



Industrial Growth Platform, Inc.

## **Announcement of subscription to third-party allocation of new shares by beBit, Inc.**

Tokyo, July 27, 2020 – Industrial Growth Platform, Inc. (IGPI) has underwritten a third-party allocation of new shares by beBit, Inc., which is engaged in UX (user experience) transformation support.

beBit proposes UX-based DX (digital transformation) in the context of a completely digital world and provides consulting and cloud service USERGRAM that support companies' UX improvement and management.

USERGRAM is a cloud service that compiles and analyzes user behavior in sequences in real time. It can easily grasp the purpose and background behind such behavior and can be utilized in the planning of marketing measures.

IGPI will offer advice concerning overall management matters to enhance beBit's corporate value and support the expansion of consulting and USERGRAM by utilizing IGPI's network resources.

Furthermore, IGPI's Partner Makoto Shiono has assumed the post of director at beBit upon this transaction.

### Overview of beBit, Inc.

Main Business: UX intelligence business (provision of UX design consulting and UX team cloud USERGRAM)

Date of Establishment: March 15, 2000

Representative: Naoki Endo, CEO

Corporate Website: <https://www.bebit.co.jp/english/>

### Contacts:

Makoto Shiono / Ryusuke Komatsubara

Tel: 81-3-4562-1111

e-mail: [info\\_igpi@igpi.co.jp](mailto:info_igpi@igpi.co.jp)

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

Founded in Tokyo in 2007, Industrial Growth Platform Inc. (IGPI) is a professional management consultancy 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 200 professionals with offices in Tokyo, Shanghai and Singapore. Its management team is headed by Managing Partner Kazuhiko Toyama and Takashi Muraoka.