Translation of the Japanese press release

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Notice Regarding Investment in MDP Inc.

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo; President & CEO: Keisuke Miyoshi) hereby announces that it has invested in MDP Inc. (Headquarters: Minato-ku, Tokyo; President: Hironobu Hoshida; hereafter referred to as "MDP") as a strategic partner through funds it manages (JAFCO BO7 Investment Limited Partnership and JAFCO SV7-S Investment Limited Partnership; hereafter collectively referred to as "JAFCO").

Since its establishment in 2009, MDP has rapidly grown as a leading company in digital coupons, which were still in their early phase, guided by its philosophy of bridging people and society through the internet and making contributions to society.

MDP has established a unique position in the digital promotions domain by integrating digital coupons and advertising campaign systems with its consulting capabilities.

- Digital coupons
  - Issuance of digital coupons for product sampling
  - More than 1,000 products including convenience store items, restaurant chain products, and electronic money
  - The flagship Puchi-Gift (R) service distributes up to six million digital coupons per month
- Advertising campaign system
  - Various authentication systems for digital coupon distribution
  - Instant lottery systems, application management, LP design for advertising campaigns, and office support
  - Systems integrated with social media features, welfare services, etc.
- Consulting capabilities
  - Support for distribution strategies, effective social media campaigns, etc.
  - Participation in various projects as a BPO partner

As a strategic partner, JAFCO will provide business management know-how and corporate/human resources networks to MDP and also promote coordination with the technologies and services possessed by JAFCO's portfolio companies. Going forward, JAFCO and the new MDP will forge the future together by solving the challenges of even more clients and supporting their retail media from multiple angles.

About MDP Inc.

Company name	MDP Inc.
Website	https://mdp.inc/ (in Japanese only)
Establishment	July 2009
Address	11F Aoyama Tower Building, 2-24-25 Minami-Aoyama, Minato-ku, Tokyo
Business description	Provision of one-stop retail media solution for digital coupons usable at convenience stores, etc., covering everything from coupon procurement and distribution systems to administrative support.