Hamee

To whom it may concern

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May 22,2025
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

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Notice of starting a practical course designed by professionals who learn about EC sites to change sales and operations with a generative AI

NE Inc.(Head Office: Yokohama City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Ikuhiro Mizushima, Securities Code: TSE Standard Market 3134), announces that it has begun offering on-line courses for EC businesses that enable them to acquire practical utilization skills for generative AI. So we announce it as shown in the attached appendix.

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May 22,2025
NE Inc.

Notice of starting a practical course designed by professionals who learn about EC sites to change sales and operations with a generative AI

NE Inc.(Head Office: Yokohama City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Ikuhiro Mizushima, Securities Code: TSE Standard Market 3134), announces that it has begun offering on-line courses for EC businesses that enable them to acquire practical utilization skills for generative AI. This course is eligible for grants of up to JPY0.9 million per person and up to JPY100 million per year. This course allows you to systematically learn how to use AI according to the nature of EC work, from basic to applied.

■Background

In EC sector, the introduction of generative AI is rapidly advancing. According to a survey (*) conducted by NE in March 2025, approximately 60% of EC businesses are already utilizing the generative AI, and the percentage has reached approximately 80% if companies considering introducing it are included. On the other hand, it has also become clear that "shortages of human resources and skills" are becoming a major barrier to the introduction of generative AI.

In response to this challenge, NE developed its own e-learning content specifically for EC operations. Through this course, we will support EC businesses to improve their generative AI literacy and contribute to streamlining operations and enhancing competitiveness.

"Know the front line of AI utilization of EC businesses" Free reports are now available!
Sale of real realities and hints for problem solving, from the latest trends in the utilization of generative AI, the specific impact on sales, to the introduction status by size. We hope you will take advantage of this as the first step in giving shape to your company's AI strategy.

▼ Download Free Now:

https://ec.next-engine.net/reskiling_report2025spring.html

■Contents of provision

This course offers a curriculum that allows EC businesses to acquire practical knowledge and skills. EC businesses will be able to use generative AI effectively in their work. We can learn a wide range of subjects, from the fundamentals of generative AI to applications that specialize in EC operations to general-purpose AI courses offered by outside instructors.

<Major Learning Contents of this Course>

Course category	Major Learning Contents
Basis for the use of generative AI	・Basic Operations of Major AI Tools (ChatGPT/Copilot, etc.) ・Notes on copyright and information security when using AI
Content generation	・Effective methods of creating product descriptions, advertising copies, sales promotion images, videos, etc. using AI
Sales promotion and market analysis	・Methods of market and competitive research and analysis of target customers ・AI utilization points for planning data-based sales promotion measures
Analyzing EC data and business strategies	・Analyze sales based on EC data, identify issues, and consider measures to improve ・AI to support sales forecasting and data-driven decision-making
Automation and streamlining of business processes	・Responding to inquiries, automation routine work, and improving the productivity of the entire EC operation

■About the future

Through this course, NE will promote the use of generative AI by EC businesses and improve their operational efficiency and sophistication, thereby creating an enabling environment-one that enables them to concentrate on the tasks they should otherwise focus on. Furthermore, we will identify new business opportunities created by the spread of generative AI and strengthen support to accelerate the shift to digital.

We will provide an environment in which a wide range of EC businesses, regardless of company size or business type, can use generative AI to create new client experiences and improve earnings.

NE is continuing its efforts to expand new possibilities in the EC sector with the purpose of "Frenzy into Commerce." As one of these efforts, we will support the utilization of generative AI to encourage businesses to take on challenges in an era of dramatic change and contribute to the creation of a more enthusiastic user-experience.

■ Course inquiries and details

For more information and registration: https://consulting.ne-inc.jp/generative-ai-reskilling
Phone: +81-345-40-6512 (Weekdays 9:30-18:30)
E-mail : reskilling@ne-inc.jp

 (*)Survey Outline
Survey period: Conducted in March 2025
Survey Targets: EC site Operator (EC operations or management at work, involved in EC business)
Sample size: 1,000
Number of survey questions: 10 questions
Survey method: Internet questionnaire

■ Outline of Next Engine

Next Engine is a cloud (SaaS) type EC platform for EC businesses. We will provide support for efficient operations by centralizing the operations necessary for online shop operations, including order receipt, ordering, purchasing, inventory management, management of product information, and analysis.

The main features are as follows.
- Integrate functions required for online shops, such as order receipt, inventory and management of product information, and analysis.
- The number of malls available is the largest in the industry, with more than 50 malls.
- Flexible enhancements through the Next Engine Apps.
- Provides a development and sales platform for Next Engine Apps.
- Number of clients: 6,489 (as of January 31, 2025, chosen by companies in a wide range of industries and sizes.)

Next Engine will continue to support the growth of EC businesses and work to further improve our services.
URL : https://next-engine.net

■Outline of NE Inc.

Company	NE Inc.
Representative	Noriyoshi Higo President and CEO
Address	16F EPIC TOWER SHIN YOKOHAMA, 3-2-3 Shin-Yokohama, Kohoku-ku, Yokohama City, Kanagawa Prefecture, 222-0033 Japan
Incorporation	May 2, 2022
Parent company	Hamee Corp. (100%)
Business	EC support, SaaS business, regional revitalization and local government support business and Consulting business
Website	https://ne-inc.jp

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