

## **Notice of Completion of Share Acquisition of Catalina Marketing Japan to Make It a Subsidiary**

BIPROGY Inc. (hereinafter referred to as “BIPROGY”) completed the acquisition of all shares of Yosemite1 K.K., the parent company of Catalina Marketing Japan K.K. (hereinafter referred to as “CMJ”), on January 6, 2026, and as planned, CMJ has become a wholly-owned subsidiary of BIPROGY. This transaction is based on the Share Purchase Agreement announced on November 28, 2025, and as a result, CMJ will start its new journey as a member of the BIPROGY Group.

### **[Initiatives in the Retail Area]**

Under its Management Policies (2024-2026), BIPROGY positions the retail and distribution sector (retail area) as one of the pillars of its growth strategy, aiming to achieve a corporate value of 1 trillion yen as the BIPROGY Group by fiscal year 2030. Additionally, the purpose in the retail area is to "realize sustainable, consumer-centric future retail through the power of technology."

To achieve "sustainable retail," BIPROGY leverages technology to support the transition to sustainable management in retail, addressing challenges such as declining consumption and labor population. To realize "consumer-centric retail" we accurately capture consumer and community needs through data and promote the construction of systems that support the enhancement of product assortment and services, not only with retailers but also in collaboration with wholesalers and manufacturers.

\*BIPROGY's retail strategy “BIPROGY Retail Report 2025”

[https://www.biprogy.com/pdf/topics/BIPROGY\\_RetailReport2026.pdf](https://www.biprogy.com/pdf/topics/BIPROGY_RetailReport2026.pdf)

### **[Strategic Significance of the Acquisition]**

Under its partnership with D Capital, Inc., CMJ has been steadily advancing investments and the establishment of an operational platform, including IT infrastructure, to carve out the business from Catalina Marketing Corporation in the United States. In addition, through fiscal year 2025, CMJ has been rapidly expanding its retail media network beyond food and general merchandise supermarkets to include drugstores and other retail formats. CMJ has been entrusted with purchase data representing approximately ¥14 trillion in annual consumer spending from approximately 13,000 stores nationwide, growing into one of Japan's largest marketing support platforms, connecting consumers, retailers, and manufacturers across the ecosystem. In 2025, CMJ launched its new brand, “AOUMI,” further strengthening its position as a leading brand in the retail media market.

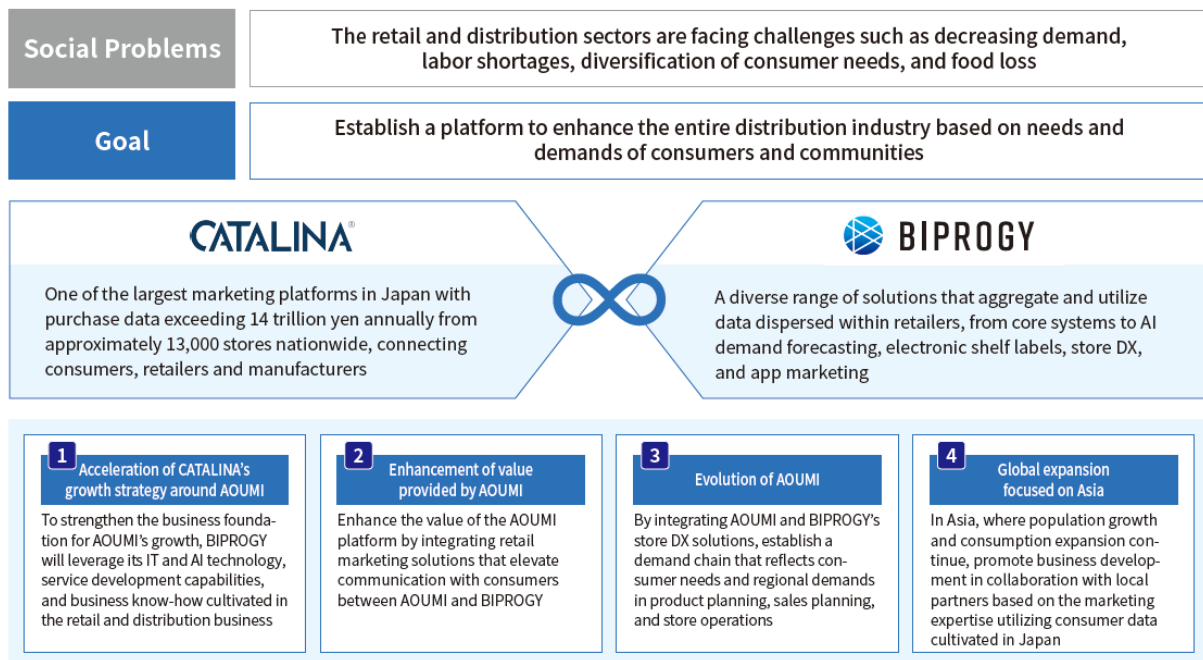
The retail media market is projected to reach approximately ¥1.0845 trillion by 2028, representing a 2.3-fold increase compared with 2024. Within CMJ's core retail segment, it is expected to grow by 3.2 times over the same period. Against this backdrop, CMJ is entering a phase of accelerated revenue expansion and business growth.

Through the acquisition of CMJ as a subsidiary, BIPROGY will leverage its information technology and service development capabilities to boost CMJ's growth in the retail media market. BIPROGY will also utilize data to accurately capture consumer and community needs, integrate CMJ's capabilities with BIPROGY's portfolio of store DX and marketing services, and accelerate the development of systems to enhance product assortments and marketing services—not only in retail, but also in collaboration with wholesalers and manufacturers.

