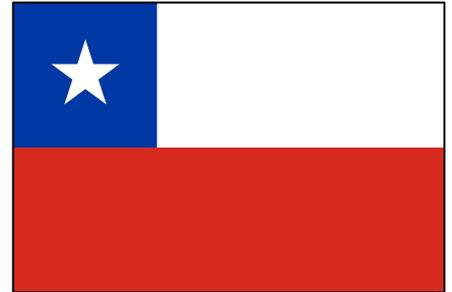
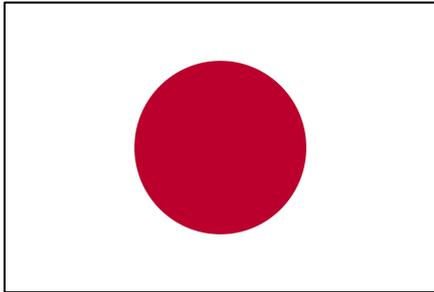


# Examples of Collaboration between Chilean Startups and Japanese Companies

Data Section Inc. + FollowUP CX



# Introduction of FollowUP CX



We are a Chilean-Japanese company that uses technology and constant innovation to understand consumer experiences and improve them.



We are present in more than 30 countries and have offices in 9, including Chile, Japan, Colombia, Panama, Peru, Mexico, Spain, Uruguay and Ecuador.



We have more than + 15.000 IoT devices in more than +12.000 stores monitoring in realtime how consumers behave.



We put our focus for 10 years in retail industry



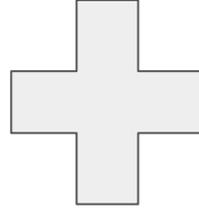
Today we are expanding to transport, smart cities and smart buildings.



# Today the world is smart: IoT + Ai

## IoT for Real time management

We know that's happening and act on this immediately



## Ai for Smart Management

We use data to understand the Business problems and empower smart decision making

## Real time Smart management

- Customer problems alert solution: Queues, unattended, interest zones, etc.
- Store process alerts: Security staff location, available cashiers, cleaning, etc.
- Smart data analytics: Predictive analysis, industry benchmark, real time dashboards
- Smart tools: Smart scheduling, Automatic staff goal distribution, etc

## FollowUP CX Alert example: Queues



Example of queue monitoring and alert system:

In this case we monitor the queues and the available cashiers.

If there is a cashier not serving and the consumers waiting longer than 3 min we alert store staff.

If this keeps happening for long we scale to store management.

# FollowUP CX Innovation: In-store tracking



Tracking consumers and staff interaction.

Learning best purchase routes.

Identification of areas of interest and low visit zones.

Monitoring customers sight attention points.

# FollowUP Facing for Supermarkets

All Categories

UNIT REPORT Oct 28, 2019 13:36

Category Vispera Lab UNIT Soft Drinks

Configuration   

AVAILABILITY 95% PLANOGRAM AVAILABILITY 95% PLANOGRAM COMPLIANCE 92%

Toggle Scene Darkness

SHELF VIEW TASK

Sku Tasks Price Tag Tasks

Replenish ✓ Place ✗ Recreate ✓ Remove ✓

- Replenish**  
Pomegranate Nectar 1000ml  
Soft Drinks  
1000.0 ml
- Place**  
Classic Orange Nectar No Preservatives  
1000ml  
Soft Drinks  
1000.0 ml
- Place**  
Premium %100 Apple Juice No Sugar  
Added 1000ml  
Soft Drinks  
1000.0 ml
- Replenish**  
Blutorange Arancia Rossa 2000ml  
Soft Drinks  
2000.0 ml
- Place**  
Cola 250ml  
Soft Drinks  
250.0 ml
- Place**  
Cola Zero 250ml  
Soft Drinks  
250.0 ml

**PLACE** ✕



%100 Apple Cherry Juice No  
Sugar Added 1000ml  
Soft Drinks  
TETRA

Done ✓

Real-time monitor the status of products in shelves.

Automatic real-time shortage alerts

Replenishment worker optimization.

# Data management

Business case  
Reporting

ChatGpt for retailer

Predictive analysis

bolivia		chile		colombia		ecuador		panama		peru	
2020						2021					
Trim. 3											
enero		febrero		marzo		abril		mayo		junio	



2,3 mill.

Footfall

1,9 mill.

Footfall Año Anterior

8,6

Permanencia Min



2,7 mill.

Footfall

1,8 mill.

Footfall Año Anterior

11,4

Permanencia Min



1,4 mill.

Footfall

1,8 mill.

