

July 21, 2022

Company	Japan Investment Adviser Co., Ltd.
Representative	Naoto Shiraiwa, President & CEO (TSE Prime Market, Stock Code: 7172)
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## Notice of Regarding new investment for the private equity business ～Skyrocket Corporation～

Japan Investment Adviser (JIA) Group launched the private equity business in August 2015, and has conducted investment for improving value through “JPE No.2 Co., Ltd.,” a PE fund 100% invested by JIA, and so on. We have realized the IPOs of 4 companies so far. (※)

This time, we have formed a capital alliance with Skyrocket Corporation (hereinafter referred to as “Skyrocket”) as a new investee, as described below.

(Reference) Investee companies of JIA Group: <https://www.jia-ltd.com/en/business/privateequity/>

### 1. Purpose of the investment

Skyrocket operates the web advertising business mainly via the web media “NewSphere.”

“NewSphere” is composed of content so as to be utilized as a platform in which the millennial generation connected with the world can nurture their international perspective. While the distribution of uncertain information, such as false rumors and fake news, became a social issue, Skyrocket pursues reliable, simple media and is increasing subscribers year by year.

Our corporate group agrees with Skyrocket’s vision of “empowering people and society with the power of content,” and decided to acquire its shares, to support it in expanding business.

### 2. Overview of Skyrocket Corporation

(1) Company Name	Skyrocket Corporation
(2) Address	Shin-Roppongi Bldg 9F, 7-15-7 Roppongi, Minato-ku, Tokyo
(3) Name and title of representative	Representative Yuichi Mukai / So Tasaka
(4) Description of Business	<ul style="list-style-type: none"> <li>• Operation of web media, such as “NewSphere”</li> <li>• Brand studio business, including the support for corporate brand development</li> </ul>
(5) Establishment	October 20, 2016
(6) Homepage	<a href="https://skyrocket-corp.com/">https://skyrocket-corp.com/</a>

### **3. Future outlook**

The impact of this matter on our group business performance for the fiscal year ending December 31, 2022 is minor, at this moment.


Inquiries:

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<h1>NewSphere</h1>	<p>[NewSphere] <a href="https://newsphere.jp/">https://newsphere.jp/</a> ----- Media for disseminating international viewpoints, values, and intellect to the millennial generation connected with the world About 30 million PVs per month (as of April 2022)</p>
<h1>SignPost</h1>	<p>[Signpost] <a href="https://newsphere.jp/signpost/">https://newsphere.jp/signpost/</a> ----- <u>Food &amp; Travel Section</u> of NewSphere. Media for introducing food cultures, experiences, and lifestyles around the world</p>
<h1>DIRECTION</h1>	<p>[DIRECTION] <a href="https://newsphere.jp/direction/">https://newsphere.jp/direction/</a> ----- <u>Art &amp; Design Section</u> of NewSphere. Media for fostering creativity and seeking the essence of aesthetics</p>
	<p>[lute] <a href="https://www.youtube.com/c/lutemedia">https://www.youtube.com/c/lutemedia</a> ----- Distributed video media for <u>offering content on culture, mainly music</u>, via social media, including YouTube and Instagram. The total number of followers: over 150,000 (as of April 2022; the total number of accounts in each SNS)</p>
<h1>SKYROCKET STUDIO</h1>	<p>[SKYROCKET STUDIO] <a href="https://skyrocket-corp.com/skyrocket-studio/">https://skyrocket-corp.com/skyrocket-studio/</a> ----- To support client enterprises in producing and distributing brand content, developing their own media, and conducting marketing based on social media while creating content in collaboration with creators around the world who work for NewSphere and lute. The total number of collaborative creators: over 100 people/groups</p>