Niterra

NEWS RELEASE

Niterra Co., Ltd.

Niterra Co., Ltd. announces partnership and capital investment with cars Inc.

The Partnership aims to expand the organization's digital services in the mobility field.

NAGOYA, JAPAN, August 29, 2023 — Niterra Co., Ltd. (President: Takeshi Kawai, Headquarters: Higashi-ku, Nagoya) is pleased to announce that the company has developed a contracted partnership and capital investment with cars Inc.（President: Takaaki Todo, Headquarters: Shibuya-ku, Tokyo）

cars Inc. provides the automobile industry with a cloud service named "cars MANAGER" that realizes profit, customer, and efficiency increases through marketing automation. The benefits of cars Inc. are broad, and the service supports car users from vehicle purchase through maintenance for the life of their vehicle through the use of technology.

In the "2030 Long-Term Management Plan NITTOKU BX", Niterra selected Mobility as one of the focus areas. Niterra will provide maintenance services according to lifestyle to realize a mobility society that is fun and convenient while making the best use of the sales channel and customer base Niterra has been developed through Niterra's history.

Through the partnership with cars Inc., Niterra is going to expand the service of "Doctor Link" (*1) in Japan. Additionally, Niterra plans to introduce the service of cars Inc. together with Niterra's other services through the global network of Niterra.

<Company profile of cars Inc.>

Company name	cars Inc.
Location	WeWork Shibuya Scramble Square, 2-24-12 Shibuya, Shibuya-ku, Tokyo, JAPAN
Date of establishment	1960
Representative	President and CEO Takaaki Todo
Business description	Development and sale of global car life tech services
Web site	https://cars-enjoy.com/

(*1): Niterra started the service of DoctorLink from November 2021. https://www.ngkntk.co.jp/news/detail/002591.html

About Niterra

Founded in Nagoya, Japan in 1936, Niterra Co., Ltd. (formerly NGK Spark Plug Co., Ltd.) is renowned for its NGK-branded spark plugs and NTK-branded ceramic products. Niterra, a coined word combining the Latin words "niteo" (shine) and "terra" (Earth), was introduced in April 2023 to express the reborn company's commitment to sustainability through an evolving portfolio focused on ceramics and beyond. Under the corporate message "IGNITE YOUR SPIRIT," Niterra is now expanding into the growth fields of mobility, healthcare, environment and energy, and communications. The company's consolidated revenues in fiscal 2022 (to March 2023) totaled 562.6 billion yen (4,167 million USD). Niterra has 33 bases in Japan and 59 overseas, and more than 16,000 employees worldwide. Please visit https://www.ngkntk.co.jp/english/.