



To whom it may concern

October 17, 2025

Hamee Corp.

(Securities Code: 3134)

President and CEO: Ikuhiro Mizushima

"NEXT ENGINE AI" starts beta testing

— The Future of AI Automation Starting with Dialogue —

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 they aim to become an AI agent that fully automates the backyard operations of EC businesses. As the first step, they announce that they will begin the open beta testing of the new app "NEXT ENGINE AI" for SaaS type EC back-end system "Next Engine" today. So we announce it as shown in the attached appendix.

"NEXT ENGINE AI" starts beta testing
— The Future of AI Automation Starting with Dialogue —

Dialogue-Driven AI Automation: The Future Begins

Beta
NEXT ENGINE 

The AI logo consists of a blue stylized 'A' with a white face and eyes, followed by a blue 'I'.

Open Beta Now Live

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■ Current Status and Issues of EC Management

While EC marketplace continues to expand, operations are becoming increasingly diverse and complex. Although many backyard operations, such as order processing, inventory management, and shipping arrangements, are becoming increasingly systematic, there is still a "final barrier" that requires human judgment and adjustment.

In order to concentrate on "creative activities" and "strategic challenges" that EC businesses should focus on, it is essential to bring this non-automated area closer to zero.

■ Background to Development

Until now, NE has enhanced the operational effectiveness of EC businesses through centralized management of operations. However, operations requiring human hands and detailed setting support remain in the field, and complete automation has not yet been achieved.

To solve this problem, "NEXT ENGINE AI" was developed as a new interface that enables system-operation to be delegated through interaction with AI. By making it possible to search for orders and renew vouchers in natural languages, we eliminate the need for proficiency in UI manipulation and achieve time-reduction and standardization in daily operations.

We have positioned this initiative as the first step toward evolving into an "AI that works together with a strategic vision", rather than an "AI that acts on behalf of each other".

■ NEXT ENGINE AI's vision for the future

"NEXT ENGINE AI" fully automates the backyard operations of EC businesses and aims to become an AI agent that is a "strategic growth partner."

<Provide function with open β>

- Interactive Operations (Started on Friday, October 17, 2025)

"NEXT ENGINE AI" aims to reduce the operating burden of EC operations and to smooth out proficiency.

The AI automatically handles operations on Next Engine just by the client giving instructions in natural language, such as "Search for orders" or "Update this voucher."

The clients do not have to directly operate the operation screen, and they can feel the effect of "faster and easier than usual operations" immediately after the introduction.

At this time, AI does not automatically change the settings or make decisions.

This β version aims to smooth the client experience and build a learning foundation, focusing on operation assistance and data reference and updating through dialogue.

<Functions to be added in the future: Beyond Fully Automated>

Through this "interactive operation," AI will learn the business patterns and intentions of the client.

Through repeated learning, it will be able to make "optimal setting proposals" and "autonomous processing decisions", and evolve from proxy execution to autonomous execution, and then into a strategic partner.

Ultimately, it will achieve the following:

- Back-End Full Automation: AI processes orders, inventory, shipping, data updating, and so on autonomously to propose and apply optimal settings.
- Autonomous Optimization of Customer Experience: AI analyzes order data and purchase history to understand the employer's intentions and then optimizes sales promotion and inventory placement.

NE aims for a future where EC businesses can utilize the "time and margin" created by the automation played by AI for more creative and free activities.



■ Recruitment of Open Beta Monitors

In preparation for the official release, we will recruit an open β monitor to obtain verification and feedback in the actual operation environment.

EC businesses that cooperate with us can be directly involved in the evolution of services through the use experience from the development stage.

[Outline of Offering]

- Number of recruitment: Approximately 30 clients from among the applications
- How to apply: Please apply from [this link](#).
- Scheduled for official release: Assumed within approximately 2 months after verification of the monitoring period

■ Future Outlook

NE looks ahead to a future in which the user interface will be fundamentally transformed by the evolving AI.

"NEXT ENGINE AI" is the first step in this process. We seamlessly process operations such as receiving orders, inventory, and shipping through natural dialogue with AI, and instantly visualize the required information.

This enables EC businesses to focus their time and effort on "creating new value" and "delighting their customers."

NE regards this as not just "streamlining operations" but "evolution of commerce itself."

AI is responsible for day-to-day operations, and human resources are focused on creative challenges.

It is a future in which commerce will change from a "workplace" to a "place where frenzy is born."

Through co-creation with AI, NE will realize this future. We will work together with EC businesses to create a "Frenzy into Commerce" as a purpose.

■ 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: 6,640 (as of July 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.

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Address	16F EPIC TOWER SHIN YOKOHAMA, 3-2-3 Shin-Yokohama, Kohoku-ku, Yokohama City, Kanagawa Prefecture, 222-0033 Japan
Incorporation	May 2, 2022
Business	EC support, SaaS business, regional revitalization and local government support business and Consulting business
Website	https://ne-inc.jp

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