Awaken a world of play in business, with our insights.
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We develop and provide services that support the decision-making of business people in all B2B and B2C scenarios.
UZABASE

Uzabase, Inc.

April 1, 2008

Co-CEO Yusuke Inagaki / Taira Sakuma

Level 13, Tri-Seven Roppongi 7-7-7 Roppongi, Minato-ku, Tokyo 106-0032

The provision of information infrastructure that supports corporate decision-making.

TSE Mothers 3966
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.
SPEEDA

Business Intelligence Platform
A business intelligence platform that provides financial institutions and general businesses with the insights they need for business strategy development and market analysis—including global corporate data, industry reports, market data, M&A deals, and expert insights.

NEWS PICKS

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.

FORCAS

A B2B customer strategy platform
A B2B customer strategy platform that integrates its proprietary company information database with customer data to boost the accuracy of sales strategies and ABM (Account Based Marketing) performance via in-depth data analysis.

INITIAL

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.

UB VENTURES

Venture Capital Business
A venture capital business that focuses on financing seed to early-stage SaaS and media startups.

AlphaDrive

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.

MIMIR

Consulting Business
A expert network business that provides two main services: 1) "NewsPicks Expert", an expert platform for gathering expert knowledge, co-developed with NewsPicks; and 2) "SPEEDA EXPERT RESEARCH", a service offering access to the opinions of industry experts in cutting-edge fields, co-developed with SPEEDA.

EDGE

Consulting Business
Market intelligence platform for corporate innovation that provides industry-driven insights, such as emerging tech trends, disruptors, partnership deals, and custom research.
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, Co-Founder
**Uzabase history**

- **2009**
  - SPEEDA Established
  - May

- **2012**
  - SPEEDA ASIA Established
  - January

- **2013**
  - NewsPicks Established
  - October

- **2016**
  - INITIAL Established
  - January

- **2017**
  - FORCAS Established
  - May

- **2018**
  - UB Venture Established
  - February
  - Quartz* Founded
  - July

- **2019**
  - FORCAS US Established
  - April
  - AlphaDrive Established
  - November
  - Quartz Japan Established
  - November

- **2020**
  - MIMIR Established
  - April

- **2021**
  - SPEEDA Edge Established
  - July

*Quartz has been excluded from the consolidated results since November 2020. For details, refer to the “Notice on Transfer of Shares of U.S. Subsidiary (Transfer of Subsidiary), Change of Subsidiary’s Corporate Name, Recognition of Extraordinary Loss, and Revision of Earnings Forecast to Accompany Withdrawal from Quartz Business” press release (November 9, 2020)
With the exclusion of Quartz, consolidated net sales have maintained a growth rate of over +30%. (As of the end of December, 2020)

- Internal transactions between segments are excluded
- Financials for MIMIR, acquired earlier in 2020, are included as part of SPEEDA since Q2 2020.
- FY2018 for Quartz refers to the five months following the acquisition (August–December)
- Financials for Quartz have been excluded from the scope of consolidation since November 2020.
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.
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.
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.

**Our Three Recruitment Pledges**

1. **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.

2. **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.

3. **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.
Feedback & Evaluation System

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.
UB Journal
Uzabase’s Corporate Media

"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 broken the values down into more detail and created the “31 Promises”.

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1. **DON’T**

   Wait for management to tell you what to do

   You’re not fabrics simply follow orders and check times.

2. **DO**

   Start

   You have freedom to how you work.

   First, figure out what your personal self-direction think about your reasons, consider your values and structure of the company and start working.

31 **DON’T**

   Look away

   Don’t ignore problems or assume that the next will solve them. When you encounter trouble, think clear planning to solving, and hiring someone else will never the problem can be designated.

31 **DO**

   Do something about it

   Think of a quick perspective given only a few minutes to respond, and try to control the situation. You might that the current person is actually a bigger problem.
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.

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.

Benefits

UB Care

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 cafe 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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Uzabase is constantly updating its open positions. For the latest openings, please visit [https://www.uzabase.com](https://www.uzabase.com)

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