

## Notice Regarding Investment in UPPGO, Inc. and E-NA, Inc.

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo; President & CEO: Keisuke Miyoshi) hereby announces that it has acquired UPPGO, Inc. (Head office: Shinagawa-ku, Tokyo; President: Issei Haga; hereafter “UPPGO”) and the web marketing business of E-NA, Inc. (Head office: Osaka-shi, Osaka; President: Issei Haga; hereinafter “E-NA”), from Ant Bridge No.5-A Private Equity Secondary Investment Fund, Limited Partnership, through funds it manages (JAFCO BO7 Investment Limited Partnership and JAFCO SV7-S Investment Limited Partnership; hereafter collectively referred to as “JAFCO”), investing in these companies as strategic partner.



UPPGO and E-NA are groups of professionals in web marketing, boasting a large number of excellent marketers. They have numerous achievements including being selected as 2024 Google Premier Partners, an honor reserved for the top 3% of acclaimed advertising agencies participating in Google Partners.

### • About UPPGO

- Since its founding in 2010, UPPGO has pursued its mission of creating opportunities for people to step forward through IT and has achieved growth by providing web marketing services including their management of search ads and display ads.
- In addition to conventional advertising management, UPPGO also provides consulting services such as social media account management and assisting in building owned media, supporting clients in resolving various web marketing challenges.

**• About E-NA**

- Since its founding in 2007, E-NA has pursued its mission of giving shape to people's wishes and has achieved growth by providing search ad management and website creation services to small and medium-sized enterprises in a wide range of industries and sectors.
- Currently, through expanding its customer base and enhancing its services, E-NA is assisting a diverse range of clients resolve web marketing challenges.

As a strategic partner, JAFCO will not only provide business management know-how and corporate/human resources networks to both companies but will also promote coordination with the technologies and services possessed by JAFCO's portfolio companies, as well as promote alliances with other firms. Going forward, JAFCO and the newly revitalized UPPGO and E-NA will forge the future together by solving the challenges of even more clients.

**About UPPGO, Inc.**

Company name	UPPGO, Inc.
Website	<a href="https://uppgo.inc/">https://uppgo.inc/</a> (in Japanese only)
Establishment	February 2010
Address	KDX Nishi-Gotanda Building 5F, 7-20-9 Nishi-Gotanda, Shinagawa-ku, Tokyo
Business Description	Digital marketing company that helps clients solve their web marketing issues through search ads and other advertising and consulting services.

**About E-NA, Inc.**

Company name	E-NA, Inc.
Website	<a href="https://www.e-n-a.jp/">https://www.e-n-a.jp/</a> (in Japanese only)
Establishment	June 2007
Address	Yushutsu Sen'i Kaikan 8F, 3-4-9 Bingo-machi, Chuo-ku, Osaka
Business Description	Web advertising agency providing search ad management and website production services to small and medium-sized enterprises in a wide range of industries and sectors.  *The company's furniture e-commerce business is not subject to the acquisition and will continue to be held by existing shareholders.

**About JAFCO Group Co., Ltd.**

Company name	JAFCO Group Co., Ltd.
Website	<a href="https://www.jafco.co.jp/english">https://www.jafco.co.jp/english</a>
Establishment	April 1973
Address	Toranomon Hills Mori Tower 24F, 1-23-1 Toranomom, Minato-ku, Tokyo
Business Description	Venture capital firm with the largest cumulative portfolio in Japan, supporting over 1,000 IPOs. Also has experiences of over 20 years in buyout investment and over 30 years in overseas venture investment.