

**JIC Venture Growth Investments has invested in ASOVIEW, Inc., a start-up providing online experience booking platform, which has led digital transformation in Tourism and Services Industry, and enhanced Regional Revitalization.**

**– Growth funding for a company keeping growing despite COVID-19 –**

December 8<sup>th</sup>, 2020

JIC Venture Growth Investments (VGI) has acquired the share in ASOVIEW, Inc. (ASOVIEW), a company providing online experience booking platform (“asoview!”), through its JIC Venture Growth Fund 1 (VGF1). “asoview!” is the first and largest online experience booking platform in Japan, and now offers 450+ kinds of experience services and 7,000+ providers’ facilities.

VGI seeks to promote digitalization of Tourism and Service Industry, which has heretofore been difficult to deploy ICT solutions to, and to contribute to Regional Revitalization, by enhancing people flow to local areas, through investment in ASOVIEW, as ASOVIEW provides “asoview!” that offers various experience contents both in urban and local areas.

Tourism and Services Industry currently faces an unprecedented crisis due to COVID-19. By supporting ASOVIEW in overcoming the crisis and thus accelerating its business growth, VGI seeks to encourage further funding to Tourism and Services Industry and to create new value, such as accelerating DX in the industry, keeping social distance for prevention of infection under the pandemic and revitalizing regional economics.

The information contained in this notice is current at the time of publication and subject to change without notice.

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