

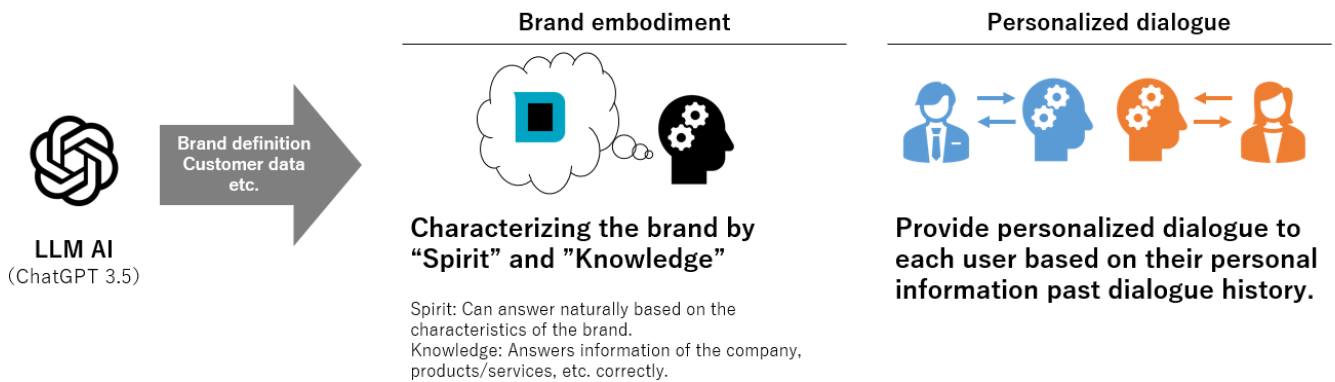


**Automatically Generates Dialogue between Brands and Customers**  
**"Brand Dialogue AI" developed by Daiko**  
**One-to-One communication between a company and its customers**

Daiko Advertising Inc.(headquartered in Minato-ku, Tokyo; Yasuo Izumi, Director of the Board President & CEO ; hereinafter "Daiko"), together with Laboro.AI(headquartered in Chuo-ku, Tokyo), a group of AI & machine learning specialists, has developed a prototype of a unique automatic text generative engine "Brand Dialogue AI" that automatically generates brand adopted dialogue.

"Brand Dialogue AI" is based on OpenAI\*'s ChatGPT. This is an original language generation AI that which becomes the starting point of communication, reflecting the brand personality. Original technology "Dynamic prompt" makes One-to-One originally generated dialogue with brand philosophy deeply embedded, by reflecting data that the brand holds, such as personal, product, and content data owned by each company instantly.

\* OpenAI is a non-profit research institute mainly on artificial intelligence based in San Francisco, USA.



Communicating through dialogues and developing original CRM services are inevitable for modern business. CRM activities are basically forwarded to One-to-One communication. However, One-to-One communication with millions of customers is impossible without technology. The One-to-One communication that a company should aim for must be original and based on its corporate and brands. "Brand Dialogue AI" is an AI that embodies a brand's identity, and automatically creates personal dialogues with customers.

