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September 30, 2025

Company Name SHIFT Inc.
Representative Masaru Tange, CEO and Representative Director
(TSE Prime Market Code: 3697)
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Notice Regarding Business Alliance and Minority Investment in iChain Inc. by HOPES Corporation

SHIFT Inc. ("SHIFT," headquartered in Minato-ku, Tokyo, Japan; Masaru Tange, CEO and Representative Director) announced today that its wholly-owned subsidiary, HOPES Corporation ("HOPES," headquartered in Chuo-ku, Tokyo, Japan; Kentaro Uehara, Representative Director) has acquired shares (minority investment) in iChain, Inc. ("iChain," headquartered in Chiyoda-ku, Tokyo, Japan; Masanori Goto, Representative Director), which operates an insurance app business and the iChainBase business, and is developing a comprehensive digital insurance platform. HOPES has also entered into a business alliance agreement with iChain.

1.Objectives and Background of the Minority Investment and Business Alliance

HOPES, a member of the SHIFT Group, provides consulting services focused on the implementation and integration of cloud-based ERP and EPM systems. The company also supports the introduction of related software packages and develops a wide range of customized business systems. By transforming back-office operations and the way people work, HOPES aims to enhance corporate competitiveness and lead digital transformation (DX) in core business operations.

iChain is an InsurTech startup that leverages cutting-edge technology to drive innovation within the insurance industry. Its DX solutions cover the entire insurance value chain, contributing to the advancement of digital transformation across the sector.

In recent years, HOPES has steadily accumulated projects in the insurance domain, expanding its knowledge base and increasing revenue in this field. The company's strength lies in its team of professionals with extensive expertise in insurance operations, meeting the growing needs of its clients.

Through this minority investment and business alliance, HOPES will participate in development, maintenance, and operational support aligned with iChain's service expansion. This collaboration will broaden the range of projects HOPES can undertake, drive further business growth in the insurance sector, and enable both companies to expand their customer base and project scale while creating greater value together.

2. Overview of iChain

(1) Name：iChain, Inc.
(2) Location：SENQ Kasumigaseki, 2nd Floor, Nittochu Building, 1-4-1 Kasumigaseki, Chiyoda-ku, Tokyo
(3) Job title and name of representative：Masanori Goto, Representative Director
(4)Description of business： Development, sales, and support of software and services related to InsurTech, as well as consulting services
(6) Date of establishment：April 1, 2016