

May 19 (Thursday), 2016
Aucfan Co., Ltd.

To the members of the press:

Aucfan Starts Data Interchange with DataWeave, an Singapore Company that Holds Price Information on Overseas E-commerce Websites

Aucfan Co., Ltd. (headquarters in Shibuya-ku Tokyo, Japan; Representative Director Shuichi Takenaga; hereinafter called "Aucfan"), the operator of aucfan.com, Japan's largest online shopping and auction bulk search and price comparison website, has started data interchange with DataWeave Private Ltd. (headquarters in Singapore; Director and Founder Karthik Bettadapura; hereinafter called "DataWeave"), which holds price information on e-commerce websites operated in India and other parts of the world.

■ Data Alliance on Prices on Global E-Commerce Sites

DataWeave offers the "PriceWeave" analysis tool to its corporate customers leveraging price information that it holds on online shopping websites based in India, Indonesia, Malaysia, Singapore, Thailand, the United States, Vietnam, and many other countries. The product has been installed for global online marketplaces and manufacturers.

Aucfan has accumulated shopping, auction, and other types of transaction data on merchandise for over a decade; it has product and price data for over 30 billion transactions, and its website is used by 15 million visitors monthly.

This data interchange allows Aucfan to offer price information held by DataWeave on 1 billion items available on e-commerce sites to its corporate clients. For sole proprietors and small- and medium-sized businesses, the addition of overseas data to the existing tool "aucfan pro" will facilitate international trading and enables them to privately trade a wider variety of merchandise.

For large enterprises, Aucfan plans to support the launch of online shopping websites and marketing activities by offering its price information not only to globally expanding cosmetics, home electronics, apparel, and other types of manufacturers and retailers, but also to any customer who wishes to start e-commerce abroad in the future. With the combination of Aucfan and DataWeave data, customers can conduct comparative analysis on all price information and trends for the same product on North American and ASEAN e-commerce websites and carry out multinational marketing activities.

[Aucfan Co., Ltd.]

aucfan, Japan's largest auction bulk search/price comparison website: <http://aucfan.com/>

Aucfan Co., Ltd. Corporate Website: <http://aucfan.co.jp/>

[Inquiries about this Press Release]

Yuka Hiruta, Public Relations Manager Phone: +81-3-6809-0951 e-mail: pr@aucfan.com

■ Aucfan Becomes Strategic Partner for DataWeave for Entry into Japanese Market

DataWeave has chosen Aucfan as its partner because Aucfan extensively offers and analyzes price information in Japan and has a high level of affinity and because DataWeave is considering early entry into the Japanese market. Aucfan can benefit from the interchange of overseas price information as its corporate clients try to map out an expansion strategy on a global scale. The expertise in machine learning that Aucfan has acquired can also be utilized to promote data mining using DataWeave-owned data, which allows the two companies to accumulate new knowledge about marketing automation.

The two companies intend to improve information on prices and new countries as required by corporate clients in Japan, put efforts into expanding their services and enhancing the quality of their offerings, and offer services that are instrumental to the revitalization of the e-commerce market and economic development.

■ About Aucfan

Aucfan deploys unique business models and operates a variety of media such as aucfan.com, a medium for bulk search of online auction and shopping websites both in Japan and abroad, the B2B platform NETSEA, and the asset liquidation marketplace ReValue. With the mission of “creating a new age where everyone can buy and sell anything anywhere,” Aucfan is determined to generate distribution beyond the borders of online and offline arenas and propose a recycling-based consumption society.

Company Name: Aucfan Co., Ltd.

Representative: Shuichi Takenaga, Representative Director

Foundation: June 2007

Capital: 670.94 million yen (as of the end of September 2015)

Number of Employees: 89 (as of the end of September 2015, on a consolidated basis)

Address: Humax Shibuya Bldg. 3F and 6F, 1-14-6, Dogenzaka, Shibuya-ku, Tokyo, Japan 150-0043

■ About DataWeave

Founded in 2011, DataWeave is a fast emerging technology company that provides actionable competitive intelligence to businesses using publicly available data on the Web. Headquartered in Singapore, the platform aggregates, organizes and analyzes millions of unstructured data points across multiple data sources and provides insights through dashboards, reports, visualizations and APIs. DataWeave products allow enterprises to better understand competition, monitor their brand, and optimize offerings for their customers.

[Aucfan Co., Ltd.]

aucfan, Japan's largest auction bulk search/price comparison website: <http://aucfan.com/>

Aucfan Co., Ltd. Corporate Website: <http://aucfan.co.jp/>

[Inquiries about this Press Release]

Yuka Hiruta, Public Relations Manager Phone: +81-3-6809-0951 e-mail: pr@aucfan.com

DataWeave has raised funding from institutional investors like Times Internet, Blume Ventures, 5 ideas Start-up Superfuel, Meta Studio Advisors and from a group of prominent angel investors including Google's Rajan Anandan, Japan's Teruhide Sato, Singapore based M&S Partners founder Hiro Mashita to name few.

On Dataweave, for more information please visit <http://www.dataweave.com/>

Company Name: DataWeave Private Ltd

Representative: Karthik Bettadapura, Director and Founder

Foundation: 2011

Address: 20, Bendemeer Road, #03-12, Singapore (339914)

[Aucfan Co., Ltd.]

aucfan, Japan's largest auction bulk search/price comparison website: <http://aucfan.com/>

Aucfan Co., Ltd. Corporate Website: <http://aucfan.co.jp/>

[Inquiries about this Press Release]

Yuka Hiruta, Public Relations Manager Phone: +81-3-6809-0951 e-mail: pr@aucfan.com