



# Business Alliance and Fundraising to Enhance Corporate Value

**Asante Incorporated**

TSE Prime Section Securities Code 6073

**Nov. 7, 2023**



# Purpose of Business Alliance and Fundraising

**To enhance corporate value through rapid growth,** the Company will form a business alliance with Advantage Advisors Co., Ltd. (“Advantage Advisors”) and raise funds to further strengthen its ability to promote strategies



## About **Advantage Advisors**

Within the Advantage Partners Group, a pioneer in Japanese private equity funds, Advantage Advisors is responsible for a “private solutions” strategy in which it acquires shares of listed companies and works hand in hand with the management teams of those companies to enhance corporate value.

Advantage Advisors has extensive experience in providing consulting and growth support to numerous publicly listed companies.



# Business Alliance

## Our Priority Strategies

- Reinforcement of sales promotion basis and structure
- Enhancing productivity
- Expansion of services from the customer's perspective
- Development and utilization of human capital
- Contributing to solving social issues through our business activities



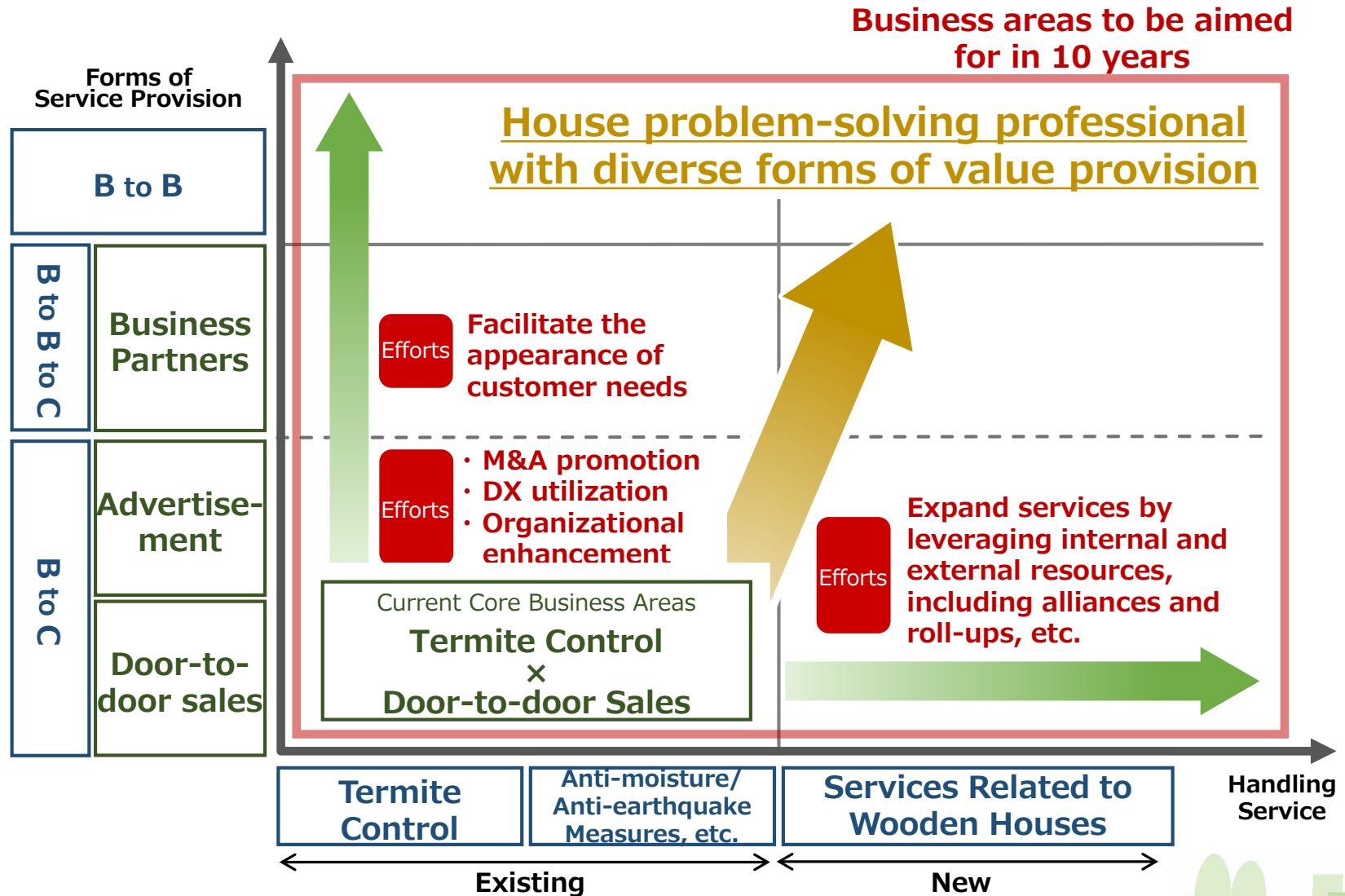
## Advantage Advisors's Value Proposition

