

NASDAQ-Listed HeartCore Inc. Looks Back On The Past Year With Pride



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As the market settles into its new year, companies are gearing up for the fresh challenge of a new quarter and are looking to build on the successes of the past twelve months. Software-as-a-Service (SaaS) company **HeartCore Enterprises Inc.** (NASDAQ: HTCR) may have every reason to look back with pride as it takes stock of a previous year filled with exciting developments that could point to a promising 2023.

The looming recession has given the 2022 market its share of difficulties, but Japan-based HeartCore has had some wins throughout the year. A digital transformation, customer experience management and IPO consulting company, HeartCore has established itself in a software business and services market worth over \$121 billion. Other companies in the space include **Infobird Co.** (NASDAQ: IFBD), **Zendesk** (NYSE: ZEN) and **HubSpot** (NYSE: HUBS).

The first half of the year saw exciting developments for the company as HeartCore became only the third Japanese company to list on the NASDAQ market. It has since launched “Go IPO” - a consulting service to help other Japanese companies navigate the complex processes of making an initial public offering (IPO).

As part of its consultancy expertise, HeartCore signed a consulting and services agreement with **SBC Medical Group, Inc.** (SBC) to aid in SBC’s uplisting process. The company expects to generate \$900,000 in sales fees through this and several similar service agreements.

Looking Back On 2022 - And Forward To 2023

As per the company’s Q1 report for 2022, the company saw a gross profit increase of 74%, gross proceeds from the IPO totaling \$15 million, and a global enterprise customer base increase to 858 over the first quarter. Confident in the trajectory of the company’s growth, the board then authorized a share buyback of \$3.5 million.

The company launched a couple of major products and services over the year, including its e-commerce Robot Store which provides Robot Automation Processes (RPA) services. These RPA bots are part of HeartCore’s digital transformative services to help

clients automate and integrate key tasks, such as invoice processing, employee onboarding, ERP data entry, and more.

It also launched its **truRes-12K**. The company says this product is the first 360° real-time virtual reality (VR) camera that is compatible with 12k resolution. Compared with alternative cameras that capture in 4 or 8k, the product offers a high-resolution VR experience which the company especially markets to the medical, manufacturing, aerospace, e-commerce and travel sectors.

HeartCore also **recently acquired** the American information technology (IT) company **Sigmaways**. This important acquisition represents a vertical integration for the company, providing HeartCore with in-house solutions it previously outsourced. It extends the company's digital solutions, and both companies profit from cross-selling and upselling to their respective client bases.

At the end of October, the company **licensed** its product Apromore to Japanese tech company **Transcosmos Digital Technology Inc.** (TCDT). This advanced process mining tool will provide TCDT with increased business visualization and is part of HeartCore's commitment to providing businesses with cutting-edge digital transformations.

The company has plans to build on this past year of development and growth as it advances into 2023.

To learn more about HeartCore, visit its **website**.

*This article was originally published on Benzinga **here**.*

Headquartered in Tokyo, Japan, HeartCore Enterprises, Inc. is a leading software development company offering Software as a Service (SaaS) solutions to enterprise customers in Japan and worldwide. The Company also provides data analytics to create tailored web experiences for their enterprise clients. HeartCore's customer experience management platform (CXM Platform) includes marketing, sales, service, and content management systems, as well as other tools and integrations, which enable companies to enhance the customer experience and drive engagement. HeartCore also operates a digital transformation business that provides customers with robotics process automation, process mining, and task mining to accelerate the digital transformation of enterprises.

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