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## **UBIC and Hearts United Group Partner to Launch New AI-Based Service to Identify Potential Risks from Online Data**

### **Identifying risks through analysis of online comments and reducing costs through automation**

TOKYO, May 16, 2016 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158), a leading provider of international litigation support and big-data analysis services, and Hearts United Group Co., Ltd. announced today that on June 1, they will launch DH-AI, a next-generation system designed to detect potential signs of risk contained in comments and other content posted on the Internet using UBIC's KIBIT artificial intelligence (AI) engine.

Since UBIC started engaging in joint research with Hearts United Group in October 2015, both companies set out to develop cutting-edge debugging technologies and services using AI. By leveraging their technical expertise, the companies have made steady progress researching AI-based debugging and are now preparing the service for commercialization.

In recent years, many firms have launched community and blog websites as a channel to communicate with end users, so as to promote their products and services. Increasingly, malicious comments have been posted on such websites, which often serve to incite hostile exchanges or mislead customers about products and services, resulting in damage to the companies' public images.

To mitigate the risk posed by these malicious comments, companies are investing in monitoring information on the Internet. However, this process requires massive manpower and carries substantial costs if a company goes about it by using manual keyword-based search techniques. The limitations of manual, keyword-based techniques include difficulties in foreseeing risks not covered by keywords, cost increases and poor monitoring efficiency.

Hearts United Group provides a "user debug service," which detects and reports software bugs reported by users. This service features unique debugging knowledge based on users' intuition and foresight. The company has around 8,000 registered testers, who possess a high level of online communication capability and are adept at debugging. Through their experience, they have developed refined intuition and foresight concerning users' behavior patterns. Therefore, these testers are well-equipped to analyze the mass amount of information on the Internet and identify what is relevant.

UBIC is using the KIBIT AI engine to identify useful comments for the purpose of improving products and in turn increasing customer satisfaction as reflected in future comments on e-commerce websites. The company is also testing a program, which can detect signs of potential criminal activity using a social media analysis system called "Lit i View SNS MONITORING".

By combining their respective knowledge and expertise, UBIC and Hearts United Group developed a next-generation risk detection service (DH-AI), which excels in identifying malicious comments with high speed and high accuracy. Compared with existing monitoring services, DH-AI offers higher efficiency at a reduced cost by analyzing the nuances of comments automatically. This service learns users' searching criteria to identify comments containing potential signs of malicious comments through the analysis of comments using KIBIT.

UBIC and Hearts United Group will continue their joint research and expand their business fields, aiming to develop AI-powered cutting-edge cybersecurity products that support a safe and secure digital society.

#### **About UBIC, Inc.**

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its technology, "KIBIT". UBIC's KIBIT technology is driven by UBIC AI based on knowledge acquired through its litigation support services. The KIBIT 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 KIBIT 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<sup>®</sup>", and its Predictive Coding technology adapted to Asian languages.

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