- Supporting for M&A and PMI
- Advanced corporate sales expertise
- Establishing a marketing organization
- Digital Transformation
- Advancement of human resource development
- Utilization of network of investment and financial institutions, etc.
- Utilization of NTT DOCOMO's network

**Aiming for solid mid- to long-term growth  
by adding more depth and driving force  
to our strategies**



# Overall Picture of Efforts



# Image of Growth

The source of our competitiveness

**Sales Ability  
& Technical Ability**

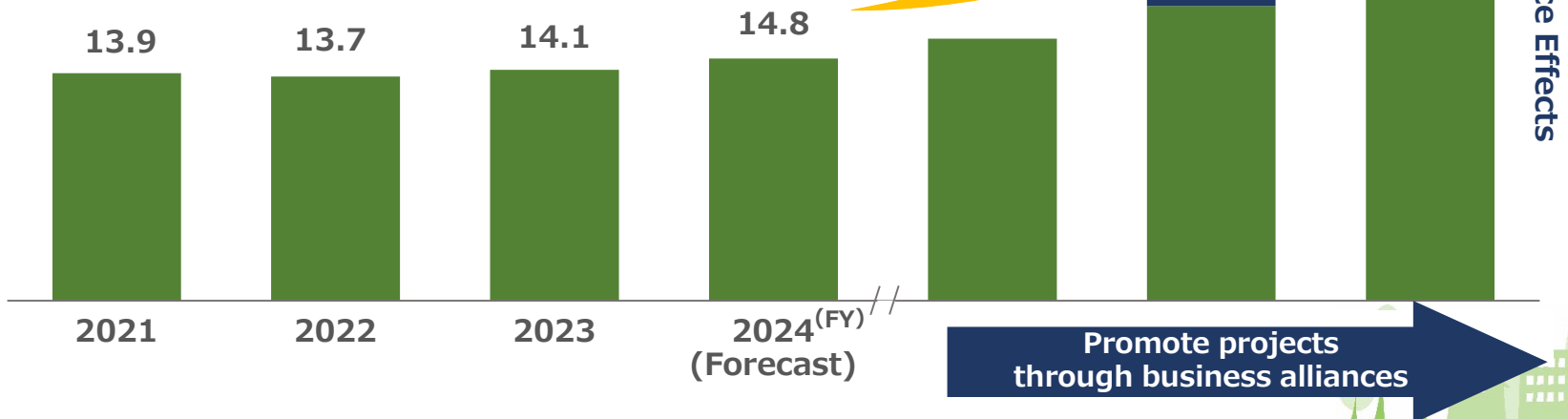


Strengths gained through business alliances

**Advancement of  
Planning Abilities**

→ **Achieve rapid growth  
by adding planning abilities  
to sales & technical abilities**

Consolidated Sales Growth Image (billion yen)



# Overview of Fundraising

	Share Acquisition Rights	Convertible Bonds with Share Acquisition Rights
Issuance date	November 28, 2023	
Amount of funds to be acquired	2.50 billion yen	1.99 billion yen
Maturity	-	5 years
Convertible / Exercisable period	May 2024 to November 2028	November 2024 to November 2028
Conversion / Exercise price	1,672 yen	
Interest rate	-	0%
Allottee	<b>AAGS S7, L.P.</b> (100% owned by Advantage Advisors Growth Support Investment Limited Partnership)	
Use of the proceeds	<ul style="list-style-type: none"> <li>• M&amp;A promotion</li> <li>• DX utilization</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Enhancement</li> <li>• Expansion of locations</li> <li>• Strengthening the human resource basis</li> </ul>

## Notes on Future Forecasts

This document is only to provide information to investors, and is not for the purpose of soliciting purchases or sales.

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In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.



**“Protecting People, Houses and Forests by  
Fostering our own People and Technology”**



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