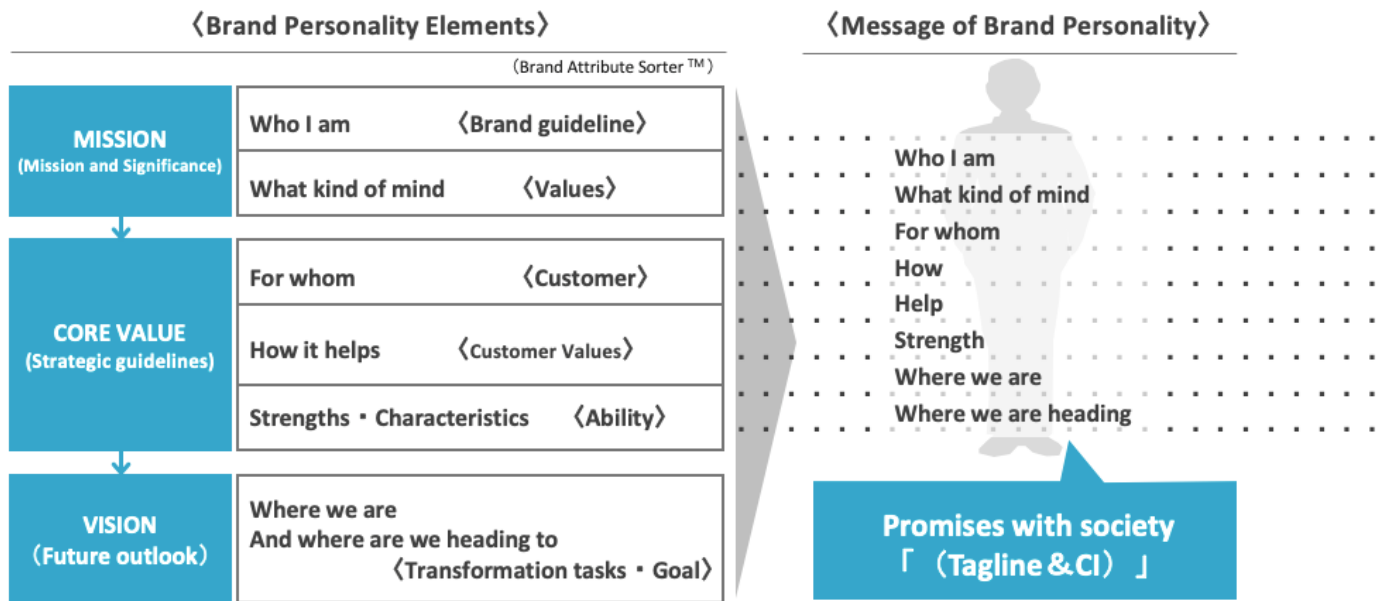
Daiko will use "Brand Dialogue AI" as a hub for digital communication with customers to support corporate CRM and increase customers LTV. We will continue to make efforts to realize more advanced One-to-One communication in line with the evolution of AI technology.

< Inquiries regarding above >

【Reference data】

## ■ Daiko Brand and Personality method

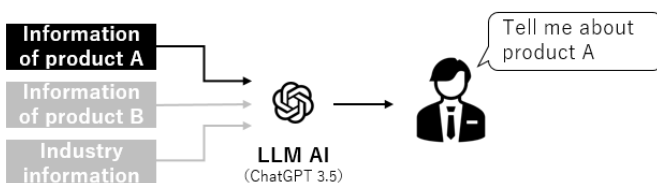
"Brand Personality" is Daiko's unique method of portraying a company or business's will to grow, as unique elements as "Personality". The unique elements of the brand are deciphered from the perspectives of "mission," "strategic guidelines," and "vision," and the connection between these elements is depicted as the self-introduction story as a single person with a unique personality. This "Brand Personality" is the basis of all corporate/business activities.



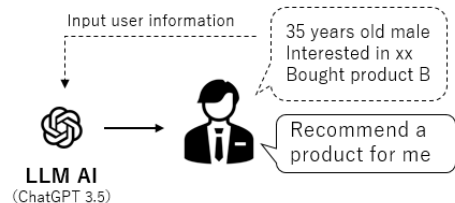
## ■ Dynamic Prompt

Dynamic prompts, is a Brand Dialogue AI's original technology, that vectorizes user attributions and question content, searches for optimal data from databases (personal information, product information, knowledge information, etc.), and reflects the search results as prompts.

### Prompt based on question



### Prompt based on users persona



## ■ Source of question judgement

- Keywords of recent dialogue (rule based)
- Comprehensive determination by recent dialogue (machinery learning by sentence categorization etc.)

## ■ Source of persona judgement

- Data of past purchases from master data (data from outside of dialogue)
- Recent dialogue history (retrieving data from dialogue)
- History of dialogue from the past.

## ■About Laboro.Ai, Inc

Company name : Laboro.Ai, Inc

Address : 8-11-1 Ginza, Chuo-ku, Tokyo 104-0061, Japan

Representative : Representative Director and CEO, Tetsuo Shiibashi

Representative Director, COO and CTO Hiromasa Fujiwara

Established : 2016/4/1

Business : Development of order-made AI "Custom AI" using machine learning.

Consulting for developing custom AI.

U R L : <https://laboro.ai/>