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PRESS RELEASE

Datasection Inc.

Former Microsoft Israel Country General Manager Alon Haimovich to Join Datasection

Datasection Inc. (Head Office: Shinagawa-ku, Tokyo; President, Representative Director, Executive Officer and CEO: Norihiko Ishihara; TSE Growth Market: 3905; hereinafter the "Company") is pleased to announce that Alon Haimovich, former Country General Manager of Microsoft Israel, plans to join the Company.This move aims to further grow the Company's global AI infrastructure business and strengthen its management structure.



Background and Purpose

The Company is advancing its AI data center business in Japan, Thailand, Australia, and other markets, building and delivering global AI computing infrastructure.

Beyond the rapid adoption of generative AI, AI use is expected to expand across a wide range of industries, including physical AI applications such as robotics and autonomous driving. Supporting these advances requires not only securing GPU computing resources but also operating large-scale infrastructure stably and efficiently, and collaborating strategically with global companies.

As AI becomes a critical technology for national competitiveness and economic security, "sovereign AI," in which countries independently manage and operate their own data and AI infrastructure, is growing in importance. Responding to this trend requires more than building AI infrastructure. It also calls for services tailored to each country's market conditions and customer needs, as well as partnerships with government agencies and global companies.

Israel has a strong global presence in advanced technology fields such as AI, cloud, and cybersecurity, backed by technology and talent cultivated in its national security sector. Microsoft maintains a major research and development hub in the country and runs its AI, cloud, and other businesses there through Microsoft Israel.

Against this backdrop, the Company will welcome Alon Haimovich, who led AI, cloud, and digital transformation initiatives across Israel as Country General Manager of Microsoft Israel and is a recognized thought leader in the country's technology industry. Drawing on his executive experience in the AI and cloud business, as well as his expertise in data center investment and in serving public sector and large enterprise customers, the Company aims to strengthen its operations across the full lifecycle of its AI infrastructure, from build-out to operations and service delivery, while further reinforcing its global strategy and partnerships.

Profile

A business leader with more than 20 years of experience in technology, AI and cloud. As Country General Manager, he led Microsoft Israel's strategy across AI, cloud and large-scale digital transformation with full P&L responsibility, accelerating the adoption of cloud and AI across the public and private sectors, and drove data center investments and partnerships with government agencies and global enterprises. He is a thought leader in Israel's technology ecosystem. He has worked with customers across industries, from AI-native startups and deep tech to traditional and sensitive sectors, with deep experience in sovereign AI. He knows AI infrastructure from both the customer and the provider side.
Before Microsoft, he spent 13 years at Cisco Systems.

The Company expects him to apply this experience and his global network to building AI factories, from sovereign deployments to inference economics, and to strengthen its global strategy and partnerships.

Comments

Norihiko Ishihara, President, Representative Director, Executive Officer and CEO
"To compete globally in the AI infrastructure business, securing GPUs and data centers is not enough. World-class operational capabilities, a global network, and strategic partnerships are essential.
Welcoming Alon Haimovich, with his extensive executive experience in AI and cloud and his global network of relationships, marks a key turning point for us. Drawing on his insight and experience, we will advance our global strategy and further strengthen our management and operations to world-class standards."

Alon Haimovich
"AI is redefining how nations grow, industries compete and businesses create value. From AI-

native startups to governments, I have seen that the winners pair bold vision with infrastructure that is secure, sovereign and ready for scale. I look forward to helping Datasection lead that shift."

■ Company Overview

Datasection Inc.

Head Office:	8F Gotanda PLACE, 1-3-8 Nishi-Gotanda, Shinagawa-ku, Tokyo, Japan
Representative:	Norihiko Ishihara, President, Representative Director, Executive Officer and CEO
Business Activities:	AI infrastructure, data science, system integration and marketing solutions
Established:	11 July 2000

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