



November 22, 2021

(Translation)

Dear Sir/Madam,

Company: JP-HOLDINGS, INC.
Representative: Tohru Sakai,
President and Representative Director
(Stock Code: 2749, First Section of TSE)
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**Launch of the First Service of our “Childcare Product Matching Service”
Membership Platform, which Aims to Balance Childcare Support with both the Effective Use of
Resources and Environmental Conservation Sustainable Development Goals (SDGs)**

JP-HOLDINGS, INC. announces that at the Board of Directors meeting held today, the Company resolved to launch the “Childcare Product Matching Service” as the first service offered on its membership platform.

1. Background and purpose of the business development

The business of childcare support is rapidly changing in the environment surrounding childcare due to changes in work styles and lifestyles caused by the spread of COVID-19. In addition, the role of childcare in society is expected to become increasingly important as the government has been actively discussing the establishment of a "Children's Agency", making proposals to increase government spending on childcare policies and promoting measures to create an environment conducive to child-raising.

In this environment, the Group is striving to further improve the quality of its childcare support services and expand its business to create facilities that would be selected by customers. In order to further improve the quality of our childcare support services and expand our business, we are actively promoting the expansion of our early learning programs, developing and introducing new content, introduction of online learning programs (English, gymnastics, eurhythmics and dance) and online facility tours, developing online international exchange programs with overseas child care facilities. The Group is actively promoting these initiatives ahead of other companies in the field.

In addition to expanding its existing childcare support business, the Group is also focusing on developing new businesses that create new value as part of its growth strategy. We believe that we can provide a wide range of products and services related to childcare during infancy, childhood and school age. During the child-rearing period, children need a variety of childcare-related products, including clothing and baby goods. On the other hand, as children grow up, these products often end up playing another role in their lives, regardless of how much they have been used, and so, because they are mementoes of the child's growth process, they cannot be easily given away. We often hear people say, “I can still use it, so, if possible, I would like someone else to use it” or “I want to be able to get good quality childcare products easily and cheaply in my busy life”. Based on these voices from the childcare field, we will develop a new business, "Childcare Product Matching Service", which aims to enable child-rearing generations to sell and buy children's clothing and childcare-related products from each other, mainly reused products. In addition, we will also provide information on products that are in high demand by the childcare

generation and information necessary for childcare.

The "Childcare Product Matching Service" is also an initiative that considers the preservation of the global environment by reusing and recycling products necessary for childcare, thereby making thorough and effective use of resources, reducing environmental impact and processing costs. The Group will implement this project in line with its management philosophy of "Through childcare support, we will contribute in creating smiles for everyone".

2. About the first service of the membership platform "Childcare Product Matching Service"

The "Childcare Product Matching Service" is a service for matching reused products, mainly baby products, clothing and other childcare-related products, which are sold and purchased by users individually, and for providing information and services related to products and childcare that are in high demand among the childcare generation. In addition, the Group's nursery schools will also collect childcare-related products and clothing provided by parents and offer them as reused items.

Starting with this "Childcare Product Matching Service", we will continue to expand this service overseas and further enhance it. The "Childcare Product Matching Service" will be launched in April 2022, and its functions will be expanded in stages.

Outline of the "Childcare Product Matching Service"

① Collecting childcare products from parents at our nursery schools (in the Kanto area) and providing them as reused products

- Japan Nursery Service Inc., one of our group companies, will set up collection boxes at its licensed nursery schools, which will be cleaned by us and provided as reused products.

【Assumed items】 : Baby and children's clothing and childcare-related products

【Locations】 : Collection boxes for reused items will be set up at 156 nursery schools operated by Japan Nursery Service Inc. in the Kanto region.

【How to purchase】 : Register as a member of "Childcare Product Matching Service" and purchase.

*Membership registration is free of charge.

② Individuals can sell and buy baby and children's clothing and childcare-related products goods on the website

- Members will list the products according to the guidelines set by this matching service. Members sell and purchase products by matching with prospective buyers.

③ Providing information on childcare and products in high demand for childcare

(Providing information on childcare)

- We will provide various information on childcare, such as preparation for entering kindergarten and school, by utilizing our know-how cultivated through childcare support.

(Providing products in high demand for childcare)

- We offer products from companies that provide childcare-related clothing and products for childcare. We will provide a line-up of attractive products in terms of price and function.

3. Schedule

Start of the first service of the membership platform, "Childcare Product Matching Service":

April 2022 (planned)

* The timing of disclosure will be announced as soon as details are finalised.

4. Outlook for the current fiscal year

The impact of this matter on the Company's consolidated financial results for the fiscal year ending March 2022 is expected to be minimal.