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## **UBIC Obtains Patent for Technology Related to the Prevention of Malicious Online Content**

### **Next-generation of AI-based monitoring system to identify online reputational risks**

TOKYO, May 25, 2016 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of international litigation support and big-data analysis services, announced today that the Japan Patent Office has recently issued a Notification of Decision of Grant to the Company for a new technology, which allows for an AI-based monitoring system to scan online posts to identify potential risks.

The necessary procedures for patent registration have already been executed, and the patent is currently pending issuance.

Patent application number: 2015-558255

Registration number: Pending issuance

Patent application filing date: November 27, 2015

Priority date: December 26, 2014

Companies are becoming increasingly aware of the importance of monitoring user activities, including posts on corporate blogs or social network services as well as product reviews, in recent years. This is largely due to a growing number of malicious comments on their websites that serve to incite hostile exchanges, or to mislead customers about products and services, which result in damage to the companies' public images.

To mitigate the risk posed by these malicious comments, UBIC developed a social media analytics system called "Lit i View SNS MONITORING", powered by UBIC's AI "KIBIT". The system is now in the testing stage and soon will be able to accurately detect signs of potentially malicious activity within online posts. UBIC aims to launch this next-generation service in collaboration with another partner firms.

The innovative technology covered by this patent enables KIBIT to accurately learn the features of information that need to be monitored based on a small amount of training data, and extract sentences whose nuances match the features learned. Thus the technology enables identifying online content containing potential signs of malicious intent.

"We believe that this patent is a testament to the superior innovation that underlies the highly accurate document analysis provided by UBIC," stated UBIC Chairman and Chief Executive Officer Masahiro Morimoto. "In this advanced digital age, when the processing of vast volumes of data is necessary, our cutting-edge technology is able to open up new business frontiers, such as corporate fraud investigation and email auditing. UBIC aims to provide data analysis solutions in a broad range of new fields, including cyber security - which this patent is primarily related - health care, marketing, and business intelligence. By further honing our AI-based technologies and expanding our portfolio of intellectual properties, UBIC will continue to provide additional value-added eDiscovery services to customers worldwide."

#### **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's 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®", 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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