Footfall Año Anterior

12,1

Permanencia Min



594 mil

Footfall

683,5 mil

Footfall Año Anterior

15,9

Permanencia Min



217 mil

Footfall

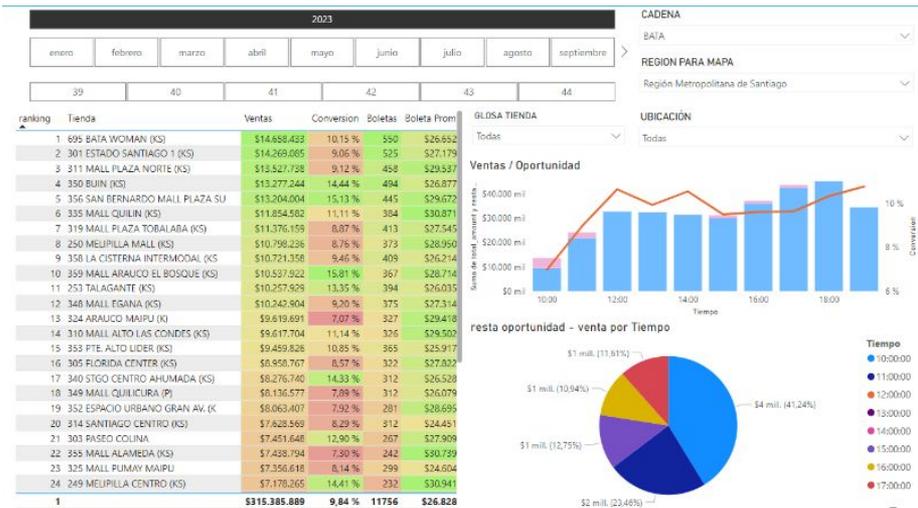
215 mil

Footfall Año Anterior

9,6

Permanencia Min

country	Footfall	Footfall Año Anterior	Variación año anterior	Permanencia actual	Permanencia Año Anterior	Variación P año anterior	Total Tiendas	Total Devices
bolivia	993.011	683.408	-13.14 % ▼	15.95	13.66	16.77 % ▲	97	150
chile	2.344.639	1.945.697	20.56 % ▲	8.63	9.07	-4.93 % ▼	278	298
colombia	1.376.967	1.845.012	-25.42 % ▼	12.05	10.06	19.84 % ▲	287	358
ecuador	217.160	275.194	-0.91 % ▲	9.80	10.08	-4.82 % ▼	37	58
panama	7.225	5.731	26.07 % ▲	5.74	11.93	-5.91 % ▼	1	1
peru	2.651.928	1.027.630	45.16 % ▲	9.50	9.95	-4.46 % ▼	231	314
<b>Total</b>	<b>7.190.600</b>	<b>6.522.762</b>	<b>10.24 % ▲</b>	<b>10.76</b>	<b>10.18</b>	<b>5.70 % ▲</b>	<b>931</b>	<b>1159</b>



# Long story short ...

**2010** Intership trip to Japan to work in SkillUP Japan



**2011** FollowUP is established in Chile with a co-investment between Skillup Japan and Chilean entrepreneurs and investor

**2012** Launch of FollowUP retail platform



**2014** Expansion to Perú and Colombia

**2015** SkillUP Japan turns into ALLM inc

**2016** Expansion to Europe and Japan

**2018** Allm Gets invested from big med tech companies and FollowUP operation in japan is sold to Data section inc

# Should we merge?

- FollowUP and Data Section have a big synergy combining lot + AI tech.
- Data section has access to great financial alternatives that you cannot get in Latam.
- Mothers stock exchange is a huge opportunity for FollowUP to get the company open to a the stock market with real liquidity options.
- Merge because the people behind we are looking for the future together.
- Technology + global market reach + great cultural Win-win.
- Difficult DD and negotiation but with an incredible synergy spirit.

# 2019 FollowUP merges with DataSection Inc.



# PMI Challenges: The cultural win-win

- At the beginning I thought Japanese **didn't like the “Gaijin”** (foreigners), but in **reality they are a little bit shy and love latam culture.**
- Chileans **entrepreneurs are smart and adventurous people** with access to a market that allows test and improvement.
- Japanese brings Incredible access to world class **innovation with high standard.**
- Japanese are organized and loyal so great **long term relationships can be created.**
- **Language is a huge issue** and needs to be address as a core problem.
- **Time difference is hard,** but it's great to see work happening while you sleep.
- **Audit standards are complex** because the cultural differences in Latam we are “not so organized” like japanese (no one really is).

# 2021 Acquisition of our main competitor Latam, showing the consolidation of Japanese financial structure benefits



# Pros and cons of a Japanese Latam startup integration

- High **Cultural win-win** benefit.
- Access to **great innovation and M&A opportunities** with high valuation gap vs japan startups.
- Japan brings **access to real stock market for emerging companies** and global funding partners.
- Latam gives access to a huge commercial expansion with **great test markets** like Chile and Colombia **and big ones** like Mexico and Brazil.
- **Complex Tax management** that should be improved with the right politics.
- **KYC process is complex** and Latam has a negative reputation in this aspect.
- **Latam is not well known from japan investors** point of view.

# Future Challenges: what we need to solve

- How to **accelerate big Latam Markets.**
- How to **handle IR and PR connecting Latam and Japan.**
- How to make the **best of government support**
  - DS and japanese investors already **invested in chilean fund backed by CORFO** (Weboost VC)
  - Japan Government is **supporting our expansion to Europe and transport** industry.
- How to handle potential **accelerated organic growth.**
- How to take advantage of **Latam great non-organic growth** potential.
- We aim to be active in the a **APEC startup Community interconnection.**
- We need to help **simplify the cross investment** between Chile and Japan (New potential merge tax regulation structure).

# let's repeat this experience

- Great **cultural match**
- Great **human talent** connection
- Great **market expansion** process
- Great **Financial win-win**
- **Reasonable challenges** to handle
  - Politics that can be address
  - IR and PR that can be handle
  - The rest is “simple”

# “Otsukaresama desu” = “Gracias por tu trabajo Duro”

