UZABASE

We guide business people to insights that change the world

Uzabase, Inc.
Company Profile (July 1st, 2020)
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MISSION & THE 7 VALUES
Mission

We guide business people to insights that change the world

We provide a foundation of intelligence that supports the needs of business and business people. We analyze, organize, and create global information so you can make the right decisions at the right time unleashing your creative and innovative potential.
The 7 Values

As our team has grown, we’ve realized that we are made up of real people with big ideas and strong opinions. Aligning those perspectives can be complicated, but it’s worth it.

We want everyone to bring their best work, and we know that can only happen if every one of us has the freedom to be their best. The 7 Values give us a lingua franca and bring our mission to life.

01 Be free & own it
02 Unleash ingenuity
03 Thrill the user
04 How fast? Wow fast.
05 Don’t know? Choose brave.
06 In it together. No matter what.
07 We need what you bring
We develop and provide services that support the decision-making of business people in all B2B and B2C scenarios.
<table>
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<tr>
<th>Company Logo</th>
<th>UZABASE</th>
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<tbody>
<tr>
<td>Company Name</td>
<td>Uzabase, Inc.</td>
</tr>
<tr>
<td>Established</td>
<td>April 1, 2008</td>
</tr>
<tr>
<td>Representatives</td>
<td>CEO Yusuke Umeda / COO Yusuke Inagaki</td>
</tr>
<tr>
<td>Headquarters</td>
<td>Level 13, Tri-Seven Roppongi 7-7-7 Roppongi, Minato-ku, Tokyo 106-0032</td>
</tr>
<tr>
<td>Business</td>
<td>The provision of information infrastructure that supports corporate decision-making.</td>
</tr>
<tr>
<td>Securities Code</td>
<td>TSE Mothers 3966</td>
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Our mission determines the direction in which Uzabase should proceed and is the reason we do what we do.

We have worked to define the four key elements required of a Uzabase business in order to help us achieve our mission.

1. *To be in the economic information domain*
2. *To have the potential for global expansion*
3. *To utilize the power of both humans and technology*
4. *To be a platform-based business*

Any future discussions regarding potential new Uzabase businesses will always take into account these core elements.
What We Do

S P E E D A
Business Intelligence Platform
A business intelligence platform that provides financial institutions and general businesses with the insights they need to analyze and formulate business strategies, including global company financial, industry reports, market data, and M&A deals.

N E W S P I C K S
Business News Media (Japanese Market)
A business news media for the Japanese market that provides users with economic and business news articles, along with comments from business professionals and experts. On top of news articles from over 100 worldwide media, NewsPicks’ Editorial Team distributes its own original articles and video content.

Q U A R T Z
Business News Media (Global Market)
A business news media for the global market that provides global business news and insights for a new generation of business leaders around the world. Main content produced by Quartz includes Daily Briefs—email newsletters delivering news on global events every morning, and Field Guides—in-depth reports on specific topics.

I N I T I A L
Startup Information Platform
A startup information platform that provides one-stop source to general data, financing, investors, and business partners of startups, as well as original articles on related topics.

U B V E N T U R E S
Venture Capital Business
A venture capital business that focuses on financing seed to early-stage SaaS and media startups.

A l p h a D r i v e
Consulting Business
A consulting business that supports corporate clients in relation to new business development, fostering the next generation of talent, revitalising organizations, as well as implementing Uzabase Group SaaS services.

F O R C A S
B2B Marketing Platform
A B2B marketing platform that integrates Uzabase Group’s company information database with each customer’s internal data to identify prospects with a high probability of closing based on in-depth data analysis. It also provides support for implementing Account Based Marketing practices.
Back when I was working for a foreign securities company, the majority of my time was spent searching for and compiling data. At the time, the only way to obtain the information I needed to do my job was to use complicated financial information services.

Meanwhile, simple, intuitive services like Google and Facebook were making the online sphere extremely easy to navigate for consumers.

I wanted to provide a platform in the world of business which allowed people to access information with the same ease by entering keywords into a search box.

- Yusuke Umeda
Uzabase History

- **2009**: SPEEDA
  - **JAN**: SPEEDA ASIA
  - **OCT**: NewsPicks
- **2013**:
- **2017**: INITIAL
  - **JAN**: FORCAS
- **2018**:
  - **FEB**: UB Venture
  - **JUL**: Quartz
- **2019**:
  - **JUL**: FORCAS US
  - **NOV**: AlphaDrive
  - **NOV**: Quartz Japan
- **2020**: MIMIR

**2008**: Founded
**2012**: The 7 Values
**2016**: Listed on TSE Mothers
**2019**: US Corporate Established
Since going public, we have consistently grown at an annual rate of 30%+

YoY
+34%

Excluding Quartz
+38%
Through its "Team Management" structure, Uzabase aims to generate synergy across business lines.

