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unerry, Inc. (TSE Growth: 5034)

FOR IMMEDIATE RELEASE

unerry Partners with Sony Marketing's "Edge AI Solution": Launches Location Data-Driven Store Media Measurement Solution

— Measuring Retail Media Impact: TRIAL GO PoC Shows ~60% Signage View Rate —

TOKYO, Japan, June 2nd, 2026 – unerry Inc. (unerry), operator of real-world behavior data platform "Beacon Bank", partners with Sony Marketing Inc. (Sony Marketing) to launch an Edge AI-driven Store Media Measurement Solution. This integrated offering leverages Sony Marketing's Edge AI solution to quantify the reach and impact of digital signage and other store media.



This solution integrates unerry's Location Data with Sony Marketing's edge AI solution, "AI Analysis Solution with AITRIOS™" (<https://www.sony.jp/bravia-biz/signage/aitrios/>), to analyze customer behavior outside, near, and inside stores. By quantifying retail media reach and ROI, the platform empowers retailers to deliver data-backed, evidence-based advertising proposals that meet advertisers' demands for measurable returns.

■ Development Background: High Interest vs. Low Visibility in Store Retail Media ROI

While retail media gains traction globally, adoption of store media—particularly digital signage as the closest touchpoint to purchase—remains limited due to measurement challenges. Retailers often struggle to quantify

signage ad reach and viewer demographics, hindering effective proposals to advertisers. To bridge this gap, unerry and Sony Marketing have pioneered a solution that combines viewer counts, demographics, and pre-/post-visit behaviors with in-store analysis, delivering deep audience insights and precise impact measurement.

■ **Solution Overview: Driving Measurable Media via Pre-/In-Store Behavior Analysis**

The solution privacy-safely visualizes store-front insights—including audience profiles, where they came from, and routine visit habits—alongside store metrics such as viewer counts, media engagement, and behavioral flow. Deploying AITRIOS™-compatible edge AI devices (AI cameras) store enables precise measurement of store traffic, customer demographics, signage viewer counts, view rates, and dwell time. Crucially, this setup processes data on the edge and utilizes only metadata, without storing or transmitting image data. Interfacing this with unerry's Location Data unlocks deep pre- and post-visit behavior analysis. Going beyond simple impact measurement, this solution integrates POS data for purchase rate analysis and AI-driven predictive insights, fueling optimal promotional strategies and maximizing retail media value.

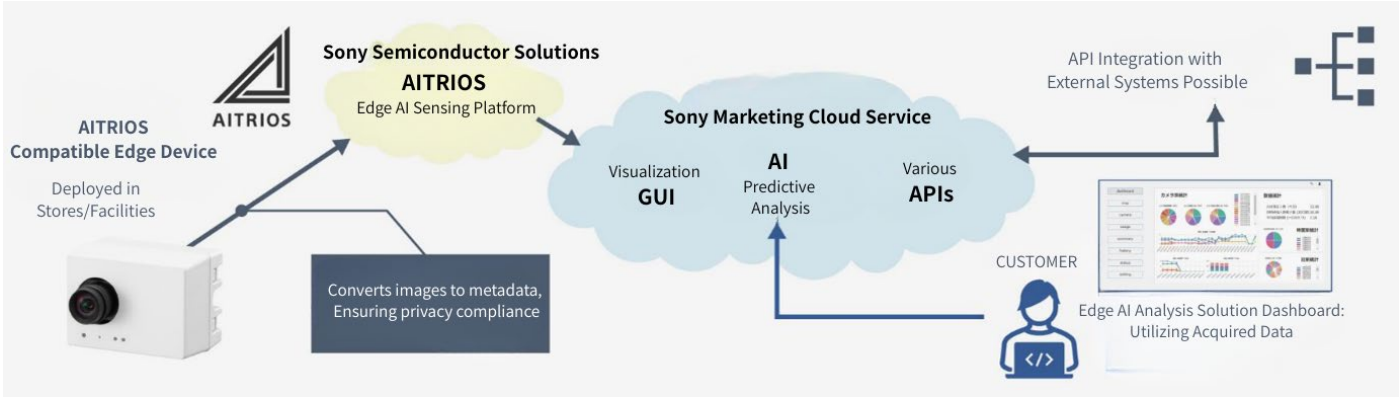
*AITRIOS™ is an edge AI sensing platform by Sony Semiconductor Solutions Corporation, designed to accelerate the efficient development and deployment of sensing solutions utilizing image sensors.

