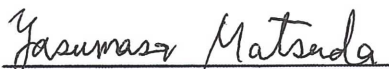


Memorandum of Agreement

Center for Data Science and Service Research (DSSR) of Graduate School of Economics and Management, Tohoku University and the Department of Marketing at the Faculty of Economics and Business Administration of Goethe University, Frankfurt hereby agree to undertake research collaboration for developing mutual beneficial and productive research activities in the field of marketing, data science and service research, including the following activities.

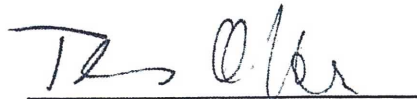
1. Both organizations agree to promote joint research project.
2. Each organization may accept research fellows and graduate students for other organization for the promotion of joint research and related activities.
3. This agreement will be effective from the date of signing until March 30, 2021.

Center for Data Science
and Service Research,
Graduate School of Economics
and Management, Tohoku University



Yasumasa Matsuda
Director
Date: October 5, 2017

Department of Marketing
Faculty of Economics and Business
Goethe University, Frankfurt



Thomas Otter
Professor of Marketing
Date: October 2, 2017

Prof. Dr. Thomas Otter
Professur für Betriebswirtschaftslehre,
insbesondere Dienstleistungsmarketing
Goethe-Universität Frankfurt
Theodor-W.-Adorno-Platz 4, 60629 Frankfurt am Main
Tel. 069/798-34641, Fax: 069/798-35001