



NEWS RELEASE

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NTT DATA and Spanish Start-up Social Coin Collaborate in the Development of Regional Understanding Solutions by Leveraging AI

Social Coin
NTT DATA Corporation

-Social Coin and NTT DATA agreed to collaborate on the joint development of a citizen engagement platform which enables social understanding of citizen opinions and emotions in certain areas by analyzing social media or other big data sources, using AI.

-In order to accelerate the project, they will launch the "Regional Issues Discovery Laboratory (Tentative name)" in March, which provides deeper insights to help solve common problems related to regional revitalization and achieve social goals (e.g. Sustainable Development Goals or ESGs) by comparing cities in Japan, Spain, and the major metropolitan areas of the world including the United Kingdom, Australia and the United States.

-The companies will aim to receive mandates for analyses and consulting services from 10 clients in Japan and 20 clients outside Japan within fiscal 2018.

Under the agreement of 193 countries in the United Nations, "Sustainable Development Goals (SDGs)" has been set to solve social and regional issues on a global scale.

In order to solve social and regional issues, it is crucial for national government, municipalities, corporations and citizens to understand each other to work in cooperation. But it was difficult to extract and understand citizen's issues for a given region comprehensively.

Focusing on this point, Social Coin and NTT DATA agreed to develop a joint solution: leveraging the unique AI Text Analytics Platform of Social Coin ("Citibeats") and the linguistic analysis function which can capture even small emotions for any language ("NAZUKI"), and the whole Twitter data resale rights of NTT DATA.

The unique combined AI engine picks up and analyzes opinions and emotions of the general public (or segments) to see which social issues are rising within the target region or community and whether such issues have a positive or negative sentiment. Meanwhile, by training the AI to classify problems according to the Sustainable Development Goals (SDGs), it will highlight insights for the approach to SDG-related problems and countermeasures.

In order to accelerate the project, the two companies jointly launch a laboratory named "Regional Issues Discovery Laboratory (Tentative name)" to identify regional issues or concerns, comparing within and across Japan, Spain and other major metropolitan cities in the UK, Australia and the United States and endeavoring to deeply analyze regional problems and derive solutions. The lab will be run by 4 members of Social Coin and 4 members from NTT DATA.

In addition, as a collaborate partner of "Regional Issues Discovery Laboratory (Tentative name)", "BeSTA FinTech Lab", a laboratory established in the center of Tokyo by NTT DATA, will utilize the solution to grasp issues of regions and support new business creation of their client regional financial institutions.

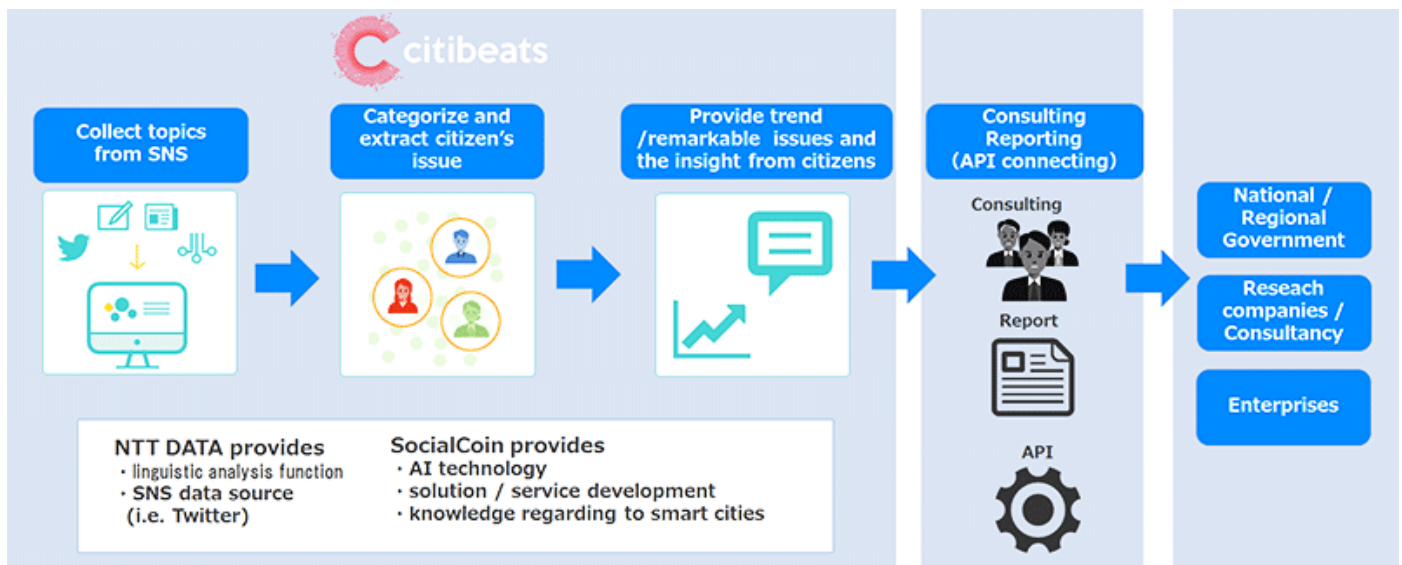
NTT DATA and Social Coin will aim to receive mandates for analyses and consulting services from 10 clients in Japan and 20 clients outside Japan within fiscal 2018.

By fiscal year 2020, the two companies will provide an end-to-end citizen engagement platform based on understanding the needs of a region, and a rewarding system to motivate citizens to act to solve the most relevant issues.

Ivan Caballero, CEO and Founder of Social Coin: "[Social Coin](#) has the ambition to become a global disruptive player in Urban Technology and Civic Engagement. The creation of the Virtual Lab and NTT DATA's partnership gives us access to

customers and investors in Japan and beyond."

Hiroya Kamo, Executive Manager, Life Digital Division, NTT DATA: "NTT DATA has been supporting marketing activities for more than several hundred companies by utilizing social media network data including Twitter. This collaboration with Social Coin multiplying strengths of both solutions will bring us new opportunities to get into social/regional issue based marketing business.



[About BeSTA FinTech Lab]

BeSTA FinTech Lab is located in Oote-machi, Tokyo and established in October 2016. The aim of the laboratory is to create unprecedented financial services by promoting and supporting the endeavor of startups with cutting-edge technologies and innovative ideas, and regionally rooted financial institutions.

[About Social Coin]

Social Coin is a Barcelona based startup with the vision of a world where citizens can live out of their contribution in their community. As a first piece of technology, Social Coin has developed Citibeats, an AI-based Analytics Platform unique in identifying social trends and concerns.

Social Coin has been recognized and awarded by the United Nations - World Summit Awards , NTT DATA, the European Commission and Singularity University as a potential solution for the Universal Basic Income.

[About NTT DATA]

NTT DATA is a leading IT services provider and global innovation partner headquartered in Tokyo, with business operations in over 50 countries. Our emphasis is on long-term commitment, combining global reach with local intimacy to provide premier professional services varying from consulting and systems development to outsourcing. For more information, visit www.nttdata.com.

NTT DATA organizes biannual open innovation contest since 2014 to promote collaborations with startups with cutting-edge solutions to issues in global society. Social Coin was the champion of the 5th contest held in 2016-2017, which was the basis for this ongoing collaboration. For more information, see <http://www.nttdata.com/global/en/news-center/pressrelease/2017/031600.html>.