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鎌倉新書
Kamakura Shinsho

November 1, 2024

To Whom It May Concern

Company Name Kamakura Shinsho Co., Ltd
Representatives Representative Director COO
Fumio Kobayashi
(Ticker symbol：6184 TSE Prime Market)
Inquiries Director CFO Koji Yamada
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Announcement on the Acquisition of Shares Involving Subsidiary Transfer

Based on the resolution of the Board of Directors held on November 1, 2024, we resolved to acquire shares of Bell Insurance Co., Ltd (hereinafter "the Subsidiary") as detailed below, and acquired the shares as of November 1. As a result of this acquisition, the Company has become a consolidated subsidiary of our company.

1, Rationale Behind the Share Acquisition

Guided by our mission, "We strive to assist individuals in leading a life without regrets, contributing to a positive and hopeful society," our company defines its purpose in establishing an "ending life infrastructure" for Japan's aging society. By delivering information and services that address the diverse wishes and concerns arising in an aging society, we aim to provide a sense of security for seniors and their families, thereby encouraging increased spending and investment, and ultimately establishing such infrastructure across society.

The key ending life themes encompass the "body" area (medical, nursing), the "mind" area (funerals, graves), and the "money" area (inheritance, asset planning, risk preparedness). Recently, as our company has expanded into fields like nursing and inheritance, we have recognized the growing importance of risk preparedness within ending life planning. To address this, last year we established an insurance agency subsidiary. We believed that offering unique insurance products tailored specifically for the ending life sector would further meet diverse societal needs. Consequently, we decided to acquire shares in the Subsidiary, which has a strong track record in offering small-amount, short-term insurance for funeral-related expenses. As we currently operate "Ii-Sougi"(Good Funerals), a funeral information website supporting approximately 50 thousand individuals annually in choosing funeral services, we anticipate substantial synergies from making the Subsidiary a part of our group.

Nevertheless, risk preparation related with ending life extends beyond funeral arrangements. We recognize extensive insurance needs across various areas, such as medical and nursing services, grave and inheritance procedures, and issues faced by single elderly households. To meet these latent needs, we are committed to developing and providing new insurance products. By linking these offerings with our own services, we aim to create seamless value for our customers.

This is the Rationale Behind the Share Acquisition. We recognize that this acquisition of shares is an important step towards contributing to the creation of a social infrastructure that allows people to live each day with peace of mind and vitality in Japan's super-aging society.

2, Purpose of This Share Acquisition

Objective of the Share Acquisition

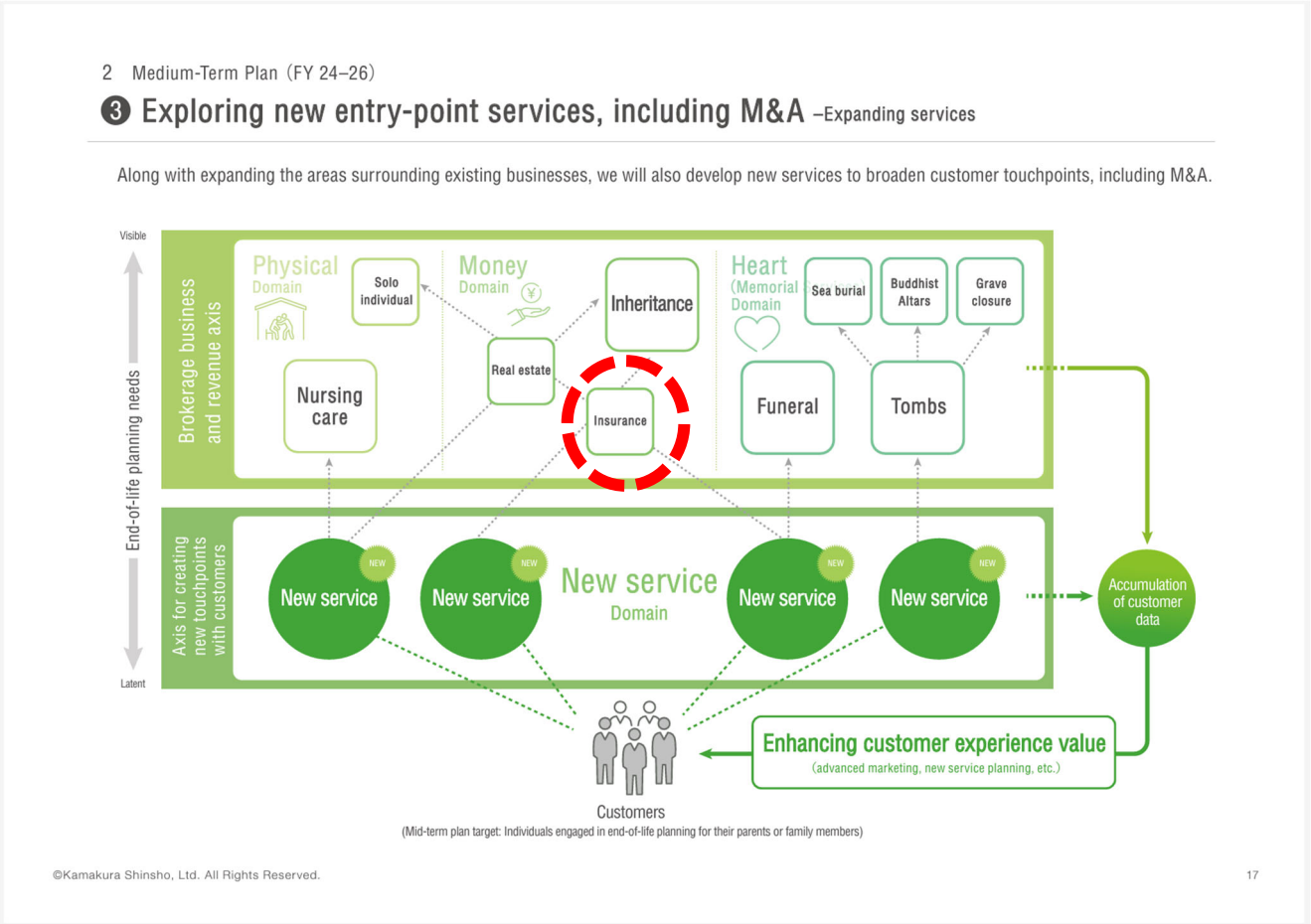
Through this acquisition, our objectives include:

