

## **Senko Established Development and Sales Company for Next-generation Technology "innovatech studio Co., Ltd. established"**

Senko Group Holdings Co., Ltd. (President: Yasuhisa Fukuda, "Senko") on July 17, 2018 established "innovatech studio Co., Ltd." ("innovatech studio") that develops next-generation technology such as AI and robots as well as sells associated systems.

Senko has been upgrading some of its operating sites with robotic arms, unmanned transporters and other mechanization and labor-saving equipment for logistics centers. To further increase the rate of such installations, it has been focusing on research and development of automation and streamlining operations by utilizing AI as part of the "AI Project" and "Robotics Project" ("the projects") that were launched in April this year.

innovatech studio is the corporate entity of the technical development department behind the projects, and is involved in systems development and sales.

Specific examples of systems the company is developing include an automated allocation system for improving truck operations, a face ID authentication system for enhancing warehouse security, and chat bots to respond automatically to inquiries forwarded to call centers.

It also markets these systems to companies outside the Senko group, as well as covering development and sales of various apps.

The company name innovatech studio is a merger of the words "innovation" and "technology" to form "innovatech," combined with the meaning behind the word "studio," where creative professionals gather together to create new types of value.

Employees of the new company include Japanese and international experts of AI and those with experience at major internet-related companies. More highly skilled staff from all around the world will be invited to join the team to develop next-generation technologies.

### [Overview of established company]

1. Company name : innovatech studio Co., Ltd.
2. Head office location : 2-8-10, Shiomi, Koto-ku, Tokyo, Japan
3. Representative : President and Representative Director Kengo Senuma
4. Capital : 50 million yen (100% investment by Senko Group Holdings Co., Ltd.)
5. Line of business : System development, software sales, technical research, consulting, etc.

6. No. of employees : 13 (including full-time directors)

7. URL : <http://innovatech.studio/> (to be launched on July 17, 2018)

End.