

**JIC Venture Growth Investments has invested in wevna Inc., a start-up company which provides conversational commerce services and CRM through “BOTCHAN”**

February 8<sup>th</sup>, 2023

JIC Venture Growth Investments (VGI) has announced that VGI made an investment in wevna Inc. (wevna), through its JIC Venture Growth Fund 1 (VGF1).

wevna provides DTC (direct to consumer) e-commerce solutions “BOTCHAN”, which enables clients to communicate with consumers by AI chatbots or CRM using SNS. “BOTCHAN” has been enhancing clients’ DTC performances.

DX (digital transformation) has been impacting on various areas, and DTC e-commerce has been prevalent more rapidly than before due to that. In addition to e-commerce marketing based on BigData analysis, conversational commerce solutions and CRM using SNS have played more important roles of DTC.

With VGI’s financing, wevna can develop “BOTCHAN”, by which DTC brand providers can communicate with consumers more closely and enhances customer experiences. Through this, VGI aims to expand DTC’s broader range of industries, and as a result accelerates DX in retail and services industries.

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

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