・Broadening our service in the insurance domain

・Expanding our customer database

・Strengthening the integration of our existing services

Our subsidiary, Kamakura Shinsho Life Partners, Ltd., established in 2023, operates an insurance agency business. With the Subsidiary joining our group, we are now positioned to expand our insurance services by directly developing and delivering insurance products. Additionally, by establishing new connections with the Subsidiary's clientele, we anticipate an expanded customer database, enhanced collaboration with existing services, and greater cross-utilization. These efforts will collectively improve the profitability of our referral business.



(Source: Q2 Financial Results Presentation for the Fiscal Year Ending January 2025, p.21)

3， Overview of the Subsidiary (as of November 1, 2024)

（1）Company Name	Bell Insurance Co., Ltd.		
（2）Location	7-3, Hakataekimae 3-chome, Hakata-ku, Fukuoka City, Fukuoka		
（3）Representative's title and name	Isao Honma President Director CEO		
（4）Description of Business	Small amount and short-term insurance business		
（5）Share Capital	50 million yen		
（6）Date of establishment	June 6, 1984		
（7）Relationship with Listed Company	Capital Relationship	None	
	Personnel Relationship	None	
	Business Relationship	None	
（8）The company's financial situation for the past three years			
Accounting period	End March, 2022	End March, 2023	End March, 2024
Net Worth	531 million yen	577 million yen	567 million yen
Total Assets	920 million yen	926 million yen	872 million yen

4， Overview of the Share Transfer Counterparties

Given that there are multiple existing shareholders, most of whom are individuals, we will keep their identities anonymous. Additionally, there are no capital, personnel, or business relationships between our company and the existing shareholders that require disclosure.

5， Details of Shares Acquired, Acquisition Price, and Shareholding Before and After Acquisition

At present, we do not possess any shares in the target company. With this transaction, we have acquired 71.61% of the total issued shares from the existing shareholders of the target company. The acquisition amount totals 71,612,760 yen.

（1）Number of Shares Owned Before Transfer	0 （Voting Rights Ratio：0.0%）
（2）Number of Shares to be Acquired	444
（3）Number of Shares Owned After Transfer	444

6， Schedule

（1）Execution Date of Share Purchase Agreement	November 1st, 2024
（2）Execution Date of Share Acquisition	November 1st, 2024

7， Future Outlook

We are currently assessing the impact of this matter on our performance for the current fiscal year. However, we believe that it will contribute to our performance improvement in the medium and long term. In case there should be any matters requiring disclosure, we will promptly make an announcement.