## [A Shared Vision: Building a Consumer and Community Driven Distribution Demand Chain]

BIPROGY and CMJ aim to establish a platform that enhances the added value of the entire distribution industry, starting from the needs and demands of consumers and communities. By highly utilizing consumer purchasing and behavior data, we aim to digitally connect data from retail sales locations to the supply chain, realizing a "consumer and community driven distribution demand chain."

By integrating CMJ's purchasing data infrastructure entrusted by various retailers with BIPROGY's information technology and service development capabilities, we will establish an independent and neutral platform that benefits consumers, retailers, and manufacturers, aiming for the continuous development of the distribution industry.



## [Initiatives to Be Advanced Jointly by Both Companies]

BIPROGY and CMJ will pursue synergy through the following four key initiatives, creating short-term as well as medium-to-long-term growth opportunities. In each initiative, we will combine the strengths of both companies and gradually expand starting with initiatives that have the highest impact.

### 1. Acceleration of CMJ's Growth Strategy Around "AOUMI" (Through Collaboration with BIPROGY's Retail Assets)

CMJ's retail media "AOUMI" is expanding to include food supermarkets, general supermarkets, as well as drugstores and home centers. To strengthen the business foundation for the growth of "AOUMI," we will utilize BIPROGY's IT infrastructure technology, service development capabilities, AI technology, and our business knowledge cultivated through many years of providing systems for the retail industry. Furthermore, by combining nationwide purchasing data with advanced digital technology, we will expand the services of "AOUMI" and expand our client base, driving the growth of the domestic retail media market.

### 2. Enhancement of Value Provided by "AOUMI" (Through Collaboration with BIPROGY's Retail Marketing Solutions)

By advancing the collaboration with BIPROGY's Retail Marketing Solutions, we will further enhance the value provided by AOUMI to our customers.

BIPROGY offers a portfolio of services designed to enhance communication with consumers, including "Smart Campaign," which delivers a wide range of campaigns through retail apps; "Needs Connect," which enables the easy collection of consumer reviews and requests via retail apps and provides feedback analysis and reporting to support product improvements and new product development; and "BIPROGY ESL SaaS," an electronic shelf

label solution that supports multiple sizes and display formats not only for price display but also for promotional use. By integrating these services with “AOUMI,” BIPROGY aims to enhance the overall value of the AOUMI platform.

### **3. Evolution of "AOUMI" (Through Collaboration with BIPROGY's Store DX and Supply Chain Solutions)**

By further advancing the marketing infrastructure powered by “AOUMI,” BIPROGY aims to accelerate digital transformation at stores and expand synergies across the supply chain. Through the integration of AOUMI with BIPROGY's store DX-related services, including “CoreCenter for Retail,” “AI-Order Foresight,” and “BIPROGY ESL SaaS,” BIPROGY will create an environment in which POS data, product master data, and customer information can be utilized in an integrated manner. This will enable the deployment of services that support end-to-end industry challenges, ranging from demand forecasting and marketing optimization to the automation of ordering based on demand and sales plans.

Through these initiatives, BIPROGY and CMJ will build an agile demand chain that allows changes in consumer needs to be swiftly reflected in product planning and store operations.

### **4. Global Expansion Focused on Asia**

After establishing synergies in the domestic business, BIPROGY and CMJ will also advance the overseas expansion of “AOUMI.” In Asia, where population growth and consumer spending continue to rise, we will aim to develop the business in collaboration with local partners, leveraging the consumer data-driven marketing expertise cultivated in Japan.

CMJ's platform embodies advanced capabilities in data utilization and digital transformation, and by applying these strengths to emerging Asian markets—where retail digitalization is still developing—the companies will support the modernization of retail operations and the enhancement of consumer services.

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#### **■ About "AOUMI"**

AOUMI is a retail media network operated by CMJ.

More than 120 retailers across Japan—including supermarkets and drugstores—participate in the network, achieving a nationwide coverage rate of over 52%. The network encompasses more than 150 million consumer IDs and represents annual sales of approximately ¥14 trillion, forming a large-scale economic ecosystem. Actual purchase data entrusted by participating “AOUMI” retailers is aggregated and anonymized into statistical market data, which is then leveraged for manufacturers' marketing activities. Based on this statistical data, CMJ deploys integrated marketing initiatives across multiple retail media touchpoints, including off-site, on-site, and in-store channels.

#### **■ Related Links:**

Catalina Marketing Japan K.K. <https://catalinamarketing.co.jp/>

\*Smart Campaign, CoreCenter, AI-Order Foresight, and BIPROGY ESL SaaS are registered trademarks of BIPROGY Inc.

\*AOUMI is a trademark of Catalina Marketing Japan K.K.

\*Other company names and product names mentioned are trademarks or registered trademarks of their respective companies.

\*Information published is current as of the date of announcement. Please note that it may be changed without notice thereafter.

## BIPROGY Group's Management Policies (2024-2026)

We will strive to expand both core and growth businesses based on the three basic policies: "Increase corporate value by establishing a sustainable business portfolio," "Optimize the allocation of management resources," and "Strengthen the Group's management base."



### [Core Business Initiatives]

As a core business strategy outlined in the Management Policies (2024-2026), the BIPROGY Group has defined five focus areas, aiming to provide high value through the concentration of management resources. The business in this news release is positioned as an initiative in the retail area.

The BIPROGY Group aims to support the further development of the retail industry and realize a sustainable society through co-creation with many stakeholders.

\*BIPROGY Group Management Policies (2024-2026)

[https://www.biprogy.com/e/pdf/e/about/managementpolicy\\_e\\_2024-26.pdf](https://www.biprogy.com/e/pdf/e/about/managementpolicy_e_2024-26.pdf)