

**JIC Venture Growth Investments has invested in Subslife Inc.,
a start-up promoting sustainable society in Japan,
through its subscription and secondary market platform service of furniture**

September 14th, 2021

JIC Venture Growth Investments (VGI) has acquired the shares of Subslife Inc. (Subslife), through its JIC Venture Growth Fund 1 (VGF1).

Subslife is the provider of “subslife”, a furniture subscription service within original price, and “subslife SHARE”, a furniture secondary market platform with manufacturers’ guaranteed.

Because of furniture’s lifecycle, furniture manufacturers are suffering from low inventory turnover so far, and they get little benefit from secondary market even if they make long life furniture which can be highly evaluated by secondary market. Through “subslife” and “subslife SHARE”, VGI thereby aims to enhance their business model transformation of furniture industry and support to build sustainable society.

Furniture is an essential product for daily life. The more important diversification of workstyle or lifestyle is, the more necessary it’s that ways to provide furniture correspond to that diversification. VGI’s investment will allow Subslife to further expand its business and develop various ways of providing furniture.

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

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