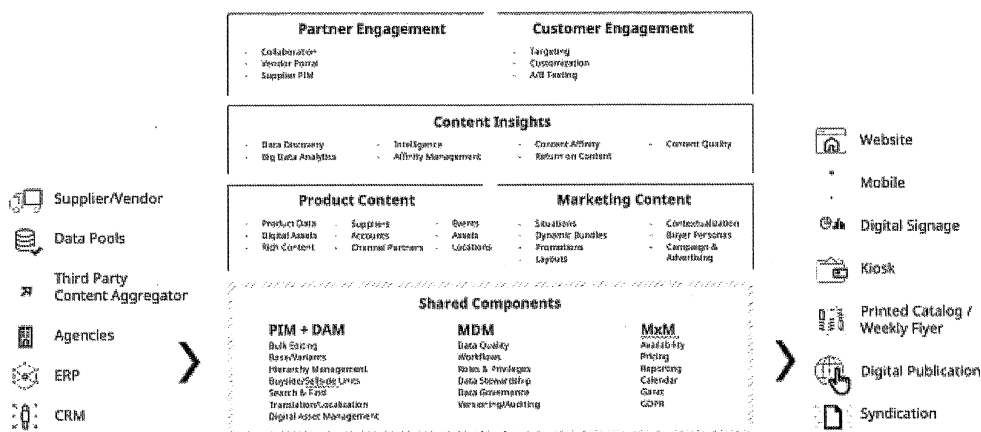


Globalway, Inc. has Reached a Basic Agreement to Invest in Contentserv Group AG

~ Globalway, Inc. Signs Capital and Business Alliance with Next-generation Customer Experience (CX) Solutions ~

Globalway, Inc. (Corporate Customer Experience Management (CXM) Solution Business) is headquartered by Contentserv Group AG (Headquarters Zug, Switzerland) and Investcorp, a venture capital business, and Contentserv Group. We hereby announce that we have signed a basic agreement regarding investment in AG. Today, focusing on manufacturing and retail, online and offline integration (O2O) and the provision of homogeneous services to multiple customer contacts (omni-channel) are considered the most important themes of marketing measures. O2O or omnichannel is defined as customer experience (CX), a methodology for enhancing customer loyalty and maximizing lifetime value (LTV) through a superior purchasing experience. Contentserv defines the effects caused by the interaction between customers and products as “product experience”, and provides a product experience platform product line to realize CX with outstanding product experience.



The Contentserv Product Experience Platform

Contentserv Group AG is the holding company that oversees the Contentserv Group. The Contentserv Group operates at 22 locations around the world, including Japan, and has gained customers in 89 countries, mainly from major companies such as Porsche and Lacoste. Related investments in digital transformation in the enterprise have accelerated Contentserv’s business growth, achieving an average growth rate of over 30 percent over the past four years. Contentserv was also recognized as an industry leader in The Forrester Wave-Product Information Management 2018 published by Forrester in 2018.

Globalway to strengthen Customer Experience Management (CXM) solution portfolio The Forrester Wave (TM) Product Information Management Solutions, 2018 Globalway to strengthen CXM solution portfolio In the Japanese market, since 2017, Contentserv Co.,

Ltd. has been developing joint ventures with the Globalway and has achieved the world's highest growth rate for the Contentserv Group in 1.5 years since its establishment, centering on major manufacturers and brand companies. The According to Contentserv Group AG CEO Armin Dressler, this time Globalway invested in a holding company. The joint venture with the Globalway has been more successful than expected. To promote a strategic partnership between Contentserv and the Globalway, we are moving from a regional company level capital relationship to a headquarter level capital relationship. As a result of this investment in Contentserv Group AG, the shares of Contentserv, Inc. owned by Globalway will be sold to Contentserv Group AG. The Globalway will record an extraordinary profit once the sale of the shares is completed. Globalway's corporate IT solutions business is strengthening its solution portfolio with customer experience management (CXM) as a priority area. Globalway invested in Emotion Tech Co., Ltd., which provides NPS solutions to realize CX in 2016, and expects business synergies with Contentserv.