

February 9, 2023

Company Japan Investment Adviser Co., Ltd.
 Representative President & CEO Naoto Shiraiwa
 (TSE Prime Market, Stock Code: 7172)
 Contact Board of Director Takeshi Sugimoto
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Notice of Regarding new investment for the Private Equity Investment Business ~Nyle Inc.~

Japan Investment Adviser (JIA) Group started the Private Equity Investment Business in August 2015, and has conducted investment for improving value, and so on. We have realized the IPOs of 4 companies so far. (※)
 This time, JIA announce that we invested in Nyle Inc. (hereinafter referred to as “Nyle”), as described below.

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

1. Purpose of the investment

Nyle operates “Marketing DX Business,” in which they support digital marketing, including SEO consulting, and operate the media, including “Appliv,” the app information media used by 10 million people per month, “Automobile Industry DX Business,” in which they offer the most affordable automotive subscription service in Japan, and so on.

Since the inauguration of their business, Nyle has been supporting the digital marketing of many enterprises, by utilizing the SEO technology unique to Nyle and know-how to produce content and analyze data. In their business activities, they not merely pursued digitalization, but also put importance on the creation of new value, endeavored to develop new businesses and services that would better our society, and achieved results.

JIA Group understood the ideal state as “a group of entrepreneurs for making our society better through digital revolution” in the medium/long-term vision upheld by Nyle, and acquired the shares of Nyle to support them in expanding their business.

2. Overview of Nyle

(1) Company Name	Nyle Inc.
(2) Address	JRE Higashigotanda-1Chome Bldg. 7F, 1-24-2, Higashigotanda, Shinagawa-ku, Tokyo
(3) Name and title of representative	CEO Tsubasa Takahashi

(4) Description of Business	1. Marketing DX business 2. Automotive industry DX business
(5) Establishment	January 15, 2007
(6) Homepage	https://nyle.co.jp/

3. Future outlook

The impact of this matter on JIA Group business performance for the fiscal year ending December 31, 2023 is minor, at this moment.

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