

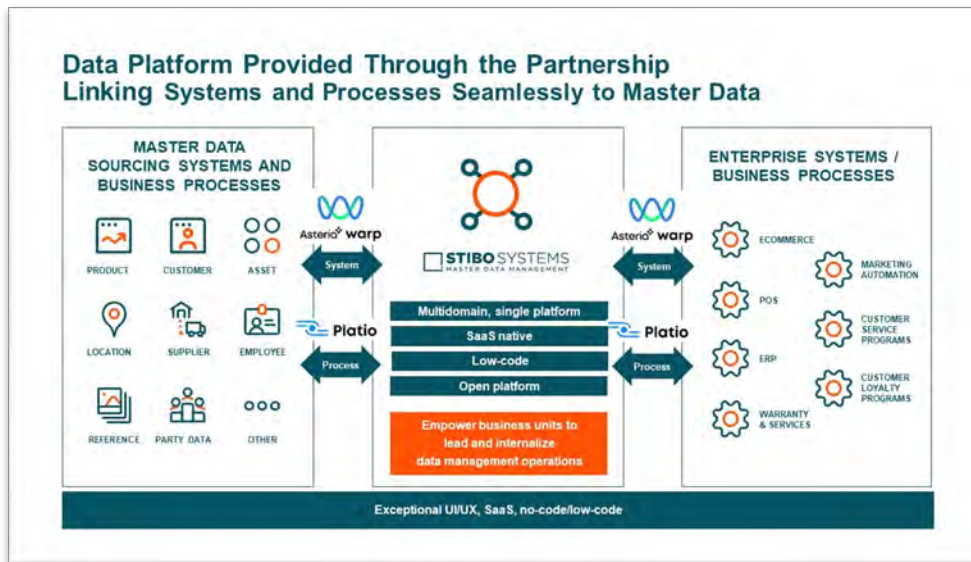
Press Release

Asteria and Stibo Systems Announce Strategic Collaboration with a Vision to Serving the Global Market

Tokyo -- Sept. 5, 2022 -- Asteria Corporation (Japan listed, Security Code: 3853) and Stibo Systems KK, the Japanese Division of Stibo Systems, a Danish master data management (MDM) company, have concluded an agreement under Stibo Systems’ global partnership certification program, One Global Partner Program (OGPP), and have agreed to a strategic collaboration with global expansion in mind.

This partnership will support companies’ data-driven business management based on more effective master data management and empower them to execute such strategies as digital transformation, M&A and ESG.

■ **Overview of OGPP**



■ **Background**

ASTERIA Warp, Asteria’s data integration middleware, which commands the largest share of the enterprise data integration software market for 15 years in a row*, and mobile app building tool Platio has contributed to the digital transformation of companies in a wide range of industries as a no-code software which helps improve the efficiency of on-site operations.

Meanwhile, Stibo Systems MDM, a SaaS-native low-code software, has been adopted by over 750 global companies as the leading technology platform in the global master data management market.

The data platform provided through the OGPP will enable a new way of working. By utilizing the strengths of both companies' technologies, the platform allows non-IT departments to be involved in the data management process as key players. Master data is indispensable to business activities as the source of a company’s competitive advantage. In this age of uncertainty, it is important for management and business operators to be constantly aware not only of their own management strategies and business activities but also of the external environment and new regulations and rules, and to continue to proactively create master data in a forward-looking manner.

This collaboration combines the highly convenient UI/UX of the companies' software and the SaaS and low-code/no-code features, which will enable efficient platform implementation and MDM operations conducted internally by business departments. In addition, the data platform will offer touchpoints in the business processes from master data creation to its utilization, as well as integrate with a variety of internal systems. As a result, not only will the effectiveness of master data in a company be dramatically enhanced, but the coordination of master data between companies in the event of M&A will be easier. The accuracy and increased future usability of data obtained through corporate activities will serve as the foundation for a major transformation through a data-driven management.

■ **Comments from CEO of Asteria and Representative Director at Stibo Systems KK**

Data integration and master data management must go hand in hand if we are to promote digital transformation. The combination of Warp, our data integration middleware with the largest market share, and Stibo Systems MDM, which has been adopted by more than 750 global companies worldwide, makes it possible to comprehensively grasp corporate data taken from various systems and realize data-driven management practices. Asteria, together with Stibo Systems, will contribute to logical and proactive data-centric business management.

