
NEWS RELEASE

Digital Garage Invests in Website Analytics Tool Provider Chartbeat, Inc. to Support Japanese Expansion Through Media Site Sales Boost - Strengthen Business Alliance Between Digital Garage and Betaworks -

Tokyo, May 7, 2015 - Digital Garage, Inc. (TSE JASDAQ: 4819, DG) has invested in Chartbeat, Inc., the operator of the Chartbeat suite of website analytics tools. The investment was completed through DG's wholly-owned investment and incubation subsidiary DG Incubation, Inc. The \$15.5M round was led by Harmony Partners with participation from existing investors DFJ, Index Ventures, and others, bringing the total amount of capital raised by Chartbeat to \$31M. With this investment, and through the business alliance formed with Chartbeat in February 2015, DG will help to further Chartbeat's Japan expansion.

Chartbeat -- a New York City-based company -- began as a project within Betaworks Studio, LLC, a startup studio from the same city and an alliance partner of DG from February, 2014. Chartbeat provides site owners with visual feedback on



visitor behavior through a dashboard that displays real-time data on visitor access activity and advertisement performance of each page or item of content. Chartbeat's various tools track metrics that are often overlooked, such as "engaged time," or the amount of time a user actively consumes content. Chartbeat also provides sites with tools to easily optimize placement of the most engaging content towards the top of a site, resulting in increased user time spent on the site. These various tools have the effect of increasing user engagement, allowing publishers and media sites to monetize better. Along with this financing round, Chartbeat is planning to release a number of major updates to its suite of features (see below).

Chartbeat has been adopted by over 50,000 websites worldwide, including major global media players such as the BBC, The New York Times, and TIME, and now serves 80% of major US publishers. Chartbeat and DG plan to accelerate the company's Japan expansion through this investment and business alliance, whereby DG will assist Chartbeat in localizing its dashboard product, offering customer support, and supporting Japan sales.

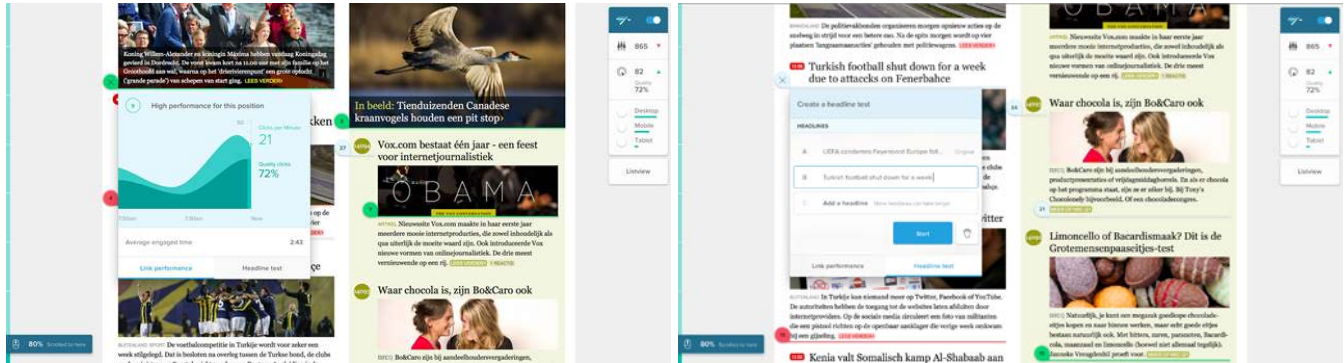
Chartbeat Feature Updates

- A/B testing of multiple headline titles for each article to optimize for performance based on engagement.
- Tracking "engaged clicks" as those where the user remains on the page 15 seconds post-initial click engagement. By focusing on "engaged time" in this way, Chartbeat allows for sites to optimize for engagement.

The above features will help optimize in-site user behavior, making Chartbeat an ideal tool for media outlets.

NEWS RELEASE

Recent Feature Updates



About Chartbeat

Company Name: Chartbeat, Inc.

Date of Establishment: April, 2009

CEO: Tony Haile

Headquarters: New York, United States

Service Summary: Analytics tools for publishers that measure real-time attention and engagement of web content.

Website: <https://chartbeat.com/>

Contact Person

Chartbeat Japan Account Executive: Takahiro Shoji

Email: taka@chartbeat.com