

September 25, 2026

To the Press

Cacco Inc.
Hiroyuki Iwai, Representative Director and President

Cacco Begins Business Partnership with Indonesian AI Commerce Company bitbybit Studio

— Driving the Expansion of Fraud Detection Services in the Indonesian E-Commerce Market —



Cacco, Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Hiroyuki Iwai; Securities Code: 4166; hereinafter “Cacco”), which provides Japan’s No.1 fraud detection service*1 and contributes to building a safe online-shopping infrastructure, has entered into a business partnership with PT Benar Benar Bagus (bitbybit Studio) (Headquarters: Graha Mampang, Lantai 3 Suite 305, Jalan Mampang Prapatan, Jakarta Selatan, Indonesia; Partnership Manager: Hanna Dela; hereinafter “bitbybit Studio”), a Jakarta-based company operating an AI-agent-powered commerce platform on WhatsApp.

*1: Tokyo Shoko Research, “Survey on the Number of Japanese E-Commerce Sites Using Paid Fraud Detection Services,” as of the end of March 2026.

Through this partnership, Cacco will promote the adoption of its fraud detection services “O-PLUX Payment Protection” and “O-PLUX Account Protection” among the e-commerce merchants and brands supported by bitbybit Studio, thereby expanding the rollout of its fraud detection services in the Indonesian e-commerce market.

Through this initiative, Cacco aims to leverage the fraud detection technology and expertise it has cultivated in Japan to help realize a sound and trustworthy digital commerce environment in the Indonesian e-commerce market.

■Background of the Partnership

Cacco has actively strengthened its partnerships across Southeast Asia through collaborations with payment companies, digital technology firms, and various industry associations. This partnership is part of that ongoing effort, aimed at contributing to a safe and secure digital commerce environment in the Indonesian e-commerce market.

bitbybit Studio provides a platform that uses AI agents*2 on WhatsApp*3 to support e-commerce merchants across customer engagement, order-taking, customer support, and marketing in one stop, and has been adopted by more than 1,000 brands across 50+ countries, including Indonesia. By combining bitbybit’s network and experience with local e-commerce merchants with Cacco’s fraud-prevention technology and expertise, the two companies aim to strengthen trust and security across Indonesia’s growing digital commerce ecosystem.

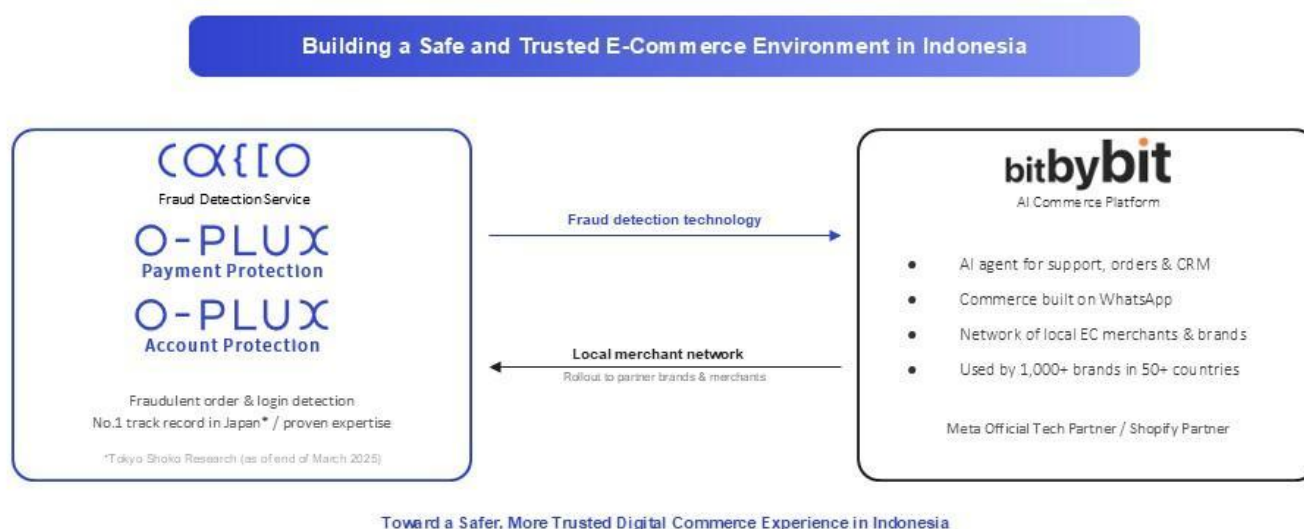
*2: AI Agent: An autonomous system that understands contextual data to make decisions and perform actions independently on behalf of humans.