We look to create the businesses required to achieve our Mission, balancing a sense of group unity and independence in order to drive the growth of these businesses. All of our business CEOs have the independence to engage in swift decision-making, while always ensuring strong cohesive team management within the wider Uzabase group, allowing for growth as a self-driven organisation.
Building a Strong Team

Our mission cannot be achieved without an exceptional team of diverse talent.

We harness the spirit of collaboration and interaction produced by breaking down boundaries between different businesses, professions, and nationalities, to take on new challenges and create innovation that would be impossible to achieve alone.

Uzabase Employees: Breakdown by Attributes

- Content: 41.5%
- Technology: 20.5%
- Business: 22.2%
- Corporate: 15.8%
- Legal
  - Human Resource
  - Accounting
- Designers (UI/UX)
- Editors
- Analysts
- Sales
- New Business Development
- Inside Sales
- Marketing
- Operations
In order to accomplish our mission, we need a diverse team that brings together a variety of individualities and talents. In developing such a diverse team, it is important to find a way to harmonize and respect all the diverse work styles. We believe that our first value “Be free and Own it” will make this work style a reality and create the best environment for different individualities and talents to create a strong synergy.

It is important to respect each member’s freedom of lifestyle, including his / her private life (family/partner) - working happily allows each of us to focus on our work and maximize our performance. As a result, each one of us is able to fulfill their responsibilities.

This kind of culture is deeply rooted in Uzabase, and we want to continue being a place where each member thinks and acts on his or her own initiative.
Our mission is ambitious. And we know that there’s only one way we’ll be able to make it happen: by hiring the most talented people in the world and working with them in an environment where their talent can flourish.

Ours is a culture where every single employee can contribute their best work. That means giving people the power to express their unique point of view and passionately pursue their goals without the roadblocks of hierarchical thinking. Because everyone is empowered to add their individual abilities to the effort, we can accomplish more and solve bigger problems than any one person could achieve on their own.

That’s the kind of company we are, and it’s how we’ll continue to bring world-changing products and services to the world.

It’s important to all of us at Uzabase that we continue to be a company where everyone—stakeholders, employees, customers, partners, our families, and our investors—feels proud to be associated with us. We’re going to achieve our mission. So we need to meet all sorts of talented people, unique personalities, and anyone with something special to add. We want to meet you.
We view every single employee as an important piece of the Uzabase jigsaw. As such, we place great importance on the recruitment process. Following in-depth discussions between group executives and leaders on what they value most when it comes to recruitment, we have formulated the three simple pledges outlined below.

**To recruit based on Value, Mission, and Skill, in that order**
We place great importance on a candidate’s values and affinity with our mission. If a candidate and the company have these two things in common, it allows them to greater respect, trust, and help each other. It is only in such an environment that we believe an individual’s potential can be maximized.

**To recruit people with the potential to grow both themselves and the team**
Simply put, a candidate that has the potential to change Uzabase. This potential is a key aspect of our recruitment process as the addition of such people to the team is essential if we are to continue evolving as a company.

**NOT to leave decisions up to others**
Our recruitment team members shall take full responsibility for the decision to hire a candidate and not leave judgement up to others. In addition, recruitment team members are committed to providing support to candidates they interview and decide to hire after they join the company and not leave post-hire support up to others.
People We Want to Work With

What does having an affinity with our Values and Mission mean? We have broken this down into the below four points. It is with this kind of person that Uzabase wants to work in order to assemble the best team possible.

Self-Disciplined and Self-Determined

In order to achieve results, it is important not to be passive and to take the initiative. We want to work with people who can design their own way of working and commit to producing results, as well as being open to and embracing of change.

Self-Aware

It is important to spot any gaps between the way we see ourselves and others see us, and make an effort to bridge them. We want to work with people who are open to receiving feedback from others.

Excited by Uzabase

It is important to pursue your own will (what you want to do). We want to work with people who are excited by the idea of their personal will and dreams overlapping with the company’s mission.

Fan of Open Communication

In order to create a culture in which people from diverse backgrounds enjoy a sense of trust, it is important that our employees respect one another’s talents and feel comfortable openly exchanging their own points of view. We want to work with people who can communicate in an open and honest manner and possess the ability to self-disclose.
Becoming a stronger, self-driven, and autonomous organization

Our evaluation and feedback system is an example of an initiative we have implemented that best symbolizes our Values here at Uzabase.

