November 14, 2023

Company name	Datasection Inc.
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Notice on the Change in Reportable Segments

The Company hereby announces that our Board of Directors, at its meeting held today, has decided to change our reportable segments, effective from the second quarter of the fiscal year ending March 31, 2024, as described below.

1. Reasons for the change

The Company had been operating in two segments, "Retail Marketing" and "Data Analytics Solutions." However, we have recently reviewed our business and performance management systems from the perspective of a management approach to enhance the sophistication of our operations, and we have also considered rational segmentation in light of future business development, such as seeking growth through balanced investment in markets both in Japan and overseas. As a result, the Company has decided to reclassify its business into two segments: "Business in Japan" mainly for the domestic market and "Overseas Business" mainly for the overseas market.

We believe that this change will allow us to more accurately disclose the unique business model and progress of our Group, which has several consolidated subsidiaries in South America and operates in more than 20 countries worldwide.

2. Summary of changes and business activities of each reporting segment

(Before change)

Reporting Segment
Data analytics solution
Retail marketing

(After change)

Reporting Segment	Business activities
Business in Japan	- AI system development business - Social media analysis business - Expansion of FollowUP in Japan - New business
Overseas business	- Expansion of FollowUP overseas

The segment information for the first six months of the previous period in the Financial Results for the FY2024 Q2 has been restated to reflect the new category after change.