



To all concerned parties
Press Release

July 1, 2025
CAC Holdings Corporation

Announcement of Establishment of CAC Identity Corporation
A New Company Aiming to Drive Innovation and
Create New Businesses Using AI Technology

CAC Holdings Corporation (Head Office: Chuo-ku, Tokyo; President and CEO: Ryota Nishimori; hereinafter “the Company”) announces that on July 1, 2025, it established CAC Identity Corporation (Head Office: Chuo-ku, Tokyo; President and CEO: Eisuke Nakanishi; hereinafter “CAC Identity”) as a wholly owned subsidiary of the Company to strengthen the CAC Group’s organizational structure for promoting new business creation.

WEB : <https://www.cacidentity.com/> * The website is provided exclusively in Japanese.

Background and Purpose of the Establishment

The CAC Group, which provides IT services both domestically and internationally, aims for sustainable growth while addressing both technological advancements and societal challenges under its long-term vision: “Evolving into a corporate group that consistently makes a positive impact on society, with technologies and ideas.”

In recent years, the rapid advancement of technologies such as generative AI has been transforming industrial structures and business models. To respond to these changes swiftly and flexibly and to create new business opportunities, we have established CAC Identity.

CAC Identity defines “identity” as human creativity and views AI not merely as a tool, but as a partner in value creation. Through co-creation between AI and human identity, the company aims to achieve innovation and strengthen the business foundation that contributes to long-term corporate value enhancement.

【New Company Overview】

Company Name	: CAC Identity Corporation
Representative	: Eisuke Nakanishi, President and CEO
Location	: 24-1, Nihonbashi-Hakozaki-cho, Chuo-ku, Tokyo
Date of Establishment	: July 1, 2025 (Date of Incorporation)
Business Description	: New Business Development
Capital	: 30 million yen
Equity Ownership	: 100% owned by CAC Holdings Corporation
WEB	: https://www.cacidentity.com/

* The website is provided exclusively in Japanese.

[Corporate Logo of the New Company]



The logo is inspired by the initial letter “i” in “identity.”

It represents CAC Identity’s philosophy of creating new, as-yet-unknown businesses and technologies—“X”—through the intersection of individual identities and the synergies they generate.

Business Activities

CAC Identity will drive new business initiatives that generate new value through advanced technologies, including data and AI.

- Development of AI agent services for B2B applications
- DX (Digital Transformation) initiatives targeting the primary industry
- Development of applications for general consumers
- M&A and venture investments

[Main Services and Products]* These websites are provided exclusively in Japanese.

- Voice-based emotion analysis AI「Empath」 <https://webempath.com/>
- Facial emotion recognition AI「Affdex」 <https://www.affectiva.jp/>
- AI-based interview training app「KACHIMEN」 <https://kachimen.jp/>
- Accompaniment-style support service for professional IT talent「WithGrow」 <https://withgrow.jp/>
- AI-based fall detection system「mamoAI」 <https://mamoai.jp/>
- Smart aquaculture × financial service「FairLenz」 <https://innovationhub.cac.co.jp/archives/34>

Growth Strategy

CAC Identity has set a medium-term target of achieving ¥10 billion in net sales and ¥1.5 billion in operating profit. To reach this goal, the company aims for discontinuous growth through new business development and M&A. By leveraging the Group’s existing assets—particularly its strength in AI technologies—and allocating resources in an efficient and strategic manner, we will maximize return on investment.

<Introduction of a “League-Based Model” to Foster Star Businesses>

We have introduced our unique “league system” to cultivate multiple profitable businesses that generate over ¥1 billion in annual revenue (League 1). All new businesses start in League 0 and are classified into one of four leagues, from League 0 to League 1. Based on clear performance benchmarks such as revenue thresholds, businesses will be promoted or demoted accordingly. This approach enables optimal investment and timely withdrawal decisions.

<Strengthening the Growth Foundation Through Strategic M&A>

We will pursue M&A deals to secure an additional ¥5 billion in net sales and ¥500 million in operating profit, accelerating the growth of our new business portfolio.

<Efficient Business Development Through Use of Existing Assets>

By fully leveraging the CAC Group's existing assets—such as human resources, technology infrastructure, and customer networks—we will build new businesses with greater efficiency, reduce launch costs, and maximize investment returns.

Message from the President of CAC Identity



We are entering an exciting era in which anyone can drive innovation through the power of AI.

In this unprecedented turning point in human history, we cannot afford to remain mere spectators.

At CAC Identity, we cherish the individuality and creativity—our unique “identities”—that each of us possesses.

With these, we aim to turn imagined, fulfilling futures into reality.

We look forward to creating a more exciting tomorrow—together with those who share our vision.

Eisuke Nakanishi, President and CEO

Company Overview

Company Name	: CAC Holdings Corporation
Stock Listing	: Prime Market (Stock Code: 4725)
Representative	: Ryota Nishimori, President and CEO
Head Office	: 24-1, Nihonbashi-Hakozaki-cho, Chuo-ku, Tokyo
Established	: August 8, 1966
Business Description	: Formulation and management of corporate strategies for the CAC Group, a provider of IT services both in Japan and internationally.
Capital	: 3,702 million yen(as of December 31, 2024)
WEB	: https://www.cac-holdings.com/eng/

Note: The company names and product names mentioned in this document may be trademarks or registered trademarks of their respective owners.

【For inquiries regarding this press release】

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