

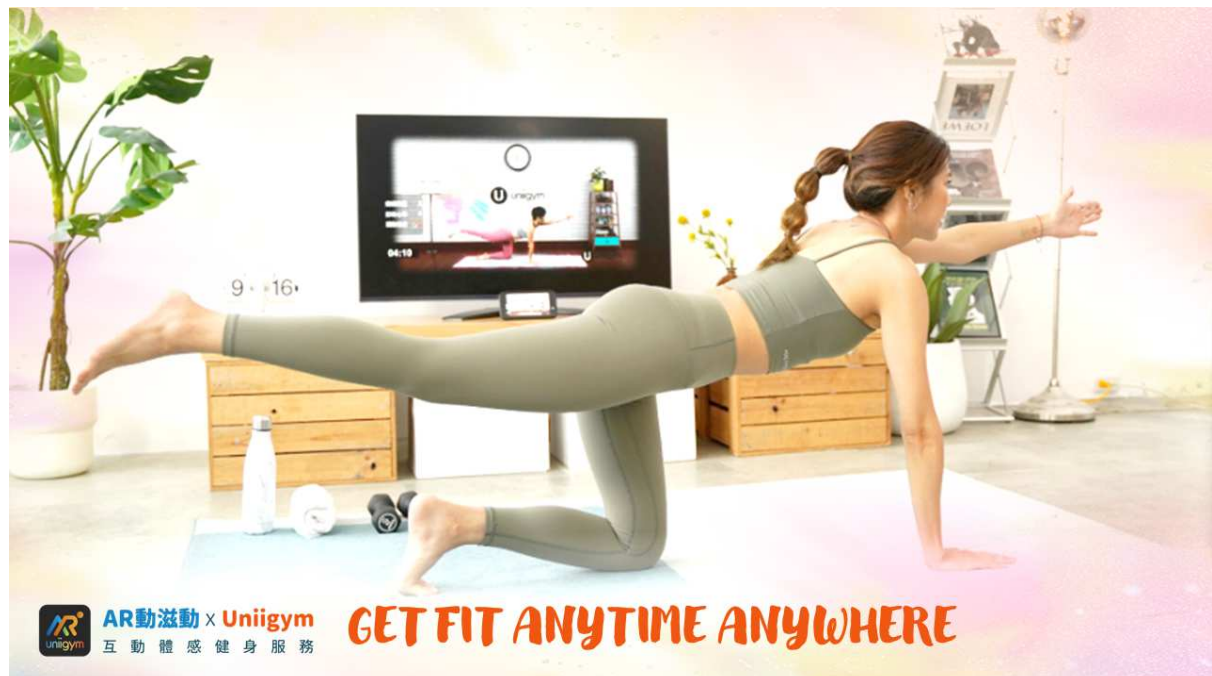
Joint Release

22 Mar 2023



Uniigym Co., Ltd
Tamana City, Kumamoto, Japan

**MOU signed between Taiwanese start-up Uniigym and Tamana City, Kumamoto.
Tamana City becomes the first municipality in Japan to experience Uniigym's
services.**



Tamana City in Kumamoto Prefecture and Taiwanese start-up Uniigym have agreed to work together. Utilising Uniigym's services, Tamana City uses them for urban development and local revitalisation, and Uniigym works with Tamana City as a base to enter the Japanese market. The MOU (Memorandum of Understanding) has now been signed.

Tamana City, which has been promoting urban development through the creation and expansion of the number of the interested parties, including from overseas, and Uniigym, which was looking for a partner in Japan as a place for global expansion beyond the Greater China region, were convinced that mutual cooperation would enable them to achieve their mutual goals. In just three months from the initial contact, they agreed to have MOU and start working on the Uniigym's demonstration.

As a start to concrete activities based on the MOU, the first trial event for citizens will be held on 29 March (Wed) using Tamana City facilities. In addition to plans to hold several such trial sessions, Tamana City will publicly invite businesses that wish to test introduce Uniigym services, and other activities in line with the objectives of both parties will be planned and implemented through mutual communication between the two parties to deepen their relationship with each other.

For many municipalities, including Tamana City, regional revitalisation is an important issue, but there are many similar initiatives by the municipalities such as migration policies, hometown taxation and tourism policies, so the competition between municipalities is severe as they compete for a share of the ever-declining Japanese market.

It is also very difficult for many start-ups, including Uniigym, to find businesses and municipalities willing to introduce their services, even on a trial basis, and this is much more difficult for overseas start-ups.

This initiative is groundbreaking in that both parties can solve these problems by cooperating with each other, and Tamana City is the first municipality in the country* to implement a city-wide revitalisation programme based on Taiwanese start-ups (*= researched by Tamana City).

Based on this MOU, the two parties will become partners in realising their respective objectives in cooperation with each other. Tamana City becomes the first landing spot to accept start-ups from Taiwan and other countries in Japan, thereby promoting urban development and the health of citizens through the creation and expansion of the interested parties, while Uniigym will use the results of the demonstration project in Tamana City to develop its business not only in Kumamoto and Kyushu but in every part of Japan.

About Uniigym

Uniigym is a start-up founded in Taipei, Taiwan in April 2019. By using Uniigym's AI interactive fitness service, users can exercise anytime anywhere as long as you have a smartphone at hand. Uniigym provides AI Mode, it allows users to exercise with a professional fitness program with real-time feedback, so the user can enjoy workout just like having an instructor beside you. You can enjoy it by yourself, with your family, or in large groups such as schools and sports clubs, and you can choose from a wide range of programmes that suit your age, from children to seniors. Measurement of fitness achievement and programme creation incorporate the latest AI technology, allowing users to have an easy and effective fitness experience and create new programmes with little effort, a feature that sets it apart from other start-ups of its kind. Uniigym has collaborated with the government in Taiwan successfully providing AI interactive fitness service for students and senior citizens, as a total solution of smart physical education and senior health promotion program. In addition to Taiwan, the company currently operates in China, Singapore and soon will launch the service in Hong Kong, Thailand and Malaysia. Japan will be the seventh country/region of presence. For more information, please visit Uniigym's website.

<https://www.uniigym.com/>

About Tamana City

Tamana City is located in the northern part of Kumamoto Prefecture, facing the Ariake Sea, and is conveniently located for transportation, with stations on the Kyushu Shinkansen and Kagoshima Main Line (conventional line), an interchange on the Kyushu Expressway, and a ferry connection to Nagasaki Prefecture across the Ariake Sea via Nagasu Town. In addition to the Kumamoto Airport, Fukuoka Airport and Saga Airport are all within an hour's drive of the city, making it easy to access from both domestic and overseas destinations. The population is approximately 60,000. Strawberries, mandarin oranges and tomatoes are actively cultivated in the city and shipped widely not only within the prefecture but also to western Japan. The city has a long history of prosperity as an overseas trading port, and its hot springs have been popular from ancient times to the present. For more information, please visit the city's website <https://www.city.tamana.lg.jp/>

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** aKtiveision Ltd., a party to the MOU, is involved in business development for domestic and foreign start-ups and promotion of open innovation for existing domestic corporations and municipalities, and is responsible for planning, proposing and supporting this collaboration between Uniigym Co., Ltd and Tamana City.