

For Consumer Business [Dynamic Plus]

Dynamic Pricing

- ◆ **Uses big data and AI to automatically adjust prices** and increase sales based on demand forecasts.
- ◆ Established in June 2018 (with Pia Corporation, Avex Inc., and NEC participating as shareholders).
- ◆ Roll out dynamic pricing via AI algorithms and revenue management services to the sports, concert, theme park, hotel, e-commerce, retail, and other industries.

