



Industrial Growth Platform, Inc.

## **Investment in AD technology solutions venture company, KPI Solutions Co., Ltd.**

Tokyo, June 23, 2014--Industrial Growth Platform Inc. (IGPI) announced its investment in KPI Solutions Co., Ltd. (KPIS).

KPIS is a solutions provider developing and providing marketing solution services based on AD technology, and provides optimal marketing solutions such as the DMP service “ADGraph”, DSP service “ADmeme” and SSP & AD exchange service “Mobsmart”.

KPIS does not use cookies as it owns a technology called ‘neural matching’ which conducts fully specific tracking rather than using estimates. This technology enables solutions such as audience tracking and retargeting even for browsers which block third-party cookies. KPIS is therefore expected to grow rapidly in the internet advertising industry as a unique solutions provider.

KPIS will utilize the capital from this investment to proactively invest in development that strengthens competitiveness and to promote overseas expansion

In addition to providing advice on general management issues, IGPI will utilize its network and resources to support KPIS, which based on its motto of “marketing will change the world” aims to change the world through the power of technology. Together with KPIS, IGPI will promote business development from a global perspective.

### About KPIS

Main business: Development of AD technology, research and development of artificial intelligence application technology and behavioral targeting solutions

Established: August 2006

President: Tetsuro Ishida

Website: <http://kpis.jp>

Contacts:

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**About Industrial Growth Platform, Inc. (IGPI)**

Industrial Growth Platform Inc. (IGPI) is a professional management consultancy founded in Tokyo in 2007 that leverages strong partnership and collaboration with clients to enhance their long-term and sustainable corporate and business value. IGPI is a privately owned company with core staff of over 150 professionals with offices in Tokyo, Shanghai and Singapore. Its management team is headed by CEO Kazuhiko Toyama.