

**JIC Venture Growth Investments has made an additional investment in Social Interior Inc., a start-up promoting sustainable society in Japan, through its subscription and secondary marketplace & DX services of interior goods**

January 11<sup>th</sup>, 2024

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

Social Interior has been providing subscription services of interior goods including, furniture, home appliances, etc., within original price, and furniture secondary market platform with manufacturers' guaranteed. Adding to them, Social Interior has begun to provide order & inventory control system service.

Since furniture's lifecycle is so long, its 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. In addition, there has been a lot of analog processes and tasks in interior industry, and Social Interior provide DX services for such processes and tasks. Through Social Interior, VGI thereby aims to enhance their business model update of interior industry and support to build sustainable society.

Interior goods are essential for daily life. The more important diversification of workstyle or lifestyle is, the more necessary it's that ways to provide interior goods correspond to that diversification. VGI's additional investment will allow Social Interior to further expand its business and develop various ways of providing and promote DX for interior industry.

DX: digital transformation

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

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