Pina Hirano, President and CEO of Asteria Corporation

We are honored to realize a strategic collaboration with Asteria through OGPP, as master data management is fundamental for companies to implement measures such as digital transformation, ESG and data-driven management. The integration with Warp, a market-leading middleware with an established reputation and track record, with a mobile touchpoint through Platio, a service used in the worksites, enables a highly effective management and operations-driven master data management infrastructure. The collaboration between the two companies will accelerate data strategy and innovation and contribute to sustainable corporate growth.

Hiroyuki Kudo, Representative Director at Stibo Systems KK

■ **Business Plan**

Starting with a joint webinar titled “Master data management which accelerates data-driven business management” to be held on Thursday, October 13, 2022, Asteria and Stibo Systems plan to conduct closely coordinated marketing activities through which the companies will widely disseminate the ideal approach to MDM that can be realized by leveraging the power of technology and lead Japanese companies' efforts to the next stage. In addition, Asteria and Stibo Systems plan to actively collaborate with system integrators which can support the development of a data platform using products of both companies.

The two companies will also promote the platform to existing customers and new projects at Stibo Systems' overseas offices, with a focus on the Asia-Pacific region.

*According to the “Overview of software marketing in 2020-- the EAI/ESB market edition” published by Techno Systems Research Co. EAI/ESB stands for Enterprise Application Integration and Enterprise Service Bus, respectively, and is the enterprise data integration product category.

■ **About Asteria Corporation**

Established in 1998 as Infoteria Corporation, Asteria developed its first no-code product in 2002. It sells software and services which connect a variety of in-house computers and devices. Its key product, ASTERIA Warp, is middleware which integrates data in different computer systems without coding. As of end-June 2022, 9,739 companies, mainly large and medium ones, had introduced the product. Another product, Handbook, allows users to carry around materials used for sales activities and meetings as well as product

catalogues in electronic files on smartphones and tablets. A total of 1,653 companies and public institutions had adopted the product through end-June 2022.

For more information about Asteria, visit <https://www.asteria.com/jp/en/>

■ About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. The Japanese Division of Stibo Systems was established in 2016.

For more information about Stibo Systems, visit <https://www.stibosystems.com/>

To view the press release from Stibo Systems, visit

<https://www.stibosystems.com/press-releases/asteria-and-stibo-systems-announce-strategic-collaboration>

■ About ASTERIA Warp

ASTERIA Warp, the No. 1 EAI/ESB product in the Japanese market for 15 consecutive years, is middleware that allows data from different computer systems to be linked without coding. The product has been highly evaluated for its ability to implement complex logic needed to connect and convert data between various systems – from mainframes and cloud servers to spreadsheet software – without programming. The subscription version, Warp Core, is also available for a minimum monthly fee of 30,000 yen with no initial fees required. Warp Core enables business automation and data utilization by quickly linking with various systems and services.

For more information about Asteria Warp, visit www.asteria.com/jp/en/warp/feature/

■ About Platío

Platío is a cloud service which allows users to easily create and use mobile apps that fit specific tasks without coding. By capitalizing on apps which are optimized for each task, Platío promotes digitalization at worksites and improves efficiency of manual processes. Apps created with Platío can be distributed immediately for use at worksites. Data that users entered into an app is stored in the cloud and will be shared real time the up-to-date status of worksites with managers. Apps also can automatically detect changes in entered data and send an alert to managers so that they can quickly respond to anomalies. Apps for businesses tend to be complex and expensive. As an easy app building solution, Platío won Good Design Award for fiscal 2018.

For more information about Platío, visit <https://plat.io/en/home>

■ About Stibo Systems MDM

Stibo Systems MDM is a single software platform equipped with all the essential functions for master data management (such as collection, management, acceleration, distribution, modeling, system integration, workflow control, auditing logs, access rights, normalization, multi-language support) with a standardized user interface and operation, generating golden records of various types of master data that can be utilized throughout the organization for a broad range of activities. Its main advantage is that implementation, operation and maintenance are achieved through configuration settings instead of programming-based development, which allows for faster response to business needs and cost control with in-house operation that does not rely on vendor support. Its unparalleled scalability is highly praised by countless companies as a strategic platform for supporting ongoing growth, including M&A and business transformations implemented at global companies.

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■ Supplementary material

