

JIC Venture Growth Investments has made an additional investment in GIFT PAD Co., Ltd a start-up company which provides online gift catalog platform and contributes to revitalizing Japan's local economies

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JIC Venture Growth Investments (VGI) has announced that VGI made an additional investment to GIFT PAD Co., Ltd (GiftPad), an online gift catalog platform, through its JIC Venture Growth Fund 1 (VGF1) about a year after its initial investment.

GiftPad provides an online gift platform to corporations and consumers and operates a gift catalog site which enables users to send gifts remotely through social media, email, and text messaging. The gift platform has been developed and diffused, particularly during this pandemic era where reduced human contact is preferred, to online coupon/points exchange systems to implement local municipalities' measures.

VGI's additional investment enables Japan's retail sector to expand its business with GiftPad's platform, providing sales and marketing opportunities with fewer costs. This will also help triggering digital transformation of the sector as well as ultimately revitalizing Japan's local economies by implementing municipalities' measures.

With VGI's additional financing, GiftPad can expand its platform and provide additional automated services to 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 economies.

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

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