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February 14, 2023

Company name: MINKABU THE INFONOID INC.
Representative: President and CEO/CFO Ken Uryu
Listing: Growth Market, Tokyo (4436)
Contact: Executive Officer Yosuke Maeda
(Tel: +81-3-6867-1531)

Concluded Basic Agreement to Acquire Business by a Consolidated Subsidiary “SynchroLife”, Web3 token economy based social restaurant review app business

Tokyo, Japan – MINKABU THE INFONOID, Inc., (hereinafter “Minkabu”, Chiyoda-ku, Representative: Ken Uryu, Founder and CEO/CFO) and its wholly owned subsidiary, livedoor Co., Ltd., (hereinafter “Livedoor”, Chiyoda-ku, Representative: Naohito Miyamoto, COO), are pleased to announce today the conclusion of the basic agreement with GINKAN, Inc. (hereinafter “GINKAN”, Chiyoda-ku, Representative: Tomochika Kamiya, CEO) to transfer “SynchroLife”, GINKAN’s Web3 token economy based social restaurant review app business, to Livedoor.

1. The purpose of the acquisition

Minkabu made Livedoor a wholly owned subsidiary on December 28, 2022, resulting in Minkabu Group being one of the largest internet media groups with an 80 million sizes monthly user base together with asset building media, “MINKABU” and “Kabutan”. Livedoor integrally operates UGC (User Generated Content) media mainly consisting of “livedoor Blog” and PGC (Professionally Generated Content) media such as “livedoor NEWS”, “Peachy”, and “Kstyle”, and has over 30 million SNS followers. Minkabu expects synergy in growth strategies of media business through this integrated UGC/ PGC media with the spreading power of SNS, and therefore, will place Livedoor media as the core of Minkabu group’s media business, and specialty media such as asset building, entertainment, gourmet, sports etc., as vertical media and expanding the spreading power of “livedoor NEWS” to each vertical media, which will be the basic strategy of Minkabu group’s media business from now on.

“SynchroLife” is an Eat to earn platform where users can earn digital assets by posting reviews and visits to restaurants. “SynchroLife” is characterized by a business model which supports to improve customers’ loyalty, PR, and digital transformation of visitor promotion through providing member restaurants customer analysis tools (CRM) on a pay-per-performance basis, while almost all the gourmet sites currently apply business model to focus on visitor promotion.

Livedoor, as a part of the Minkabu’s group strategy above, acquires “SynchroLife” business to expand vertical media service in gourmet and encourages the expansion of the users of “SynchroLife” by making use of the spreading power of “livedoor NEWS” and the cooperation with the other vertical media including “livedoor Blog”. Further, Minkabu group accelerates the Web3 strategy through the acquisition of “SynchroLife” which already realizes the Web3 world close to the view and strategy of Minkabu group media which provides a new customer experience and improvement of customer loyalty by utilizing token economy.

2. The detail of the seller of the business

(1)	Name	GINKAN, Inc.	
(2)	Location	1-12-1, Yurakucho, Chiyoda-ku, Tokyo	
(3)	Representative	Tomochika Kamiya, CEO	
(4)	Description of business	Smart phone application development & management	
(5)	Common stock	681 million yen	
(6)	Date of incorporation	December 22th, 2015	
(7)	Major shareholders and their rate of shareholding	Tomochika Kamiya	30.9%
		giftee Inc.	14.0%
(8)	Relationship between the concerned corporate entities	Capital relationship	None
		Human resource relationship	None
		Business relationship	None

*Since this acquisition does not fall under the Timely Disclosure Rules of the Tokyo Stock Exchange, some disclosure items and details are omitted.

3. How to acquire the business

How to acquire the business is subject to the discussion between the parties, which includes business transfer and the acquisition of the company to which GINKAN transfers the business.

4. Schedule of the acquisition

(1)	Date of the agreement	March 31, 2023
(2)	Date of the acquisition	March 31, 2023

5. Forecast

Minkabu estimates the impact on the consolidated results for the fiscal year ending March 31, 2023 resulting from this acquisition will be minimal.

END