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September 1, 2025

Company Name SHIFT Inc.
Representative Masaru Tange, President and CEO
(TSE Prime Market Code: 3697)
Inquiries Motoya Kobayashi, Director
TEL: +81-3-6809-1165

Appointment of Mr. Yosuke Sasaki, founding member of SoftBank Vision Fund, as an Advisor to Our Subsidiary

Boosting Service Capabilities and Accelerating Business Growth through Stronger Agility and Momentum in M&A

SHIFT Growth Capital Inc. (Head Office: Minato-ku, Tokyo; Representative Director: Hidetaka Kojima; hereinafter "SGC"), a consolidated subsidiary of SHIFT Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masaru Tange; hereinafter "SHIFT") which supports clients in developing software services and products that drive sales, is pleased to announce the appointment of Mr. Yosuke Sasaki as Advisor. Mr. Sasaki is a founding member of SoftBank Vision Fund and the Representative Director of Soleil Partners Co., Ltd., a firm that provides advisory services to startups and funds both domestically and internationally.

1. Background of the Appointment

SGC was established in March 2022 under SHIFT's M&A strategy, one of the key pillars of its growth plan, with the aim of expanding SHIFT Group's service domains, strengthening service capabilities, and thereby accelerating business growth. With clearly defined investment criteria and a swift decision-making process, SGC has already invested in six companies, and continues to grow while gaining extensive experience in M&A and post-merger integration (PMI). Furthermore, as part of our "SHIFT 2000" growth strategy, we aim to achieve net sales of JPY200 billion within the next few years. To ensure sustainable and stable business growth over the medium to long-term, the ability to steadily execute a wide range of M&A initiatives is becoming increasingly critical.

Under such circumstances, we are pleased to welcome Mr. Sasaki as an Advisor. With extensive expertise in financing, capital raising, and strategic alliances, Mr. Sasaki has worked with numerous high-potential companies, particularly startups in Japan and abroad, serving as a trusted advisor to support corporate growth by leveraging his ability to identify and support promising opportunities. His appointment will enable us to pursue M&A activities with greater certainty and agility, further strengthening and accelerating our initiatives.

Together with Mr. Sasaki, we will continue to welcome various companies into the SHIFT Group, contributing to the IT industry by addressing the shortage of IT talent. We will also work to improve labor productivity in Japan by raising engineer salaries, strengthening support for creating services that drive sales, and further leveraging AI, thereby contributing to the development of the IT industry.

By driving the growth of the SHIFT Group, we aim to expand our contributions not only to the IT industry but also to Japanese society as a whole.

2. Brief Biography of Mr. Yosuke Sasaki

Mr. Sasaki began his career in 1999 at The Bank of Tokyo-Mitsubishi UFJ, Ltd. (now MUFG Bank, Ltd.). In 2003, he joined SoftBank Corp. (now SoftBank Group Corp.), where he worked in the Finance Department on acquisition financing and M&A transactions. In 2017, he became a founding member of the SoftBank Vision Fund, serving as Managing Partner of its London office while also acting as Co-Head of the Tokyo office. In July 2025, he established his own venture capital fund as an independent initiative and launched Soleil Partners, a firm providing advisory services to startups and funds both domestically and internationally, where he serves as the Representative Director. Mr. Sasaki also serves as an Advisor and Investment Committee Member of Deepcore, an AI-focused early-stage venture capital firm, as well as an Advisor to Fund X&KSK, led by Mr. Keisuke Honda.

3. Outline of SGC

(1) Name	SHIFT Growth Capital Inc.
(2) Address:	Azabudai Hills Mori JP Tower, 1-3-1 Azabudai, Minato-ku, Tokyo
(3) Representative:	Hidetaka Kojima, Representative Director
(4) Business:	M&A, Investment management, PMI
(5) Capital	JPY 10million
(6) Established	March 9, 2022
(7) Shareholder and Ownership Ratio	SHIFT Inc. (100%)