

JIC Venture Growth Investments has invested in GIFT PAD Co., Ltd a start-up company which provides online gift catalog system service and contributes to revitalizing Japan's local retail sector

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JIC Venture Growth Investments (VGI) has announced that VGI invested in GIFT PAD Co., Ltd (GiftPad), an online gift catalog platform, through its JIC Venture Growth Fund 1 (VGF1).

GiftPad provides an online gift catalog platform to corporations, consumers, and operates a souvenir site which enables users to send gifts remotely through social media, email and text messaging. The system has been used for online coupon/points exchange systems such as the Go To Travel campaign started last year following the COVID-19 pandemic.

VGI's investment enables Japan's local retail sector to expand their business with GiftPad's platform providing sales and marketing opportunities with fewer costs. This will help trigger the digital transformation of the sector as well as ultimately revitalizing Japan's local economies by utilizing local resources and industries. In addition, GiftPad's platform has already been used for implementing Japanese local policies and helping lead the digital transformation of local governments in Japan.

With VGI's financing, GiftPad can accelerate their gift catalog platform development to provide additional automated services and reach a broader range of customers. Through this, VGI aims to support the diffusion of GiftPad's services to a broader range of industries as well as to contribute to the revitalization of Japan's local retail sector.

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