

June 13, 2016

Company Name: CAC Holdings Corporation
Representative: Akihiko Sako, President and CEO
(First Section of TSE, Code Number 4725)
Contacts: Masaaki Yoshida, General Manager,
Corporate Dept.
(Tel: +81-3-6667-8010)

CAC Holdings Invests in Emotion AI Leader Affectiva of the U.S.

Seeking to develop Emotion AI market in Japan

CAC Holdings Corporation (CAC Holdings) is pleased to announce that it has made a ¥100 million capital participation in Affectiva, Inc. (“Affectiva”), a start-up company that is developing an emotion recognition platform which applies its facial image analytics technology. The aim of this capital participation is to develop the Affective Computing market in Japan while seeking to expand the social robotics business in the Company’s portfolio by using the corresponding technology.

Affectiva is an emotion measurement technology company that grew out of MIT’s Media Lab, which has a vast emotion data repository consisting of 4 million faces analyzed from 75 countries, amounting to 40 billion emotion data points. Affectiva has established an unrivaled position in the market as a pioneer in the field of Affective Computing by applying technology capable of visualizing a range of emotional information derived from facial images with the use of its deep learning methodology.

Affectiva’s leading product Affdex is an item of software that allows for the measurement and analysis of facial images and emotions with the use of a PC or a smartphone camera, making it possible to perceive the reactions of a consumer watching images on a screen in real time. Some of the leading corporations in the United States have started using Affdex to measure the effectiveness of their on-line ads.

CAC Holdings has made a capital participation in Affectiva, Inc., aiming to develop the Affective Computing market in Japan as a partner of Affectiva while seeking to expand the social robotics business in CAC Holdings’ portfolio by promoting related technology.

CAC Holdings will remain focused on exploring opportunities actively to invest in or establish business alliances with start-up companies that exhibit great potential. Its ultimate aim is to accelerate efforts to build up business by leveraging its open innovation technology.

Affectiva:

Company name: Affectiva, Inc.

Head office: Waltham, Massachusetts, U.S.A.

Representative: Rana el Kaliouby, Ph.D., CEO

Year of establishment: 2009

Lines of business: Development of emotional recognition platform based on facial image analytics, etc.

URL: <http://www.affectiva.com/>

CAC Holdings Corporation:

CAC Holdings Corporation serves the CAC Group as its holding company, providing IT and health care services both at home and abroad. The Company offers IT services and HR BPO services that help to address a range of management challenges which confront companies, as well as pension management systems, pension fund schemes analysis, and pharmaceutical development support services in the field of medical and social security services, striving to make a contribution to creating a better society.

Head office: 24-1 Hakozaki-cho, Nihonbashi, Chuo-ku, Tokyo

Representative: Akihiko Sako, President and CEO

Year of establishment: 1966

URL : <http://www.cac-holdings.com/>

*The names of the companies and products mentioned in this material are the trademarks or registered trademarks of their respective companies.

For inquiries regarding this press release, please contact the following:

CAC Holdings Corporation, Corporate Communication Section

Phone: +81-3-6667-8010

E-mail: prir@cac.co.jp

End