< **Pre-Store Behavior: unerry Location Data / Customer Journey & Action** >

- **240M Domestic IDs:** Captures shopper trade areas, routes, and visit frequency.
- **Demographic & Lifestyle Analysis:** Estimates/analyzes estimated residency, workplace, competitor store-visit trends, and lifestyle attributes.
- **Conversion Visualization:** Measures purchase impact via POS integration and store-visit tracking for ad-exposed users.

< **In-Store Behavior: Sony Marketing Edge AI / Traffic & Engagement Measurement** >

- **High-Precision Metrics:** Tracks passerby/store traffic, shopper demographics, store-front paths, dwell time, and signage view rates/dwell time per content.
- **Privacy-First & Cost-Efficient:** Extracts only edge-processed features (metadata) without storing/transmitting image data.



■ PoC: TRIAL GO Fujimidai Station North Store

To validate solution efficacy, a 28-day Proof of Concept (PoC) was conducted at the "TRIAL GO Fujimidai Station North Store" supermarket chain. Edge AI devices measured that approximately 60% of passersby in the designated store-front area viewed the digital signage. Furthermore, leveraging Location Data unlocked deep analysis into the residency, workplace distance, and competitor store usage of ad-exposed users. This quantified what lifestyles engaged with the media across different time slots, confirming that retailers can deliver the quantitative evidence and data-backed proposals advertisers demand.

< Comment from TRIAL COMPANY, Inc.>

While we have deployed numerous digital signage assets, measuring their media impact has been a long-standing challenge. The 28-day PoC at TRIAL GO Fujimidai Station North Store delivered a breakthrough: objective data proved approximately 60% of passersby viewed the signage. Integrating unerry’s Location Data with Sony Marketing’s edge AI technology—alongside our own data expertise—captures seamless customer journeys from pre- to in-store, elevating customer resolution far beyond expectations. This initiative is a decisive first step toward delivering clear, quantifiable ROI to advertisers. We are confident this expands retail media's potential, scaling from endemic product ads to high-affinity non-endemic advertising tailored to trade-area consumers.

< Comment from Sony Marketing Inc.> Daisuke Miyama, Business Development Manager, B2B Business Dept.2

We have empowered retailers with actionable data insights by utilizing edge AI devices to visualize store-front and in-store customer touchpoints. Our partnership with unerry successfully demonstrates a powerful new value proposition: blending pre- and post-visit behavior analysis with quantifiable pre-store / store media engagement. Moving forward, we remain committed to accelerating retail media sophistication and driving data-backed promotions and merchandising, while strictly maintaining a privacy-first approach.

< Comment from unerry, Inc.> Takeshi Suma | Business Producer, Retail Business Development, Service Planning & Development Dept.

We have long supported integrated communications by blending mass, OOH, and digital media based on location- and purchase-data targeting. Our partnership with Sony Marketing now quantifies store media engagement with unprecedented precision. This unlocks seamless media planning—optimizing frequency and expanding reach through cross-media synchronization. By visualizing the entire journey—from targeting and multi-channel communication to store visits, in-store media engagement, and ultimate purchase conversion—we aim to establish this initiative as the new standard for retail media.

*unerry's Location Big Data consists of non-personally identifiable information that cannot identify specific individuals, and is collected and utilized strictly in compliance with applicable laws and user consent.

* Product and service names mentioned in this news release are trademarks or registered trademarks of their respective companies.

* The information contained in this news release is current as of the date of announcement and is subject to change without prior notice.

About unerry, Inc.

- **Company Name:** unerry, Inc.
- **Representative:** Hidetoshi Uchiyama, Representative Director & CEO
- **Established:** August 2015
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unerry, Inc. is a data technology company founded in 2015 that operates "Beacon Bank[®]," a premier real-world behavior data platform. Leveraging GPS and beacon technologies, unerry, Inc. utilizes proprietary AI to analyze massive indoor and outdoor location data—processing approximately 850 million IDs (including 240 million in Japan) collected via 150 mobile applications. Under the mission "Creating a harmonious future with data," unerry, Inc. provides advanced OMO (Online Merges with Offline) marketing support and develops innovative businesses aimed at realizing the next generation of smart cities. Learn more at <https://www.unerry.co.jp/ir/en/>.