

March 8<sup>th</sup>, 2021  
SMARTVALUE Co., Ltd.  
Marubeni Corporation  
DOLBIX CONSULTING Inc.

SMARTVALUE, Marubeni and DOLBIX CONSULTING Launch  
Total Support Service for DX in Mobility Field

On March 5<sup>th</sup> 2021, SMARTVALUE Co., Ltd. (hereinafter, “SV”), Marubeni Corporation (hereinafter, “Marubeni”) and DOLBIX CONSULTING Inc. (hereinafter, “DOLBIX”), a fully owned subsidiary of Marubeni, concluded a business alliance agreement to start providing a total support service for digital transformation (hereinafter, “DX”) (\*1) in business fields such as passenger vehicles, commercial vehicles, construction machinery and industrial machinery, (hereinafter, collectively “mobility field”).

In recent years, with the rapid development of digital technology such as IoT (Internet of Things) and AI (Artificial Intelligence), DX has become necessary for companies to increase their productivity and sales. DX is developing particularly rapidly in the mobility field. Due to CASE(\*2) becoming more commonplace, various data can now be aggregated in mobile devices and data collection has become easier. As such, it is likely that more and more companies will require DX support services.

SV, whose main business is cloud solutions, has provided various IoT services over the past several years, including “CiEMS”, an operation service for passenger vehicles, and “Kuruma Base”, a platform for carshare operators. SV, Marubeni and DOLBIX will provide a total support service for DX and contribute to boosting the corporate value of customers in the mobility field through a one stop service that includes strategic consulting, development, and operational services. The service is the fusion of SV’s IoT solutions know-how and ability to implement functionality in the mobility field, and Marubeni and DOLBIX’s business strategy and IT strategy consulting service, which is based on cutting-edge technological information.

SV, Marubeni and DOLBIX will create new business models by working together with customers and providing a total support service for DX in the mobility field.

(\*1) Transforming products, services or business models based on the demands of customers and/or society, to correspond with drastic changes in the business environment. Also, establishing competitiveness by changing operations, organizations, processes, and business cultures.

(\*2) A word expressing the new tide in mobility industry, taking the capital letters of “Connected”, “Autonomous”, “Shared & Service” and “Electric”.

## &lt;Company Overview&gt;

Company Name : SMARTVALUE Co., Ltd.  
Representative : President and Representative Executive Officer Jun Shibuya  
Location : Keihanshin Midosuji Building, 3-6-1 Doshomachi, Chuo-ku, Osaka City,  
Osaka, Japan  
Established : June, 1947  
Capital : JPY 959 million  
Listed Market : First Section of the Tokyo Stock Exchange (No. 9417)  
Main Business : Cloud Solutions Business  
Website : <https://www.smartvalue.ad.jp/en/>

Company Name : Marubeni Corporation  
Representative : President and CEO Masumi Kakinoki  
Location : Tokyo Nihombashi Tower, 7-1, Nihonbashi 2-chome, Chuo-ku, Tokyo, Japan  
Established : December, 1949  
Capital : JPY 262,686 million  
Listed Market : First Section of the Tokyo Stock Exchange, and Nagoya Stock Exchange (No. 8002)  
Main Business : Marubeni Corporation and its consolidated subsidiaries use their broad business networks, both within Japan and overseas, to conduct importing and exporting (including third country trading), as well as domestic business, encompassing a diverse range of business activities across wide-ranging fields including lifestyle, ICT & real estate business, forest products, food, agri business, chemicals, energy, metals & mineral resources, power business, infrastructure project, aerospace & ship, finance & leasing business, construction, industrial machinery & mobility, and next generation business development. Additionally, the Marubeni Group offers a variety of services, makes internal and external investments, and is involved in resource development throughout all of the above industries.  
Website : <https://www.marubeni.com/en/>

Company Name : DOLBIX CONSULTING Inc.  
Representative : President and CEO Yoshihiro Sato  
Location : 2-1-1, Nihonbashi-Muromachi, Chuo-ku, Tokyo, Japan  
Established : December , 2020  
Capital : JPY 500 million  
Main Business : IT consulting (strategy development, IT planning, system implementation/ maintenace and outsourcing)  
Website : <https://www.dolbix.com/>



<Related Press Release>

Jan 22, 2021

Establishment of a New Subsidiary DOLBIX CONSULTING Inc. for the Promotion and Support of DX

<https://www.marubeni.com/en/news/2021/release/00006.html>