
NEWS RELEASE

Digital Garage To Lead Capital Investment in and Support Global Expansion of Mobile App Analytics Tool Repro

Digital Garage, Inc. (TSE JASDAQ: 4819; Head Office: Shibuya-ku, Tokyo; President and Group CEO: Kaoru Hayashi; Henceforth: DG) has invested in Repro Inc. (Head Office: Taito-ku, Tokyo; CEO: Yusuke Hirata; Henceforth: Repro), the operator of behavior tracking mobile app analytics tool Repro. The investment was completed through DG's wholly-owned investment and incubation subsidiary DG Incubation, Inc. (Head Office: Shibuya-ku, Tokyo; President Yasuyuki Rokuyata; Henceforth DGI).

Repro is a tool for application developers that records videos of mobile app usage, allowing for visual analysis of user behavior. Using Repro, developers can now visually understand the exact situation in which users "fall off," or stop using the app. After releasing its Beta version in July 2014, Repro has been adopted by developers and used for hundreds of apps across numerous genres including traditional and C2C e-commerce, content (news, etc.) curation, and many others.



Repro's service solves a key problem held by application developers; as such, widespread adoption in both Japan and across the world is expected. DGI will actively support the worldwide adoption of Repro through activities such as holding developer meetup events in DG's San Francisco Incubation Center "DG717," and through promoting the utilization of Repro by DGI's global portfolio companies.

In tandem with this announcement, Repro is kicking off the full release of its service for iOS. Features involving user behavior tracking and analytics will continue to be added as the service grows. Moreover, with the official version of Repro now available in English, the company plans to begin actively marketing their services globally, beginning in the United States in 2016.

Major Features of the Repro Video Link Service:

- Funnel Analysis: Compare videos of users who convert with those who fall off, to increase conversion rates;
- Retention Analysis: Easily analyze and determine what actions lead to higher engagement rates by users;
- Conversion Analysis: Determine the effectiveness of an app's features or design changes; and
- Bug Reporting: Easily reproduce a user's sequence of actions leading to a crash.

About Repro

Company Name :	Repro Inc.
CEO :	Yusuke Hirata
Headquarters :	Taito-ku, Tokyo
Date of Establishment :	April 2014
Service Summary :	An analytics tool for recording mobile application user behavior to support growth
Homepage :	https://repro.io/