

NEWS RELEASE

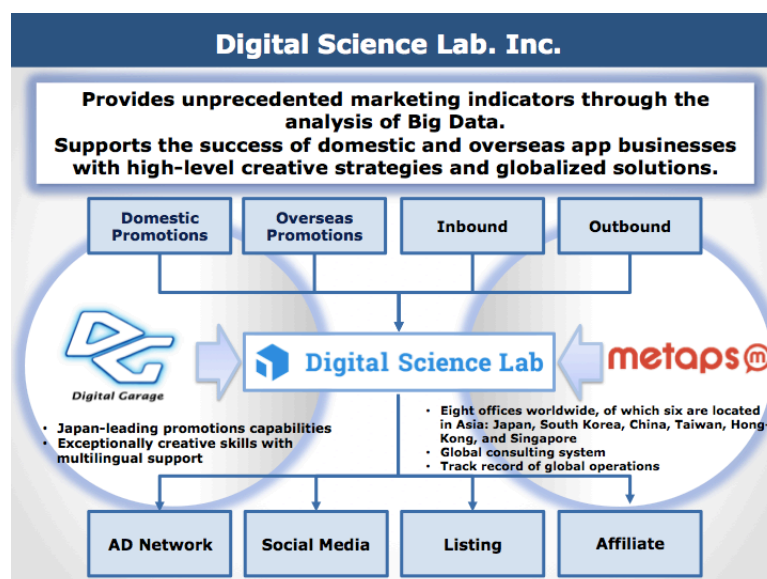
Digital Garage and Metaps establish Digital Science Lab in a joint venture

~Utilizing performance advertising strategies and sophisticated data-analysis techniques, the two companies collaborate in a smartphone app advertising business~

Tokyo, June 30, 2015 - Metaps Inc. (Metaps) and Digital Garage, Inc. (TSE JASDAQ: 4819, DG) have jointly established Digital Science Lab. Inc. (Digital Science Lab), a company that deals in performance advertising for smartphone apps. Digital Science Lab will provide an advertising solution for smartphone apps that draws on the strengths of both companies, by combining DG's abundance of strategies and know-how in the field of digital marketing with Metaps' capacity for global sales and sophisticated data-analysis techniques.

Metaps provides the one-stop developer platform "metaps" for user acquisition, analytics and monetization to app businesses around the world, and operates from eight different locations worldwide including Tokyo, Seoul, Shanghai, San Francisco, Singapore, and London. A total of 2 billion apps containing metaps have now been downloaded, and the Big Data accumulated therefrom is analyzed through the company's own Artificial Intelligence technologies. By identifying reasons for success and failure and implementing a high-level PDCA cycle, Metaps optimizes and automates app marketing.

Digital Science Lab combines Metaps' global reach and Big Data analysis techniques with DG's knowledge of performance advertising and creative strategies to provide new perspectives and new indicators of advertising effectiveness that exceed existing theories: this enables the company to provide an even more profitable app advertising solution. In the future, the company intends to support the monetization and globalization of its domestic and overseas clients by increasing the scope of its media activities and developing new advertising products.





June 30, 2015
Digital Garage, Inc.

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About Digital Garage

Tokyo-based Digital Garage (JASDAQ: 4819) focuses mainly on 3 business domains: Incubation of Internet Startups, Marketing business and Online Payment Platform business. Since its inception in 1995, the company has pioneered various domains of Internet businesses in Japan, including portals, media representation, e-commerce, mobile communication and blogging. Digital Garage has localized and promoted many services such as Twitter, Path, and LinkedIn in Japan through partnerships and investments.

Homepage: <http://www.garage.co.jp/ja/>

Facebook: <https://www.facebook.com/DigitalGarage>

About Metaps

Metaps provides metaps—the one-stop developer platform for user acquisition, analytics and monetization of apps—and Spike—an e-commerce transaction service. Through Big Data and computer learning, Metaps aims to be the world's brain by empowering people to make smarter decisions. It is a global company that operates out of offices in eight countries around the world. In February 2015, Metaps raised a total of 4.3 billion yen in a Series C Round Financing.

Homepage: <http://corp.metaps.com/>

Twitter: http://twitter.com/Metaps_PR

Facebook: <http://www.facebook.com/metaps.jp>

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