

December 14, 2016  
Recruit Holdings Co.,Ltd.

## Recruit invests in artificial intelligence innovator Conversica, Inc.

We announce that Recruit Holdings Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi; referenced below as "Recruit") has invested in Conversica, Inc. (Headquarters: Foster City, CA, USA; CEO: Alex Terry), the leader in artificial intelligence ("AI") powered business conversations, through its investment subsidiary RSP Fund No. 6, LLC.

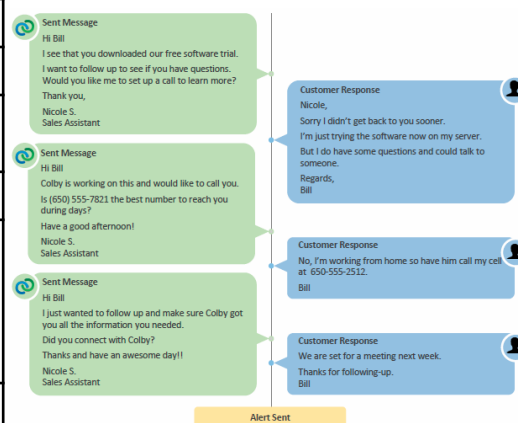
### 1. Purpose and background

With the sudden popularity of big data and machine learning technology, AI is expected to be used as an aid or stand-in for tasks previously done manually. Conversica helps sales and marketing teams work more efficiently and effectively by leveraging AI to automate conversations with their prospective customers. Through this investment, Recruit plans to work together with Conversica to expand the company's services, which are forecast to continue growing in popularity. In raising these funds, Conversica plans to extend the use of its services to automate more business functions and into more industries.

### 2. Overview of Conversica, Inc.

Conversica provides an AI-based sales assistant that empowers salespeople to focus on selling and closing deals instead of chasing down leads. The assistant engages prospects in natural, two-way human conversations, is always persistent, always polite, and tirelessly reaches out to every single lead, as many times and over as long a timespan as is required. As a result, Sales is more efficient, Marketing is more effective, and prospects have a great experience. The service is widely used in fields such as technology, automotive, finance, insurance, education, and real estate.

(1)	Company name	Conversica, Inc.
(2)	Representative	Alex Terry
(3)	Headquarters	950 Tower Lane, 12th Floor Foster City, California, 94404 USA
(4)	Established	January 2007
(5)	Main business	Provide AI-based software to automate routine business conversations (sales prospecting, event follow-ups, customer service inquiries, post-meeting follow-ups)
(6)	Web site	<a href="https://www.conversica.com/">https://www.conversica.com/</a>



### 3. Overview of RSP Fund No. 6, LLC.

(1)	Company name	RSP Fund No. 6, LLC.
(2)	Representative	Yusuke Saijo
(3)	Headquarters	8-4-17 Ginza, Chuo-ku, Tokyo
(4)	Established	November 12, 2014
(5)	Main business	Investment development and venture capital

At Recruit Holdings, we will continue to provide services to help people make new discoveries and create new opportunities in all facets of life, whether in work, in education, in their homes, in marriage, in childcare, travel, automotive, hobbies and lifestyles. Our goal is to offer each and every person "Opportunities for Life."

[Inquiries]  
<http://www.recruit-rgf.com/support/>