

**JIC Venture Growth Investments has invested in Crest Holdings Co.,Ltd., a company improving the productivity of acquired companies through digital transformation and developing its own Retail-Tech business**

March 8<sup>th</sup>, 2021

JIC Venture Growth Investments (VGI), through its JIC Venture Growth Fund 1 (VGF1), has acquired shares in Crest Holdings Co.,Ltd., (Crest HD), a company improving the productivity of acquired companies through digital transformation and developing its own Retail-Tech business.

Many Japanese small and medium-sized enterprises (SMEs) are forced to cease operations due to lack of their successors.

Through this investment in Crest HD, VGI expects Crest HD to become a role model for SMEs in the sense that it achieved business development by digital transformation and creation of new and highly profitable businesses. And, ultimately VGI expects to support scaling up of retail tech business and strengthening of the DX-KPI management control system.

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

Contact

E-mail: [info@j-vgi.co.jp](mailto:info@j-vgi.co.jp)