

August 6, 2024

Company Name: HEROZ, Inc.

Names of Presidents:

Takahiro Hayashi,

Chief Executive Officer

Stock Code: 4382

Contact: Hiroya Mori,

Chief Financial Officer

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Notice of Acquisition of Business by subsidiary company

HEROZ, Inc. (the "Company") hereby announces that at today's Board of Directors meeting, it was resolved that VOIQ, Inc. (hereinafter referred to as "VOIQ"), the Company's subsidiary company, will acquire the sales consulting and telemarketing business (hereinafter referred to as "the Business") of biza Co. (hereinafter referred to as "biza").

Although this matter does not fall under the standards for timely disclosure set forth by the Tokyo Stock Exchange, we are voluntarily disclosing this information because we believe it is useful.

1. Reason for Business Acquisition

In the announcement of financial results for the fiscal year ending April 30, 2024, the Company group stated "AI BPaaS" as its new group strategy "HEROZ 3.0", mainly targeting the BPO market, and aiming to go further from the conventional method of widely providing AI as a tool for business operations to providing work that is completely automated by Generative AI to take over the work (work) performed by humans. By promoting "AI BPaaS", we hope to realize the future in which people and AI can co-create as a matter of course, and people can focus on essential activities, decision-making, etc. (we define this as the "AI revolution" that should be realized in the era of the prosperity of Generative AI).

Based on the vision of "finding the existence value of every person and company," biza is

developing sales consulting and telemarketing businesses with the aim of solving sales activity issues and creating opportunities to connect companies with companies and people with people.

In line with our "AI BPaaS" strategy, our group has decided to transfer the business to VOIQ, a wholly-owned subsidiary established in July 2024, with the aim of promoting AI revolution and AI Transformation (AIX) in the sales and contact center domains.

Through this business transfer, we aim to fully leverage our group's AI-related technologies in the sales and contact center domains to address various challenges. Additionally, by creating a world automated by AI, we envision a future where people can focus on activities such as building sales connections, deepening relationships, and making decisions. We are committed to driving an AI revolution to bring this vision to life.

2. Outline of Business Acquisition

(1) Details of business transfer	Sales Consulting Business Telemarketing Business
(2) Assets and liabilities of the business	There were no changes in assets and liabilities as shown on the balance sheet.
(3) Transfer price and method of settlement	40,000 thousand yen The transaction will be settled in cash on the scheduled date of business acquisition.

*There will be no change in assets and liabilities on the balance sheet as a result of this business transfer, but we will acquire all business operations from biza.

A summary of biza's most recent operating results (for the fiscal year ending March 31, 2024) is as follows.

Sales 52,211 thousand yen

Operating income 11,971 thousand yen

3. Outline of the counterparty to the business transfer

(1) Name	biza Corporation	
(2) Location	3-1-35 Motoazabu, Minato-ku, Tokyo VORT Motoazabu 5th floor	
(3) Title and name of president	President Director Megumi Takada	
(4) Business	Sales Consulting Business Telemarketing Business	
(5) Capital	1,000 thousand yen	
(6) Date of establishment	April 2016	
(7) Total assets	10,415 thousand yen *	
(8) Net assets	△49,676 thousand yen *	
(9) Major shareholders and shareholding ratios	Megumi Takada 50.0 RAHK Research Institute, Inc. 50.0	
(10) Relationship between the listed company and the relevant company	capital ties	Not applicable.
	personal relations	Not applicable.
	business relations	Not applicable.

*There is no change in assets and liabilities on the balance sheet as a result of this business transfer.

4. Outline of the Subsidiary

(1) Name	VOIQ Corporation
(2) Location	PMO Tamachi, 31-17, Shiba 5-chome, Minato-ku, Tokyo
(3) Title and name of president	President Hiroya Mori *
(4) Business	AI-based sales support business and contact center business
(5) Capital	500 thousand yen
(6) Date of establishment	July 2024
(7) Major shareholders and shareholding ratios	HEROZ, Inc. 100.0

*Regarding president, it is planned to change to Megumi Takada, the current president of bizy,

5. Schedule of Business Acquisition

(1) Date of resolution by the Board of Directors	August 6, 2024
(2) Date of conclusion of business acquisition agreement	August 6, 2024
(3) Scheduled date of business acquisition	August 9, 2024 (scheduled)

6. Future outlook

We believe that this business acquisition will contribute to our business growth and performance improvement in the mid- to long-term, but we expect that the impact on our consolidated business results for the fiscal year ending April 30, 2025 will be negligible. We will promptly announce any matters that need to be disclosed regarding the impact on our business performance.