



To whom it may concern

June 20,2024
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

**Notice of new promotion of Next Engine through taxi advertising
that people will find themselves humming along**

NE Inc.(Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp., announced that it will rollout new promotion of Next Engine through taxi advertising that people will find themselves humming along. So we announce it as shown in the attached appendix.

**Notice of new promotion of Next Engine through taxi advertising
that people will find themselves humming along
-Ad video featuring Takaya Yamauchi is available
on TOKYO PRIME-**



NE Inc. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp., announced that it will distribute advertising videos of its cloud (SaaS) type EC Attractions "Next Engine" on Monday, July 1, 2024 on No.1 number of vehicles installed in Japan (*) taxi signage media "TOKYO PRIME." Through the first advertising campaign in a taxi in Tokyo, where business use is high, we aim to further increase awareness of the world view that Next Engine is aiming for. *From TOKYO PRIME media materials (<https://www.tokyo-prime.jp/mediasheet/>)

■ Background to the production of the new commercial

"Next Engine" is a service that goes beyond the automation and streamlining of EC management operations and pursues the "play" that lies ahead. Thanks to these efforts, we have been able to attract many clients and have received numerous introductions from our partner companies. As a result, we have gained widespread recognition for our services.

However, some businesses still have misunderstandings that "systems are unnecessary and difficult." Accordingly, we have decided to develop new communications so that existing users will be familiar with the system and that businesses that are going to introduce it will be able to use it with peace of mind.

In order to communicate the service concept, "Play in the world," intuitively, we recently produced a pop and catch video. This new commercial is aimed at gaining more chance to stay in the eyes by distributing it through taxi advertisements, which are often used by businesspeople, and further raising awareness.

In particular, we hope that the unique phrase in the video will enable many people to enjoy it and widely convey the world-view that Next Engine aims for. We expect that this will give many EC businesses a sense of the value that our services have.

■ Outline

Start of distribution

Monday, July 1, 2024

URL

https://www.youtube.com/watch?v=_FOley7jICE

Taxi companies with distribution media (example)

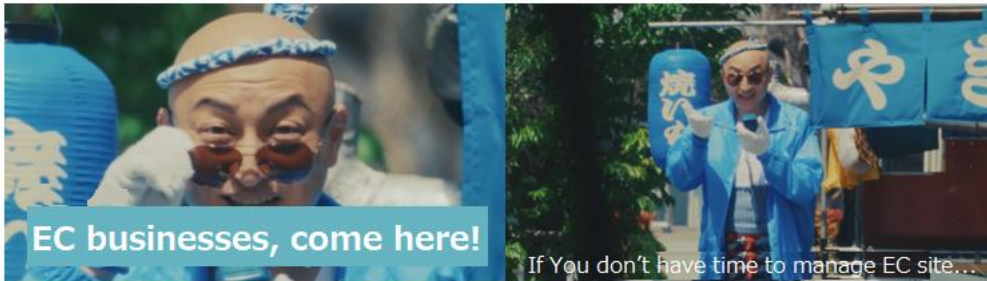
Japan Traffic Group, TEITO MOTOR TRANSPORTATION Group, Tokyo Radio Cooperative, TOTO MOTORS, HINOMARU KOTSU, Greater Tokyo Privately Owned TaxiCo-operative Society and Nikkoren Tokyo Sales Cooperative

Target area

In Tokyo

■ Characteristics and Image of the New commercial

Takaya Yamauchi, known for his role as Tomomi Iwakura in NHK's historical drama "Push the Blue Sky" and Hojo Tamai in the movie "Golden Kamuy," will appear on stage and call out to "you who are having trouble running your EC site" with the familiar "Stone-baked sweet potato stall" melody.



■ About the future

NE Inc. conducts business activities targeting all those involved in commerce under the purpose, "Frenzy into Commerce." In this taxi advertisement, we will aim to increase awareness of the Next Engine and create points of contact with people who feel that they have no relationship with themselves. I hope that through this opportunity, we will be able to create a "new frenzy" with more people.

[Outline of Next Engine]

- URL : <https://next-engine.net/>
- System born from the frontline of its own Internet shop operations
- Consolidate functions required for online shops, such as orders, ordering, purchasing, inventory, and analysis
- Registered shops are 50,471
(Listed companies as of April 30, 2024 including shops that have won the Rakuten shop of the Year Award)
- Functions can be expanded with the "Next Engine App" for purchasing additional required options
- Providing a platform for creating and selling apps linked to "Next Engine"

[Outline of NE Inc.]

Company : NE Inc.

Representative : Noriyoshi Higo President and CEO

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Incorporation : May 2, 2022

Parent company: Hamee Corp.(100%)

Business : EC support, SaaS business and Consulting business

Business Website: <https://ne-inc.jp>

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