

November 25, 2015

Cross Marketing Inc.  
RIWI Corp.

**CROSS MARKETING AND RIWI CORP. FORM BUSINESS ALLIANCE,  
AIMING TO OFFER A NEW NET-BASED RESEARCH SERVICE**

Random sampling to be offered on a global scale

Note: "This press release is a direct English translation of the press release issued today in Japanese by Cross Marketing Group Inc. in Tokyo."

**Tokyo, Japan and Toronto, ON** - With the aim to offer a new net-based research service, Cross Marketing Inc. (Tokyo: 3675) and RIWI Corp. (CSE: RIW), a company that holds RDIT™ (Random Domain Intercept Technology), formed a business alliance.

Net-based research has rapidly become widespread because of its advantages, in contrast to various forms of traditional research, of being able to study subjects, grouped into segments, easily and quickly. On the other hand, it has been pointed out that, as Internet-based research respondents are limited to those who are pre-registered, they only represent Internet users, leaving the possibility of certain respondent attributes, such as region, gender and age, being skewed; thus, Internet-based research has been said to have an issue related to panel representativeness\*.

Recognizing those challenges, Cross Marketing and RIWI, the inventor of RDIT™, which is a patented technology that delivers online random sampling, formed a business alliance. RDIT™ is a technology that displays a questionnaire on the screen of an Internet user who could not access their desired page as a result of typing a wrong URL, or who accessed a URL with a dead link – this technology makes it possible to obtain respondents randomly from among Internet users on a global scale, regardless of the device used for access.

By partnering with RIWI, Cross Marketing will be able to offer its clients an Internet research option that uses RIWI's RDIT™ technology in addition to using its Japan online panel consisting of over 1.8 million people, which would enable carrying out certain types of research by means of random sampling that have previously been difficult to conduct. Such studies may include those that involve country-to-country comparisons or those that cover a wide range of topics within a given country. RDIT™ data can also be converted to be compatible with Cross Marketing's free data compilation and analysis tools, which can then be utilized in our report-making service (optional).

"We are tremendously excited that Cross Marketing, one of the leading and most sophisticated market research companies in the world, has scientifically validated RIWI and sees the power that our global survey technology can offer clients for a unique break-through ability to measure what the world thinks about vital issues or reports as fact. The combined power of our companies' data offerings offers the ability to provide clients true and predictive market intelligence – for example, about brand risk or

consumer purchase preferences – in any market in the world,” said Neil Seeman, Founder and CEO of RIWI. And Noriko Kishida, Executive Manager of Cross Marketing said, “Cross Marketing is continuously striving to offer our clients new and cutting edge Internet research solutions. RIWI’s technology fully encompasses our passion to do so, as it is a solution that we have never been able to offer in the past. Not only will RDIT™ open up new research opportunities in the Japan market, but it will also change how we look at risk and opportunity and how we go about utilizing information on a global scale.”

Cross Marketing will continue to serve its clients with market research offerings that cater to their needs, drawing on a wide array of approaches.

\* Representativeness: accurateness of research findings as a reflection of the population. If it is reflected, that research can be said to have ‘representativeness.’

### **About RIWI**

RIWI is a global survey technology and risk measurement company using proprietary, patented methods to capture a new stream of citizen opinion and factual data in any region of the world.

### **About Cross Marketing**

Cross Marketing is a leading market research agency, with over 1.8 million high quality online panels which are the largest proprietary panels in Japan. Its expertise attracts the world’s leading research agencies for over 10,000 online and offline surveys run annually. Cross Marketing group’s branch extends across Asia through offices in Tokyo, Osaka, Shanghai, Singapore, Bangalore and many partner companies which provide speedy and flexible services for local research with global standards.

### **Company Profiles:**

Trade name: RIWI Corp.

Representative: Neil Seeman, CEO

Location: Toronto, Ontario, Canada

Established: 2009

Main operation: Global Survey Technology and Data Company

URL: <https://riwi.com/>

Trade name: Cross Marketing Inc.

Representative: Miki Igarashi, Representative Director and CEO

Location: 3-20-2 Nishi-Shinjuku, Shinjuku, Tokyo

Established: April 1, 2003

Main operation: Marketing research operation

URL: <http://www.cross-m.co.jp/>

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