

JIC Venture Growth Investments has invested in ZEALS Co., Ltd.  
“ZEALS” will help companies improve their marketing activities and productivity

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JIC Venture Growth Investments (VGI) has acquired the share in ZEALS Co., Ltd. (ZEALS) through its JIC Venture Growth Fund 1 (VGF1).

ZEALS is taking on the challenge of "Omotenashi Revolution," bringing the Japanese hospitality experience to the world through the power of technology, and is developing a chat commerce service called "ZEALS." Chat commerce is a chat-enabled app or service that allows companies to provide a customer service experience online through conversations with their customers. It has recently gained attention as C-commerce and is being introduced by a wide range of companies in cosmetics, food, human resources, education, telecommunications, automobiles, finance, real estate, apparel, entertainment, and more.

The significance of this investment is to improve the quality of marketing activities by realizing "optimal communication between companies and customers" through ZEALS, and to contribute to "improving corporate productivity" by streamlining labor-intensive operations. We expect that C-commerce will become more prevalent in our daily lives, spreading not only to the Web but also to the real world, and growing further as a new advertising and communication medium.

The investment funds will be used to further strengthen ZEALS business foundation, support its marketing activities in Japan and abroad, and establish its positioning in the C-commerce field.

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

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