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April 3, 2023

Company name: MINKABU THE INFONOID INC.
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The Completion of the Business Acquisition by a Consolidated Subsidiary “SynchroLife”, Web3 token economy based social restaurant review app business

livedoor Co., Ltd., (hereinafter “Livedoor”, Chiyoda-ku, Representative: Naohito Miyamoto, COO), a fully owned subsidiary of MINKABU THE INFONOID, Inc., is pleased to announce on April 1 the completion of the acquisition of “SynchroLife”, Web3 token economy based social restaurant review app business operated by GINKAN, Inc. (Chiyoda-ku, Representative: Tomochika Kamiya, CEO). Regarding the details of the scheme which was determined to be discussed between the parties in the previous release titled "Concluded Basic Agreement to Acquire Business by a Consolidated Subsidiary" dated February 14, 2023, whether transferring the business or shares of the split company from GINKAN through a corporate split method, a corporate split was applied and Livedoor made it a wholly owned subsidiary.

1. The purpose of the acquisition

Livedoor media, with 80 million monthly users, is positioned as the core of the Group's media business. The basic strategy of the Group's media business is to develop specialized media such as entertainment, sports, and gourmet food as vertical media based on the information spreading power of livedoor Blog, a UGC (User Generated Content) media, and the content spreading power of livedoor NEWS, a PGC (Professionally Generated Content) media, with over 30 million followers on SNS. The Group has positioned the development of vertical media in specialized media such as financial, entertainment, gourmet, and sports as a basic strategy for its media business. On March 31, 2023, Minkabu will expand the number of monthly users to 90 million through the grouping of CWS Brains, LTD., a web media company specializing in sports, Minkabu will establish a nurturing process for majoring information transmitters, which is indispensable for the creator economy, through UGC/PGC collaboration and SNS transmission capabilities that do not depend solely on advertising revenue, and develop the business as a creator platform..

“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 of 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 a 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	SynchroLife, Inc.
(2)	Location	1-8-10 Kudan-Kita, Chiyoda-ku, Tokyo
(3)	Representative	Representative: Naohito Miyamoto
(4)	Description of business	Smart phone application development & management
(5)	Common stock	5 million yen
(6)	Date of incorporation	March 22, 2023

3. Forecast

Minkabu estimates the impact on the consolidated results from this acquisition will be minimal.

END