

September 29, 2017

Hearts United Group Co., Ltd.
NTT MARKETING ACT

Hearts United Group and NTT MARKETING ACT to Collaborate in Providing Highly Specialized Technical Support Customized for the IoT Era

Hearts United Group Co., Ltd. (hereinafter referred to as “Hearts United Group”) is pleased to announce that the company, its subsidiary DIGITAL Hearts Co., Ltd., and NTT MARKETING ACT have agreed to collaborate in providing technical support services, which are increasingly diversifying and becoming sophisticated in the IoT (Internet of Things) era.

1. Purpose of collaboration

Specific issues relating to the IoT era are arising in the customer support field, especially in technical support. Reproducing and verifying software problems are necessary procedures for companies because software defects and malfunctions can be attributed to various different causes. As a result, it takes time to detect the causes of those defects and malfunctions, and at the same time, offering solutions and instructions to customers are becoming increasingly complex. Companies are now required to develop strategies for these issues as well in the technical support area.

Under these situations, there are many delivering digital and/or IoT-related services who want to focus more on developing and providing services by outsourcing their technical support as well as more complex operations such as software testing and defect source identification.

Hearts United Group, through the software testing services of DIGITAL Hearts Co., Ltd. has been obtaining experience in testing for a variety of products, including IoT products, in-vehicle devices and Web systems, with 8,000 registered testers leading the way.

NTT MARKETING ACT, as NTT West Group, develops and operates contact centers, handling about 350,000 calls on average per day (100 million calls annually), 24 hours a day, 7 days a week.

To comprehensively respond to changing client needs, Hearts United Group and NTT MARKETING ACT have agreed to collaborate in providing new technical support services by using the two companies’ strengths.

2. Target services and details

By combining each company’s business, the two companies will perform tests to detect flaws, check usability, and provide clients with reports and proposals for improvement before their products and services are launched. At the same time, efficient customer support will be carried out by leveraging Hearts United Group’s knowledge acquired through experience with performing pre-release tests. In line with the product or service’s lifecycle, a technical support service will be also offered, providing feedback by testing defects found

by clients for reproduction and verification of the cause.

Furthermore, to flexibly respond to client needs, full outsourcing services including a security service and an omnichannel customer support service using social media will be offered.

3. Future plans

Besides the efforts and services above, the two companies provide a service with solutions to help clients solve troubles arising in the rapidly-changing digital era through collaboration with companies in a wide range of industries.

[Contact for inquiries]

Yamagishi (Ms), Investor and Public Relations, Hearts United Group Co., Ltd.

Tel.: +81-3-3373-0081 (Mon-Fri: 9:30 a.m. to 6:30 p.m.; closed weekends and public holidays)

E-mail: ir_info@heartsunitedgroup.com

Maeda (Mr), Morioka (Mr), Planning, Contact Center Business, Customer Solution Business Promotion Department, NTT MARKETING ACT

TEL: +81-6-6966-2611 (Mon -Fri: 9:00 a.m. to 5:30 p.m.; closed weekends and public holidays)