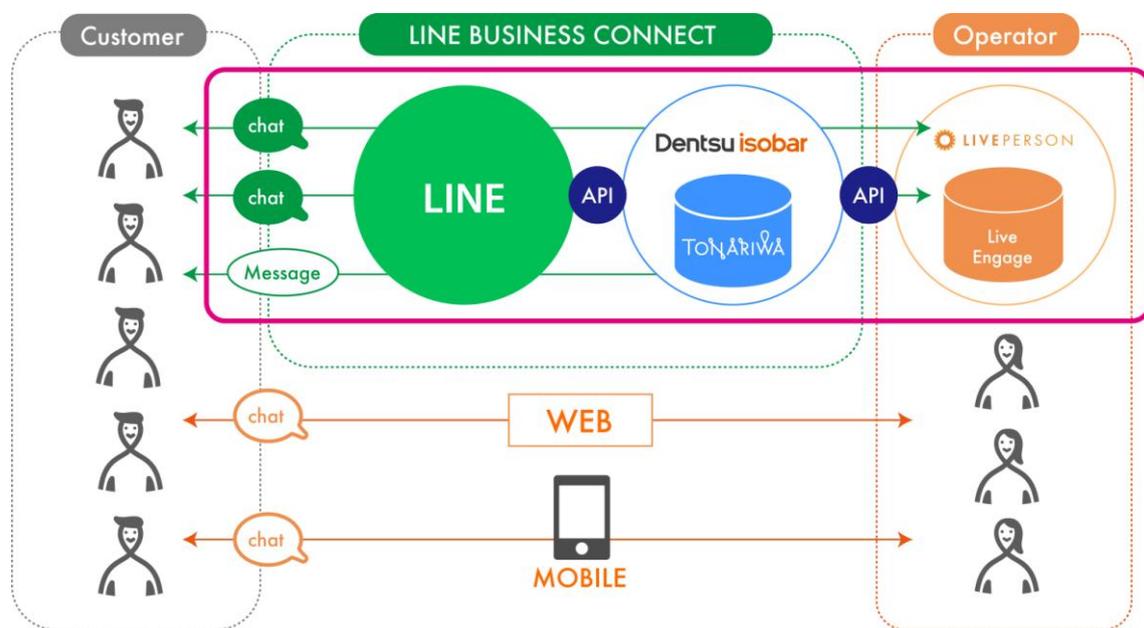


A Collaboration between Dentsu Isobar's TONARIWA and LivePerson's LiveEngage

The launching of a chat service that enables valuable communication with customers on official LINE accounts

A Collaboration between Dentsu Isobar's TONARIWA and LivePerson's LiveEngage has led to the development of a chat communication function that seamlessly enables one-to-one communication between businesses and customers on official LINE accounts.

This allows companies to use LINE to respond to customers' inquiries. As this system provides more of a seamless contact point between businesses and customers than do the conventional web-based chat services available thus far, it gives businesses the ability to optimize customer service that better caters to customer needs and characteristics. As it provides a means for implementing behavior targeting as based on engagement data acquired through chat communication, the functions of TONARIWA – a platform that employs LINE Business Connect – can evolve even more.



■The Road Ahead

We at Dentsu Isobar are committed to expanding the TONARIWA service so that it more extensively caters to the messaging service needs of the expanding global market. Our plan

for the future is to develop this into a solution that enables optimal communication through the horizontal integration of multiple messaging services.

Profiles of Each Service

- TONARIWA

This is a message delivery platform service provided by Dentsu Isobar Inc. that has made possible one-to-one communication management through the use of LINE Business Connect. The service makes available an extensive array of functions, starting with basic functions such as segment delivery, form making, and analytics, as well as optional functions that are dedicated to promotion or commerce, respectively.

- LiveEngage

LiveEngage is an enterprise-class, cloud-based platform provided by LivePerson, Inc. (NASDAQ: LPSN). It allows businesses to connect with their customers across their digital channels, via online and mobile messaging. More than 18,000 businesses, including Adobe, Citibank, EE, IBM, Orbitz, PNC and The Home Depot rely on the unparalleled intelligence, security and scalability of LiveEngage to reduce costs, increase lifetime value and create meaningful connection with consumers.

- LINE Business Connect

This is a service that enables businesses to customize with a host of account functions through the APIs provided by LINE Corporation. LINE Business Connect not only allows the one-way messages such as traditional official account, but also enables sending optimized messages for any particular users. And with the consent of users, the integration of existing databases owned by businesses with internal systems and LINE accounts transforms this into a service that transcends the realm of mere message delivery tools to enable even use as a customer relation management (CRM) tool and operation solution tool*.

* This does not give LINE possession of the customer data that is on the LINE accounts of businesses.

* For details, go to <http://lbc.line.me/>

Profile of Dentsu Isobar

- Company name: Dentsu Isobar Inc.
- Headquarters:1-13-1, Tsukiji, Chuo-ku, Tokyo

- Date of establishment: January 1, 2016
(Digital Palette, Dentsu Isobar's predecessor was established in April 2001)
- Capital: JPY400M
- No. of employees: 332
- Businesses: Provision of digital solutions and services
- Representative: Hidetoshi Tokumaru, President & CEO
- URL: <http://www.dentsuisobar.com/>

Profile of LivePerson:

- Company name: LivePerson, Inc.
- Headquarters: 475 Tenth Avenue, New York, NY 10018, USA
- Date of establishment: 1995
- No. of employees: 1000
- Representative: Robert P. LoCascio
- URL: <https://www.liveperson.com/jp>

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