

**JIC Venture Growth Investments has invested in "AnyMind Group Inc.", a company aims to become the next-generation infrastructure for commerce in Asia."**

July 19<sup>th</sup>, 2022

JIC Venture Growth Investments (VGI) has acquired the shares in AnyMind Group Inc. (AnyMind Group), an end-to-end commerce enablement company, through its JIC Venture Growth Fund 1 (VGF1).

AnyMind Group was founded in Singapore in 2016, and in 2019 moved its headquarters to Tokyo. It started from marketing business mainly for Internet advertising and influencer marketing in Asian countries. Subsequently, AnyMind Group expanded its business, and currently provides two broad offerings to brands and businesses, publishers and influencers, respectively: Brand Commerce and Partner Growth. Brand Commerce provides businesses with platforms for manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Customers in Partner Growth can also leverage AnyMind Group's offerings in Brand Commerce. AnyMind Group currently has 17 offices across 13 markets, acquired 7 companies since 2016.

VGI aims to support AnyMind Group's further business growth as a model case for a successful Born Global startup founded by Japanese entrepreneurs. In addition, as AnyMind Group provides platforms which support companies and creators across key business functions, from manufacturing, e-commerce, logistics, to marketing with holistic data, VGI expects that AnyMind Group will realize a world where everyone, including Japanese companies and creators, can expand their businesses more easily and globally.

With this financing, AnyMind Group will further strengthen its existing business and continue to work on expanding its market share in growing Asian markets such as ASEAN and India, and will actively utilize M & A to grow its business further. VGI will support AnyMind Group to become a market leader which provides the next-generation infrastructure for commerce in Asia.

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

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