligence platform rooted in tracking the physical movement of consumers by aggregating anonymous, privacy-compliant location data and providing clients with insights on both their customers and competitors. We turn visitors into value! GroundLevel taps into data from mobile apps, CCTV cameras, sensors, maps and more. The powerful dataset includes over 150million devices monitored per month lassoed into an elegant, customizable dashboard that allows for bespoke insights.

■ **unerry Inc.**

Company Name : unerry Inc.

Founder & CEO : Hidetoshi Uchiyama

Founded : August, 2015

Main Office : 15F Toranomom Business Tower, 1-17-1, Toranomom, Minato-ku, Tokyo

URL : <https://www.unerry.co.jp/>

A data company founded in 2015 that operates a real behavior data platform, Beacon Bank (<https://www.beaconbank.jp/>), which utilizes GPS and beacon technology to analyze more than 40 billion monthly data points and about 150 million IDs obtained from smartphone applications. AI analyzes big data on indoor and outdoor human flow obtained from smartphone apps using GPS and beacon technology. By "digitizing the real world," the company is developing businesses such as OMO marketing support and businesses for the realization of smart cities.