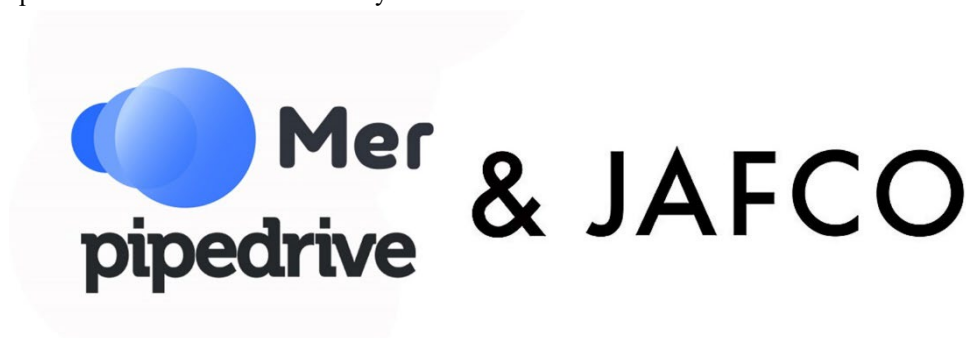


Free Installation Support for Pipedrive CRM Platform **Providing an option for start-up companies for sales management system installation**

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Shinichi Fuki, hereinafter “JAFCO Group”) and Mer, Inc. (Headquarters: Shibuya-ku, Tokyo, Co-Founder & CEO: Tomoaki Sawaguchi; hereinafter "Mer") will cooperate to provide free installation support for Pipedrive CRM platform with the aim of ensuring smooth numerical management for start-up companies at seed/ early-stages. This service will allow JAFCO Group to provide an option for its portfolio startups in selecting a sales management system that matches their growth levels.

*¹ Platform implementation will be conducted by Mer.



Background and Purpose of the Pipedrive Installation Support Program

JAFCO Group provides back-office operation support for a number of its portfolio companies. For start-up companies to perform management of actual versus forecast results, which is the most important factor for an IPO, it is necessary to implement numerical data analysis using a sales management system, but many companies have been unable to perform smooth numerical analysis because it requires a lot of time and human resources to install and operate the sales management system. Also, limited options available for sales management systems have also been a hurdle for start-up companies.

With the aim of offering extensive support for entrepreneurs to allow them to focus more on their businesses, JAFCO Group has begun to form alliances with various companies to diversity support services that leverage its accumulated expertise and know-how. As part of such collaborative initiative encompassing the VC and start-up sectors, JAFCO Group will cooperate with Mer, the Master Partner of Japan for Pipedrive CRM platform, which has been installed by over 95,000 companies worldwide, to offer free Pipedrive installation support for start-up companies at the seed and early stages to widen optimum tool options for its portfolio companies.

Service Outline

This service offers free installation support for Pipedrive to JAFCO Group's portfolio companies. Based on JAFCO Group's expertise accumulated by supporting the IPOs of 1,009*² startup companies, the service not only covers initial setting and simple setup, but also system function customization in line with each company's business model. This ensures its portfolio companies smooth management of actual versus forecast results from the seed/ early stage of business development. Because Pipedrive is a simple and user-friendly tool, steady system operation is possible for companies without an IT specialist.

*² Cumulative number of portfolio IPOs as of December 2020

Details of Pipedrive installation support service

1. Pipedrive
2. Free initial installation support
 - Data cleansing and migration to Pipedrive
 - System function customization in line with business model

Note: This service is also available for companies currently using other CRM platform.

Outline and Features of Pipedrive CRM Platform

Pipedrive is CRM platform provided by Pipedrive Inc., the world's largest CRM service company. Pipedrive has been installed by over 95,000 companies in 175 countries worldwide, and its development from salespeople's point of view is its strong feature.

Pipedrive features

- Instinctive and easy-to-use UI
- Affordable price plans
- Various functions and integration with 200+ external services

As entrepreneurs' closest partner in bringing their visions to life, JAFCO Group is committed to providing strong support for portfolio companies to allow smooth operations from the early start-up stage by leveraging its accumulated expertise in back-office operations.

About JAFCO Group Co., Ltd. <https://www.jafco.co.jp/english/>

Company name: JAFCO Group Co., Ltd.
President & CEO: Shinichi Fuki
Location: 24F Toranomom Hills Mori Tower, 1-23-1 Toranomom, Minato-ku, Tokyo
Established: April 5, 1973
Stock exchange: TSE First Section
No. of employees: 130 (consolidated; as of September 30, 2020)

About Mer, Inc.

Company name: Mer, Inc.
Co-Founder & CEO: Tomoaki Sawaguchi
Location: 1-28-2 Shoto, Shibuya-ku, Tokyo
Established: February 2020