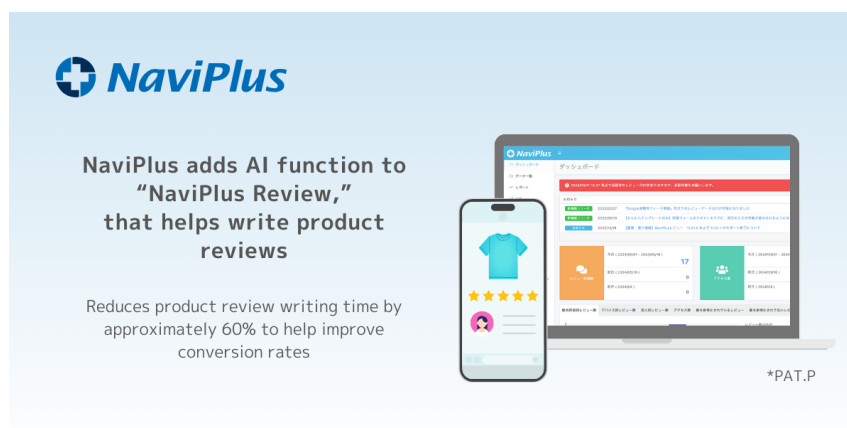


<News Release>

NaviPlus Adds AI Function to “NaviPlus Review,” its E-Commerce Review Management Service, That Helps Write Product Reviews

~Reduces Product Review Writing Time by Approximately 60%
to Help Improve Conversion Rate ~

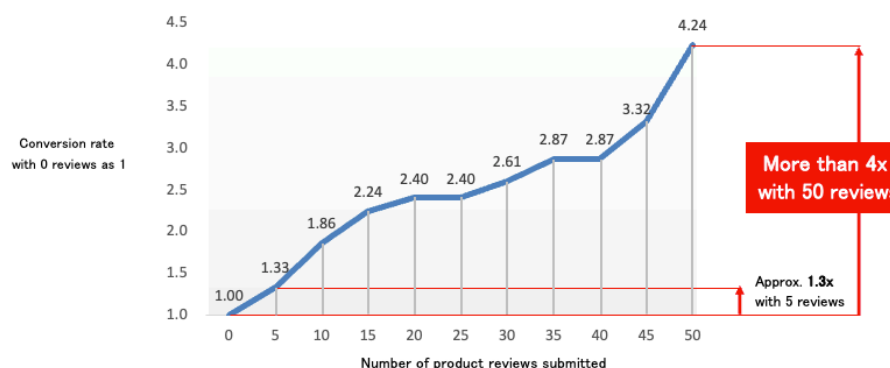
- NaviPlus Co., Ltd. (NaviPlus), an e-commerce marketing solution provider and a subsidiary of Digital Garage, Inc.(DG), added a new AI function to “[NaviPlus Review](#),” its service for e-commerce review management service that suggests text to help write product reviews.



This function is expected to help improve conversion rates and increase the ratio of users who post reviews by making it easier for e-commerce website users to write product reviews.

■Background to this development

It is said that product reviews tend to make customers more interested in purchasing items on e-commerce websites. According to a survey by NaviPlus, a larger number of product reviews has positive impacts on conversion rates*1. On the other hand, while the effectiveness of product reviews is recognized, NaviPlus has received many inquiries from e-commerce operators struggling with measures to increase the number of reviews posted.



Additionally, common reasons for not posting product reviews include 'It's a hassle' and 'I have nothing to write.'^{*2} It seems that users avoid posting reviews because it takes time and effort to figure out what to write.

To solve these issues, NaviPlus developed a new AI-based function that helps users post reviews by suggesting text.

■Details about the AI-based product review function

Answer a few simple questions from the AI, and review comment suggestions will be automatically suggested. This can reduce the time required to write a product review by approximately 60%^{*3}, and the function is expected to encourage more users to post reviews.

NaviPlus will continue leveraging technology to offer services that help customers sell more products through their websites.

*1 Survey conducted June – December 2023 on multiple websites using NaviPlus Review

*2 Questionnaire survey conducted May 2024 with 54 respondents

*3 In-house NaviPlus survey conducted April 2024

■About “NaviPlus Review”

“NaviPlus Review” is a domestically developed e-commerce review management service that NaviPlus has been offering since 2010. It is equipped with a wide range of functions necessary for collecting, displaying, and managing reviews on e-commerce sites.

It is automatically integrated with the other “NaviPlus Series”, including internal searching and recommendations, to help a wide range of e-commerce businesses increase their sales and improve synergy.

<Key advantages of “NaviPlus”>

- High-performance, multi-functional review service
- Optimizes operation with a wide range of management functions
- Helps encourage more reviews with many different posting functions

▽“NaviPlus Review” website (Japanese only)

<https://www.naviplus.co.jp/review.html>

<Companies using this service> *Partial list

NITORI Co., Ltd.; A-too Co., Ltd.; BAYCREW'S CO., LTD.; MatsukiyoCocokara & Co.;
Mizuno Corporation; Hana-cupid Co., Ltd.

<About the “NaviPlus Series”>

The “NaviPlus Series” includes a range of marketing services that help increase website sales and operational efficiency, such as internal website searching, recommendations, review management, and promotional e-mail. It optimizes content and navigation for website users to maximize sales opportunities.

▽“NaviPlus Series” website (Japanese only)

<https://www.naviplus.co.jp/>

<Company profile>

N a m e : NaviPlus Co., Ltd. (<https://corporate.naviplus.co.jp/>)

Representative: Hidetoshi Tokumaru, Representative Director

A d d r e s s : 11F Digital Gate Building, 3-5-7 Ebisuminami, Shibuya-ku, Tokyo

Established: January 2010

B u s i n e s s : SaaS for EC business

Provide various marketing tools for businesses operating Internet shopping sites

Based on its corporate mission of "Navigate to the Future+ with Technology," NaviPlus is a technology company that offers marketing services to optimize e-commerce website content and navigation.

As a Digital Garage (DG) Group company, NaviPlus works with DG Financial Technology, Inc. (DGFT), one of Japan's largest payment service providers, to provide more value to society by leveraging technology in services that solve issues for e-commerce businesses and consumers.

<DG Financial Technology, Inc. >

N a m e : DG Financial Technology, Inc. (<https://www.dgft.jp/company/>)

Representative: Hiroshi Shino, Representative Director, President and Co-COO, Executive Officer and SEVP

Head office address: DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Date founded: April 1997

B u s i n e s s : DGFT provides a various cashless payment solution such as credit card, QR code, and others to more than 1 million online and offline locations of merchants across Japan. In addition to the payment service provider business, DGFT also provide e-commerce infrastructure, marketing tools, fraud detection solutions, and other services in collaboration with the DG Group and strategic partners to support various businesses in their efforts to go cashless and promote DX.

<About Digital Garage, Inc>

N a m e : Digital Garage, Inc. (<https://www.garage.co.jp/en/>)

Representative: Kaoru Hayashi, Representative Director, President Executive Officer and Group CEO

Head office address: DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Shibuya PARCO DG Bldg., 15-1 Udagawa-cho, Shibuya-ku, Tokyo

Date founded: August 1995

B u s i n e s s : Digital Garage's corporate purpose is "Designing 'New Context' for a sustainable society with technology." Digital Garage operates a payment business that provides one of the largest comprehensive payment platforms in Japan. In addition, DG has a marketing business that provides one-stop solutions in the digital and real world, and a startup investment and development business that reaches out to promising startups and technologies in Japan and overseas.