

## **SHIFT Growth Capital Launches "CVC Support & Optimization Platform"**

SHIFT Inc. ("SHIFT," headquartered in Minato-ku, Tokyo, Japan; Masaru Tange, CEO and Representative Director; TSE Prime: 3697), a company that supports its clients in developing market-successful software services and products, is pleased to announce that its consolidated subsidiary, SHIFT Growth Capital Inc. ("SGC," headquartered in Minato-ku, Tokyo, Japan; Hidetaka Kojima, Representative Director), has launched a "CVC (Corporate Venture Capital) Support & Optimization Platform." This platform provides comprehensive support to optimize CVC operations, covering a wide range of activities including the selection of domestic and international investment targets, portfolio management, and value-creation initiatives.

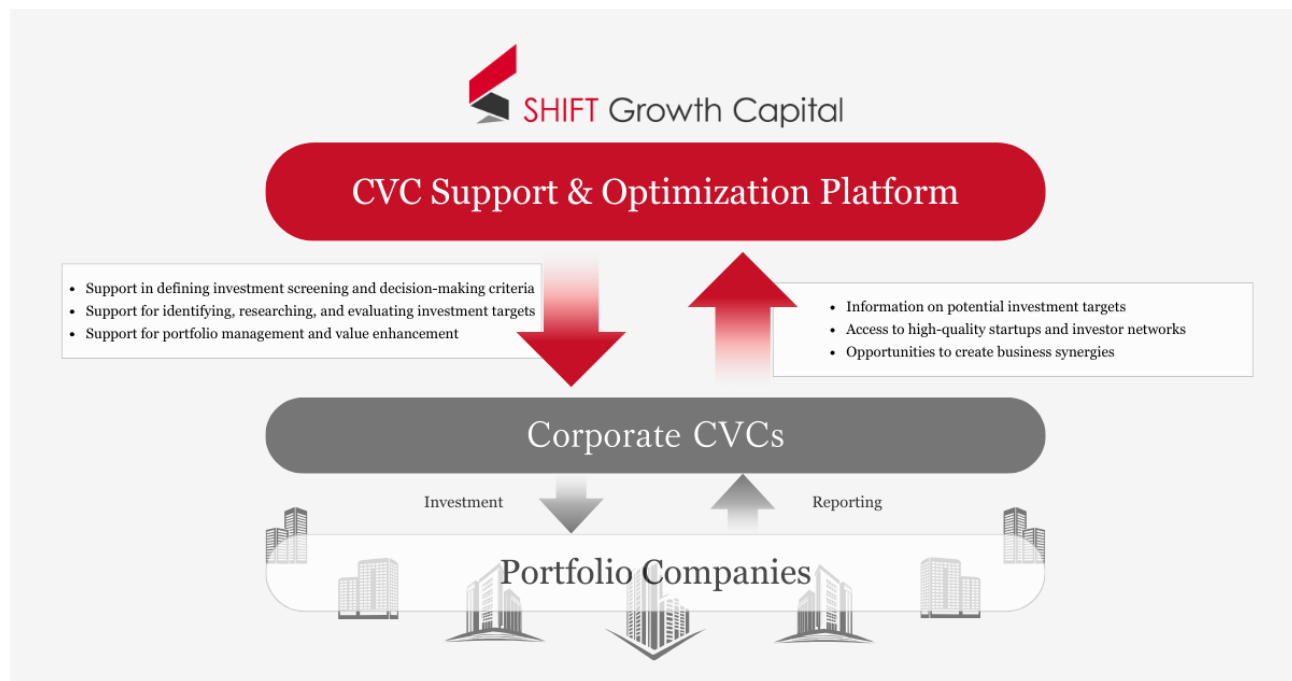
### **< Background of the Service Launch >**

To date, the SHIFT Group has completed 41 M&A transactions. SGC was established by SHIFT in March 2022 as part of its M&A initiatives, which serve as a core pillar of the Group's growth. Through these efforts, SHIFT and SGC have sought to expand the Group's service domains, strengthen service capabilities, and accelerate business growth. SHIFT and SGC operate with clear criteria for M&A execution and a decision-making framework that combines rigor with speed. As they advance their business, the Group continues to grow while steadily accumulating a broad range of experience through M&A and post-merger integration (PMI).

Recently, SGC has received a growing number of inquiries from companies that operate CVCs but face challenges in managing portfolio companies or driving value creation. Through engagement with these companies, SGC determined that the knowledge and expertise cultivated through its own M&A and PMI activities could be highly effective in addressing such challenges. By offering SHIFT's accumulated know-how in the form of support and consulting, SGC believes it can help resolve these issues while contributing to the sustainable growth of both investors and portfolio companies. Based on this conviction, SGC has decided to launch the "CVC Support & Optimization Platform." In addition, SGC expects that the investee information networks of promising startups and investors generated through the platform will also contribute to the SHIFT Group's future growth strategies.

### **< About the "CVC Support & Optimization Platform" >**

The "CVC Support & Optimization Platform" is a hands-on platform designed to optimize CVC operations, from investment target selection through value-creation initiatives. It enables companies to flexibly combine necessary support based on their specific circumstances and stage of development.



< Overview of SHIFT Growth Capital Inc. >

- Company Name: SHIFT Growth Capital Inc.
- Representative: Hidetaka Kojima, Representative Director
- Address: Azabudai Hills Mori JP Tower, 1-3-1 Azabudai, Minato-ku, Tokyo, Japan
- Business Description: M&A execution, management and operation of investment targets, PMI operations, and related business activities
- Major Shareholder: SHIFT Inc. (100%)
- URL: <https://en.shift-gc.jp/>