



June 21, 2017

FRONTEO's KIBIT AI Adopted at Resona Bank

Aims to Deliver Stronger Responses to Customer Requests through High-Precision Sorting of Questionnaire Answers and Identification of Customer Needs from Interview Transcripts

TOKYO, June 21, 2017 (GLOBE NEWSWIRE) -- FRONTEO, Inc. ("FRONTEO") (NASDAQ:[FTEO](#)) (TSE:[2158](#)), a leading provider of artificial intelligence ("AI") based big data analysis services, announced today that Resona Bank (Osaka, Japan) has adopted KIBIT, the AI engine developed by FRONTEO. From today, it will use KIBIT as described below in order to improve customer satisfaction by analyzing customer opinions and requests.

○ Ascertaining customer needs for financial products and service

KIBIT will analyze interview transcripts, such as those of exchanges between Resona Bank branch officers and customers, with the aim of implementing a customer-centric approach. Specifically, KIBIT will analyze interview transcripts that contain recommendations for financial products, customer reactions to the recommendations, and customer service requests. By selecting transcripts ranked by order of importance that are linked to a customer-centric approach, KIBIT will enable Resona Bank to ascertain and respond to customer needs quickly and efficiently.

A large volume of interview transcripts is produced at Resona Bank branches every day. The adoption of KIBIT also makes it possible to set a priority order for transcripts that were previously checked in the order they arrived, thereby increasing the completeness of checks of important transcripts.

○ Sorting of customer questionnaires

Resona Bank has been collecting various questionnaires from its 326 branches to understand customer opinions. Questionnaire volume has reached nearly 1,000 per month and contain information such as requests and opinions about products and branch facilities, compliments on staff responsiveness and complaints about waiting time. Previously, these were sorted manually by staff members and forwarded to the relevant department for follow-up. This method required a great deal of time to verify contents and yielded variations in sorting. With the adoption of KIBIT and using previous records as training data, Resona Bank will be able to sort and respond to questionnaires efficiently and with high precision.

Resona Bank's adoption of KIBIT follows a proof of concept trial which started in January 2017, during which KIBIT utilized a variety of internal records of the bank. FRONTEO will be proposing further expansion of KIBIT's adoption in order to help Resona Bank leverage its strengths in providing product breadth and specialized attention to its individual and small- and medium-enterprise customers.

About KIBIT

KIBIT is an AI engine developed by FRONTEO. KIBIT is a word coined by combining "kibi," a Japanese word meaning "subtlety," and "bit," the smallest unit of digital information, in order to indicate an AI capable of understanding the subtle elements of human behavior and personality.

About FRONTEO, Inc.

FRONTEO, Inc. ("FRONTEO") (Nasdaq:[FTEO](#)) (TSE:[2158](#)) supports the analysis of big data based on behavior informatics by utilizing its technology, "KIBIT". FRONTEO's KIBIT technology is driven by FRONTEO artificial intelligence based on knowledge acquired through its litigation support services. KIBIT incorporates experts' tacit knowledge, including their experiences and intuitions, and utilizes that knowledge for big data analysis. FRONTEO continues to expand its business operations by applying KIBIT to new fields such as healthcare and marketing. FRONTEO was founded in 2003 as a provider of e-discovery and international litigation support services. These services include the preservation, investigation and analysis of evidence materials contained in electronic data, and computer forensic investigation. FRONTEO provides e-discovery and litigation support by making full use of its data analysis platform, "Lit i View", and its Predictive Coding technology adapted to Asian languages. The company name was changed from UBIC, Inc. to FRONTEO, Inc. as of July 1, 2016.

For more information about FRONTEO, contact global_pr@fronteo.com or visit <http://www.fronteo.com/global/>.

Safe Harbor Statement

This announcement contains forward-looking statements. These forward-looking statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements can be identified by

terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the amount of data that FRONTEO expects to manage this year and the potential uses for FRONTEO's new service in intellectual property-related litigation, contain forward-looking statements. FRONTEO may also make written or oral forward-looking statements in its reports filed with, or furnished to, the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about FRONTEO's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: FRONTEO's goals and strategies; FRONTEO's expansion plans; the expected growth of the data center services market; expectations regarding demand for, and market acceptance of, FRONTEO's services; FRONTEO's expectations regarding keeping and strengthening its relationships with customers; FRONTEO's plans to invest in research and development to enhance its solution and service offerings; and general economic and business conditions in the regions where FRONTEO provides solutions and services. Further information regarding these and other risks is included in FRONTEO's reports filed with, or furnished to the Securities and Exchange Commission. FRONTEO does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of this press release, and FRONTEO undertakes no duty to update such information, except as required under applicable law.

CONTACT: FRONTEO Global PR
global_pr@fronteo.com