October 22, 2024

For Immediate Release

SPARX Group Co., Ltd.
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(TSE Prime: 8739)

Mirai Creation Fund III Invests in Giftmall, Operator of Online Platforms Specializing in Gifts

TOKYO—October 22, 2024—SPARX Group Co., Ltd. (SPARX; TSE Prime: 8739) today announced that its Mirai Creation Fund III—established in October 2021—invested in Giftmall Inc. Giftmall aims to realize a world where “absolutely delightful and moving experiences” can easily reach as many customers as possible. With that goal in mind, the company will use the capital raised to pursue product development and M&A to expand its services and new businesses while recruiting development staff and bolstering its organizational structure.

■ Portfolio Company Profile

With its purpose of “Make More Smiles” as part of its management philosophy, Giftmall aims to create a world that brings smiles to as many people as possible. It has steadily expanded the gift-related platforms and services its group provides, including Giftmall, a platform launched in 2014 that has since become one of Japan’s largest online gift services. Most recently, its service lineup has grown to provide products and experiences. Examples include Anny Celebrations, a restaurant site specializing in celebratory experiences, and Magical Trip, a local guided tour service for foreign visitors to Japan.

Users visiting the group’s platforms have exceeded 36 million, and the annual groupwide transaction value for 2023 was approximately JPY 20 billion, marking a record high(*).

(*) Annual groupwide transaction value: the total amount of money settled or reserved through the gift-related platforms and services provided by all group companies.

■ Mirai Creation Funds I, II, and III Summaries

The Mirai Creation Fund I began operations in November 2015 with financing of JPY 13.5 billion from three companies: Toyota Motor Corporation, Sumitomo Mitsui Banking Corporation, and SPARX, the Fund’s general partner. Ultimately, the Fund received contributions from 20 companies, including the above three. Casting intelligent technologies, robotics, and hydrogen-economy technologies as vital to the future, Fund I has invested in approximately 50 companies and projects—from the US, the UK, Israel, Singapore, and Japan—that possess innovations in these fields. In H2 2018, SPARX began managing the Mirai Creation Fund II, which targets the three existing Mirai Creation fields along with the two additional areas of electrification and new materials. In October 2021, SPARX launched the Mirai Creation Fund III with SPARX Asset Management Co., Ltd., a subsidiary of SPARX, acting as its fund manager, adding carbon neutrality to the five fields of the Mirai Creation Fund II. As of September 30, 2024, the combined AUM for Funds I, II, and III were JPY 114.3billion.
Mirai Creation Fund investment track record: https://mirai.sparx.co.jp/en/investment/

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