

August 14, 2017
Recruit Holdings Co.,Ltd.

Recruit Invests in Mara Labs Inc., Provider of the Indian Logistics Optimization Platform “Locus”

Recruit Holdings Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi; referenced below as "Recruit") has invested in Mara Labs Inc., providing the Indian logistics optimization platform “Locus,” through its investment subsidiary RSP India Fund, LLC.

1. Purpose and Background

India’s logistics market is continuously growing in concert with the nation’s economic development and the expansion of e-commerce. Yet at the same time, lagging infrastructure development has turned logistics optimization into one of the key issues facing Indian society.

Locus, developed by Mara Labs Inc., helps its client companies automate/optimize their logistics through utilizing natural language processing and machine learning. As a result, their clients have achieved reduced costs, increased on-time deliveries, and improved end-user satisfaction.

Through its investment, Recruit will work to expand this service with Mara Labs Inc. Similarly, Mara Labs Inc. aims to expand its business and gain even more clients with procurement of this capital.

2. Overview of Mara Labs Inc.

Mara Labs Inc. operates and provides the logistics optimization platform “Locus” through its Indian subsidiary Mara Studios Pvt. Ltd. They use natural language processing and machine learning to make it possible to precisely determine location information for vaguely formatted addresses, which is one of the major issues facing Indian logistics operations. Furthermore, they developed a flexible algorithm capable of incorporating the various transportation constraints of each client to automatically determine the optimum delivery route. At present, “Locus” has been adopted by Indian companies in FMCG, e-commerce, and logistics industries, etc.

(1)	Company Name	Mara Labs Inc.
(2)	Representative	Nishith Rastogi
(3)	Address	Headquarters: Delaware, USA Office: Bangalore, India
(4)	Established	May 2015 (commenced the service in April 2016)
(5)	Main Business	Operates Locus, an optimum delivery-route determining service
(6)	Website	https://www.locus.sh



3. Overview of RSP India Fund, LLC.

(1)	Company Name	RSP India Fund, LLC.
(2)	Representative	Akihiko Okamoto
(3)	Address	8-4-17 Ginza, Chuo Ward, Tokyo
(4)	Established	April 8, 2015
(5)	Main Business	Investment development and venture capital

Recruit Holdings will continue to provide people with useful information about the areas of work, learning, home, marriage, child rearing, travel, cars, hobbies and lifestyle. By offering services which provide users with new encounters and opportunities, we hope to be the one to help each of our users find their next big chance.

Inquiries about this press release:
<http://www.recruit-rgf.com/support/>