*3: WhatsApp: One of the world’s largest free messaging apps provided by Meta, used by over 3 billion users across more than 180 countries.



From left: Hanna Dela, Partnership Manager at bitbybit Studio, and Nakazawa, Executive Officer of Cacco Inc.

[Partnership Overview]



■Comment from Hanna Dela, Partnership Manager at bitbybit Studio

As digital commerce continues to grow in Indonesia, trust and security are becoming increasingly important for both businesses and consumers. Through our partnership with Cacco, we aim to combine bitbybit's local commerce ecosystem and AI-powered customer engagement capabilities with Cacco's proven fraud detection expertise. Together, we hope to help brands create safer, more seamless digital commerce experiences for their customers.

■Future Outlook

Leveraging its fraud detection service "O-PLUX Payment Protection" and its fraudulent-login detection service "O-PLUX Account Protection," Cacco will support e-commerce merchants and brands within bitbybit's ecosystem in countering fraudulent orders and fraudulent logins. Through this, Cacco aims to deliver a safe and secure digital commerce experience for both users and merchants in the Indonesian market. Additionally, by leveraging bitbybit's broad network of local brands and merchants and its knowledge of the Indonesian market, the companies plan to expand the reach of "O-PLUX Payment Protection" and "O-PLUX Account Protection" to more businesses.

■About the Fraud Detection Service “O-PLUX”

<https://frauddetection.cacco.co.jp/o-plux/>

“O-PLUX,” Cacco’s fraud detection service, is a cloud service that detects fraudulent logins and fraudulent orders occurring on e-commerce sites, helping prevent damage from fraudulent use and information leaks. It combines IP address analysis, device identification, and bot detection to achieve highly accurate fraudulent-login countermeasures. It also leverages Japan’s No.1 shared negative database and a patented record-matching function to automate and streamline screening operations, helping reduce risk and optimize operations for merchants.

■About bitbybit Studio

Bitbybit Studio (PT Benar Benar Bagus) is an AI commerce technology company based in Indonesia. Through its AI-powered commerce platform, bitbybit enables brands and merchants to manage customer engagement, marketing, commerce, and CRM across WhatsApp and other digital channels. Its no-code AI agents handle everything from context-aware conversational responses to product recommendations, cart recovery, and guiding customers to check out, helping e-commerce merchants improve customer experience and grow sales. Bitbybit Studio is used by more than 1,000 brands across 50+ countries and is an official Meta Tech Partner and a Shopify Partner.

■About Cacco Inc.

Guided by its corporate vision of "Shaping the 'Let's Do It' for a Next Game Changer," Cacco develops and provides algorithms and software based on its expertise and technologies in security, payments, AI, and data science, aiming to support companies in solving challenges and taking on new opportunities. For e-commerce merchants, it addresses everything from fraudulent logins to fraudulent orders; for financial institutions and membership sites, it provides fraud detection solutions against information leaks, phishing, and impersonation throughout the process from account opening to login and transactions.

Through its data science services, Cacco also contributes to cost reduction, operational efficiency, and profit improvement across a range of industries, including manufacturing, apparel, and construction, through data utilization and analysis.

* Company names, product names, service names, and logos mentioned herein are trademarks or registered trademarks of their respective owners.

* The impact of this matter on Cacco’s financial results for the current fiscal year is minor. Should any disclosable impact be expected in the future, it will be promptly disclosed.

[Company Overview]

Cacco Inc.

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Representative	Hiroyuki Iwai, Representative Director and President
Founded	January 28, 2011
URL	https://cacco.co.jp/en/
Business	SaaS algorithm provision business (Fraud Detection Service , Payment Consulting Service , Data Science Service)
Related sites	Fraud detection media “Fuse Lab” https://frauddetection.cacco.co.jp/media/ Data Science Blog https://cacco.co.jp/datascience/blog/ Recruitment https://cacco.co.jp/recruitment/index.html

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