

November 10, 2025

Company	Japan Investment Adviser Co., Ltd.
Representative	President & CEO Naoto Shiraiwa (TSE Prime Market, Stock Code: 7172)
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## Notice of Regarding New Investment for the Private Equity Investment Business ~The iYell Co., Ltd~

Japan Investment Adviser (JIA) Group hereby announce that a fund managed by the JIA Group has acquired the shares of The iYell Co., Ltd (hereinafter referred to as “iYell”) as a new investment company. The JIA Group has realized the IPOs of ten companies and M&A exits for two companies so far. (※)

(※ Reference) Investee companies of the JIA Group: <https://www.jia-ltd.com/en/business/privateequity/>

### 1. Purpose of the investment

iYell is a startup company that has operated a mortgage platform since 2016. They support end-users through the entire mortgage application process by connecting financial institutions and housing companies, and streamline the mortgage business for both parties using technology. iYell offers unique, technology-driven services related to mortgages for housing companies, financial institutions, and end-users.

#### Main services

For housing companies “iYell DANDORI”	A cloud-based system supporting mortgage business operations, which promotes business growth for housing companies by reducing workloads and boosting sales.
For financial institutions “iYell MORTGAGE CORE”	Assistance provided to financial institutions in attracting mortgage clients and streamlining business operations with technology.
For end users “iYell MORTGAGE COUNTER ONLINE”	A media platform specializing in mortgages, designed to help customers solve all concerns related to taking out a mortgage.

iYell claims to be the “largest mortgage tech startup in Japan.” By resolving mortgage challenges for all parties, iYell is paving the way for many people to achieve their dream of purchasing a home.

To support iYell's further business growth, the JIA Group has decided to acquire a portion of their shares.

## 2. Overview of iYell

(1) Company Name	The iYell Co., Ltd
(2) Address	Sumitomo Fudosan Aobadai Hills-7F, 4-7-7, Aobadai, Meguro-ku, Tokyo
(3) Name and title of representative	President and CEO Mitsuhiro Kubota
(4) Description of Business	To provide a mortgage platform utilizing technology
(5) Establishment	May 12, 2016
(6) Homepage	<a href="https://iyell.co.jp/en">https://iyell.co.jp/en</a>

## 3. Future outlook

The impact of this matter on the JIA Group's business performance is minor at this moment.

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