We have designed a unique feedback system at Uzabase aimed at establishing an organization and teams in which individuals enjoy a high degree of independence (leadership) and can maximize their potential.

The key concept behind our feedback cycle is open communication among members, that is used to determine satisfactory feedback and evaluation. It is designed to make mutual feedback completely open, raise self-awareness, and support mutual growth.

Feedback cycles are every 3-6 months. The first step is to analyze where you currently are, and then proceed to set goals and OKRs for what you want to achieve over the coming term.

The next stage is a 1-on-1 feedback session in the mid-term with your team leader, in order to get a good idea of your progress in relation to your goals and OKRs. It is key that you communicate honestly with your leader and build up a relationship of trust, so that personal and company feedback is as effective and beneficial as possible.

Lastly, you receive feedback from the team members you have worked with directly over the term. Final evaluation is based on fair feedback which does not reveal any gaps between the way you see yourselves and how others see you, or any bias in relation to your title competency criteria.
"Because someone said so“, "That's just the way it is”

Have you ever found yourself acting without thinking? “UB Journal” introduces people who have faced up to such unconscious acceptance and looked to challenge themselves within Uzabase.

Launched in 2018 as an internal medium to support people wishing to take on challenges; it primarily contains interviews with Uzabase employees.

It also provides information on the working styles and organizational culture at Uzabase, as well as insights into how our services are developed.
31 Promises

Uzabase is committed to The 7 Values. How do members with diverse backgrounds, such as race, nationality, and religion, overcome language barriers and habits to reach a common understanding? In order to overcome this, we have broke the values down into more detail and created the "31 Promises".

Be free & own it

We are a community of self-starter. Each one of us has the freedom to think beyond this room and make our local decisions. This kind of freedom comes with responsibility, who inspire each other to be bold, and we hold each other to the highest standard.

Self Start

Don’t wait for management to tell you what to do. You’re not here to simply follow orders and shuck boxes.

Do something about it

Don’t ignore problems or assume that the issue will go away. If you cannot solve it on your own, or can’t solve anything, and having someone else will resolve the problem can be dangerous.

Write down what you learn.

You may not think it is important, and you may not be relevant to your current job. However, it is valuable for you to be open-minded and to pay attention to the world around you. This will help you to get a better perspective.

You are a part of this organization. Your work affects the success of the company. As a result, you should take pride in your work and be proud to be a part of this organization.
UB Care

Uzabase has always sought to create a workplace focused on the happiness of our employees, and we have built our company based on the pursuit of this goal.

We aim to maximize each and every member’s performance by offering our employees the freedom to work on their own terms.

Super Flex

There is no obligation to come to the office, nor are there core working hours. In order to enhance productivity and maximize output, you are free to design a working style that suits you. By choosing your own working style, you have the ability to work with maximum freedom.

Remote Work

You can choose where to work and how to work. Uzabase has employees working remotely across Japan, as well as overseas in locations such as France. Released from constraints on time and place, flexible working styles foster greater creativity.
Benefits

UB Care

**Long Vacation**
A “long vacation” is a period of seven consecutive days off that is separate from regular annual leave. You can take two long vacations per year. Rest refreshes the mind and heightens perception, which results in enhanced synergy within the workplace.

**Concurrent Businesses**
We allow our members to have other businesses outside the company without needing to submit any applications, as long as this is clearly communicated to their team.

**Weddings**
We provide our employees with a special period of time off as well as a congratulatory financial bonus on the occasion of an employee’s wedding (including verified same-sex weddings depending on the verification of the same same-sex partnership).

**Qualification Subsidy**
We provide a financial subsidy for employees seeking to acquire a qualification that is related to their respective business activities.

**Café Subsidy**
Financial subsidies are available for employees to engage in work in a café during intervals between external business visits so they do not have to return to the office.

**Bringing Children to the Office**
All members can bring their children to the office, so they do not need to desperately search for babysitters upon a sudden change of work schedule.

And more...
If you have any suggestions, please let us know.
Tokyo Office

ENTRANCE

LOUNGE
If you are interested in a career at Uzabase, apply today!

We look forward to hearing from you.

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<tr>
<td>Customer Success Researchers</td>
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<td>Business Development Marketing Inside Sales</td>
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<td>SRE (Site Reliability Engineering) Engineers</td>
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<td>Video Producers/Directors SNS Marketers/Editors</td>
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Uzabase is constantly updating its open positions. For the latest openings, please visit [https://www.uzabase.com](https://www.uzabase.com)