



November 4, 2015

## **UBIC Subsidiary RAPPa Launches Kenkojiman.com**

*To become a valuable, integrated and interactive website connecting users and matching them with their desired information through AI technology*

NEW YORK, Nov. 4, 2015 (GLOBE NEWSWIRE) -- Rappa, Inc., a wholly-owned subsidiary of UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of artificial intelligence (AI)-based big data analysis services, announced today that on November 4, 2015, it launched Kenkojiman.com, a community website where users can consume and provide information concerning medicine, healthcare and beauty care.

### **Features of the community website Kenkojiman.com**

#### **Provides useful healthcare information mainly authored by in-house editorial staff**

**Kenkojiman.com** provides current information primarily through original articles concerning medicine, healthcare and beauty care that is useful for everyday life. Information collected from around the world is classified into seven categories: beauty, body, exercise, food, mind, medicine and unhealthy behavior.

#### **Facilitates exchanges and consultation through user contributions**

**Kenkojiman.com** provides users with a platform to contribute information and communicate with one another about posted articles and personal experiences concerning health and beauty care. Users can deepen exchanges with each other by posting comments on their own experiences, or by starting new topics. (Note: In order to post comments and add articles to "Favorites," free user registration is required).

#### **User-friendly interface promotes exchanges between users of various age groups**

The intuitive website design enables people of various age groups, from those in their 20s to seniors, to use it with ease. This site provides a community forum for consulting with others, giving and receiving advice and exchanging information concerning healthcare among people with similar interests or problems across age groups. Moreover, in February, this site will evolve into a new healthcare community site that matches users with similar interests and preferences by using UBIC's cutting-edge AI technology, thereby making it easy for users to find information best suited to their needs.

#### **Soon to become an AI-enabled website that offers personalized recommendations**

In February 2016, Kenkojiman.com will be equipped with UBIC's proprietary AI system that can learn and reproduce human intuition and thinking based on a limited amount of data. It will recommend articles suited to users' preferences or related to their problems as well as to website visitors who may be able to share their thought. Kenkojiman.com will be a new type of site that can help to address individual users' healthcare problems.

By reviewing comments from ordinary users through Kenkojiman.com and by analyzing the opinions and behavior of a broad range of people, UBIC and Rappa aim to develop an AI system capable of offering the best possible user-to-content, matching and enhancing user-to-user relationships. In the future, the two companies will extend the application of the AI system beyond the healthcare field and accelerate its business expansion in the marketing field.

**About Rappa, Inc.** URL: <http://www.rappa.com/>

Rappa, Inc. applies UBIC's proprietary AI technology to digital marketing and engages in such businesses as providing digital curation service and operating community sites. It uses AI technology to identify people's interests and preferences and find necessary information from among the mass of data available on the Internet. Through such activity, Rappa aims to contribute to social development by providing people with opportunities to find information valuable for themselves and helping to unlock their creative potential. Rappa was founded on September 1, 2015, as a wholly-owned subsidiary of UBIC with capital of 10 million yen (as of September 2015).

**About UBIC, Inc.**

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its proprietary AI-based software program, "VIRTUAL DATA SCIENTIST" or VDS. Developed by UBIC based on knowledge acquired through its litigation support services, the VDS program incorporates experts' tacit knowledge, including their experiences and intuitions, and utilizes that knowledge for big data analysis. UBIC continues to expand its business operations by applying VDS to new fields such as healthcare and marketing.

UBIC 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. UBIC 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.

For more information about UBIC, contact [u-contact@ubic.co.jp](mailto:u-contact@ubic.co.jp) or visit <http://www.ubicna.com>.

### **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 UBIC expects to manage this year and the potential uses for UBIC's new service in intellectual property-related litigation, contain forward-looking statements. UBIC 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 UBIC'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: UBIC's goals and strategies; UBIC's expansion plans; the expected growth of the data center services market; expectations regarding demand for, and market acceptance of, UBIC's services; UBIC's expectations regarding keeping and strengthening its relationships with customers; UBIC'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 UBIC provides solutions and services. Further information regarding these and other risks is included in UBIC's reports filed with, or furnished to the Securities and Exchange Commission. UBIC 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 UBIC undertakes no duty to update such information, except as required under applicable law.

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