

For immediate release (four pages)

October 13, 2021
Infomart Corporation

Infomart partners with Kushikatsu Tanaka HD to develop restaurant operations management app
—Aims to realize increased productivity with the development of a labor-saving app for restaurant operations and staff training and management—

Infomart Corporation (head office: Minato-ku, Tokyo, president and CEO: Osamu Nagao, hereafter “the Company”), a company aiming to become a trusted leader in reforming BtoB businesses, entered into a partnership agreement with Kushikatsu Tanaka Holdings Co. (head office: Shinagawa-ku, Tokyo, president and CEO: Keiji Nuki, hereafter “Kushikatsu Tanaka HD”) on October 13, 2021, with the aim of increasing the productivity of store operations in the restaurant industry. Under the partnership agreement, the Company and Kushikatsu Tanaka HD have embarked on joint development of Restaurant Operations Platform App (provisional name).



< Overview of partnership >

- ① The Company and Kushikatsu Tanaka HD will establish a joint venture. Ryutaro Hakozaiki from the Company will serve as representative director of the joint venture, and Nobuhiro Osuga from Kushikatsu Tanaka HD will become a director of the joint venture.
- ② Areas of collaboration
 - 【 The Company 】
 - App system design and development as well as operation and maintenance; marketing, sales promotion activities, sales and user support for the app
 - 【 Kushikatsu Tanaka HD Group 】
 - Proposal of ideas and ways to improve functions and service specifications for the app based on its expertise on restaurant management
 - Pilot testing to confirm the effectiveness of the app at stores under its management

< Establishment of joint venture >

The Company and Kushikatsu Tanaka HD will establish a joint venture, Restartz Co., Ltd., on October 18, 2021 (planned). The Company will hold a 55% ownership stake in the joint venture, and Kushikatsu Tanaka HD 45%.

< Background to partnership >

The restaurant industry has been hit hard by the COVID-19 pandemic, as many restaurants had to temporarily close or shorten business hours to prevent the spread of the disease. With an eye toward business operations during and after the pandemic, the Company has supported various businesses' efforts to enhance operational efficiency and promoted digital transformation. We operate BtoB Platform, a cloud-based service that facilitates the shift of various commercial activities between companies to digital data with the goals of increasing operational efficiency, cutting costs, and realizing paperless operations. In addition to BtoB Platform, we have been aiming to develop a new system for increasing the convenience of users in the restaurant industry.

Kushikatsu Tanaka HD thinks that even if the COVID-19 pandemic comes under control, the impact of the wide spread adoption of remote work and avoidance of parties and other large gatherings, as well as the shift to eating at home and prepared foods will remain to a certain degree. Hence, Kushikatsu Tanaka HD thinks that restaurant sales will not fully return to their pre-pandemic levels, and that restaurant operators will have to revise their earnings structures. Further, due to the impact of extended periods of restaurant closures and shortened business hours, there are concerns of personnel loss and reduced operational competency of employees. In light of these factors, Kushikatsu Tanaka HD thinks it is necessary to support restaurant operations and reduce labor with the help of IT, and hence has decided to consider developing an app to support restaurant operations management.

In discussing the terms of the partnership, Infomart and Kushikatsu Tanaka HD agreed on the shared goal of providing operational support and realizing labor savings in restaurant operations through the use of IT tools. The companies agreed that by developing an app to realize this goal, they can help improve restaurant operations and promote digitalization, contributing to the restaurant industry as a whole. Based on this shared understanding, Infomart and Kushikatsu Tanaka HD decided to form a partnership.

Through the partnership and joint venture, the two companies will together develop Restaurant Operations Platform App (provisional name) to support the restaurant industry's efforts to increase productivity and resolve the issues of labor shortages and rising labor costs.

< Overview of Restaurant Operations Platform App (provisional name) >

Restaurant Operations Platform App will help realize safe and efficient restaurant operations by making visible all operational procedures from store opening to closing. As Japan's working-age population declines, restaurant operators, by using this app, can provide in-store services with enhanced efficiency and without letting the quality of their services deteriorate, and increase productivity.

< Company Profiles >

【Restartz】

1	Company name	Restartz Co., Ltd.
2	Representative	Ryutaro Hakozaki, Representative Director
3	Headquarters	13F Shiodome Shibarikyu Building, 1-2-3 Kaigan, Minato-ku, Tokyo, 105-0022, Japan
4	Established	October 18, 2021 (planned)
5	Capital	100 million yen
6	Business description	Development of Restaurant Operations Platform App (provisional name)

【Kushikatsu Tanaka HD】

1	Company name	Kushikatsu Tanaka Holdings Co. (TSE1: 3547)
2	Representative	Keiji Nuki, President and CEO
3	Headquarters	5F Towa Higashigotanda Building, 1-7-6 Higashigotanda, Shinagawa-ku, Tokyo, 141-0022, Japan
4	Established	March 20, 2002
5	Capital	300 million yen
6	Business description	Restaurant management, Franchise development
7	Number of employees	395 (as at November 2020)
8	Website	https://kushi-tanaka.co.jp/

【Infomart】

1	Company name	Infomart Corporation (TSE1: 2492)
2	Representative	Osamu Nagao, President and CEO
3	Headquarters	13F Shiodome Shibarikyu Building, 1-2-3 Kaigan, Minato-ku, Tokyo, 105-0022, Japan
4	Established	February 13, 1998
5	Capital	3.2 billion 12.51 million yen
6	Business description	Business to Business EC Trade Platform
7	Number of employees	613 (as at June 2021)
8	Website	https://www.infomart.co.jp/

Media contact

Muneo Hirata
Akiko Yanai
Yukiko Kameta,
Public Relations and Investor Relations office,
Administrative Division,
Infomart Corporation
E-mail: im-pr@infomart.co.jp