

October 30, 2017
Recruit Holdings Co.,Ltd.

Recruit Invests in WizRocket, Inc., Developer of Mobile Marketing Platform “CleverTap”

Recruit Holdings Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi; referenced below as "Recruit") has invested in WizRocket, Inc., developer of the mobile marketing platform “CleverTap,” through its investment subsidiary RSP India Fund, LLC.

1. Purpose and Background

The number of mobile devices is growing exponentially and brands are looking to build long-term valuable relationships with their customers that spread across geographies, use myriad set of devices and have diverse demographics. “CleverTap” enables brand to build memorable mobile experiences through personalization by analyzing customer insights in real-time based on technology platforms that are able to rapidly process billions of data points in real-time. With this investment which is co-invested with Sequoia Capital and Accel, Recruit will work with CleverTap to further expand services. CleverTap plans to use this round of fundraising to expand features and grow its client base.

2. Overview of WizRocket, Inc. and “CleverTap”

WizRocket, Inc. provides a comprehensive mobile marketing platform “CleverTap.” “CleverTap” provides real-time, personalized user engagement based on the-minute behavioral data of users through independently developed database and optimized architecture, advanced behavioral analytics powered by Artificial Intelligence and Machine Learning. That enables marketers to now use differentiated marketing strategies for different group of users and predict the expected ROI from each segment. Since launching in 2013, CleverTap has helped more than 4,000 global customers, including leading brands.

(1)	Company Name	WizRocket, Inc.
(2)	Representative	Sunil Thomas
(3)	Location	Headquarters: Sunnyvale, U.S. Office: Mumbai, India
(4)	Founded	May 2013
(5)	Main business	Management/provision of “CleverTap”
(6)	Website	https://clevertap.com

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

The fund aims to discover new technologies and new business models, and to acquire business opportunities which are relevant to new business development for the Recruit Group in India.

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/>