



Canon Marketing Japan invests in RABO, a provider of cat monitoring services using animal behavior research (bio-logging) and AI to track cats' behavior and elimination patterns

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, hereafter "Canon MJ") has invested in RABO Inc. (Headquarters: Shibuya-ku, Tokyo, President & CEO: Yukiko Iyo, hereafter "RABO") through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund ("CVC fund"). RABO provides cat monitoring services using animal behavior research (bio-logging) and AI to track cats' behavior and elimination patterns.



It is a startup dedicated to enhancing cats' lives by using animal behavior research (bio-logging) and AI, helping cat owners and their feline companions around the world enjoy even more time together. RABO offers Catlog, a wearable collar device that monitors cats' behavior and elimination patterns, as well as Catlog Board, an IoT device designed to be placed under a cat's litter box. These two devices allow users to intuitively grasp the health of their beloved cats without the hassle of health monitoring as AI automatically analyzes daily data on their behaviors and condition. These devices help users decide whether a visit to the vet is necessary based on their cats' usual behavior or signs of illness, while also providing valuable information for clinical examinations at the vet. By monitoring the health of cats, the service also enhances the quality of life (QOL) and well-being of their human owners.

The Canon MJ Group explores the cutting-edge technologies and business ideas and pushes ahead with open innovation and new value creation, aiming to solve social issues by taking a future-oriented approach. This investment aligns with one of the focus areas of the Canon Marketing Japan MIRAI Fund: life purposes (developing services to enable people to experience the vitality of living in good health through spiritual enrichment). In collaboration with RABO, the Group aims to enhance the Well Being of cat owners by supporting the health and happiness of their cherished family members, pets, allowing them to enjoy more time together.

■ Overview of RABO:

Company name	RABO, Inc.
Established	February 22, 2018
Location	Shibuya-ku, Tokyo, Japan
Representative	Yukiko Iyo
Description of business	Development of the <i>Watching over cats' lives with technology</i> Catlog
URL	https://rabo.cat/en-us/