

**Free Installation Program for Salesforce Package
JAFCO Group, toBe marketing, and ITECS form alliance
to allow start-up companies to conduct smooth numerical data management for IPO**

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Shinichi Fuki, hereinafter “JAFCO Group”), toBe marketing inc. (Headquarters: Chiyoda-ku, Tokyo, President and CEO: Tomokazu Koike, hereinafter “toBe marketing”) and ITECS CORPORATION (Headquarters: Chuo-ku, Tokyo, President: Kuninori Aoki, hereinafter "ITECS") have formed an alliance to provide a Salesforce installation support program for seed/ early-stage startup companies. This program offers JAFCO Group’s portfolio companies free initial installation support*¹ for a Salesforce package created by the three companies to allow smooth numerical data management towards IPO.

*¹ Package implementation will be conducted by ITECS, which develops JAFCO Group’s mission-critical system.



Background and Purpose of the Salesforce Installation Support Program

As entrepreneurs’ closest partner in bringing their visions to life, JAFCO Group not only makes VC investment, but has strengthened its startup support services to cover various fields, including marketing/ sales, HR, and back-office.

For companies to make IPO, it is necessary to implement numerical data analysis using a sales management system to ensure management of actual versus forecast results, which is a key factor for an IPO. While providing back-office support for portfolio companies, we have come to realize that many companies are unable to perform smooth numerical data analysis because it requires a lot of time and human resources to install and operate the sales system.

With the aim of providing extensive support for entrepreneurs to allow them to focus more on their businesses, we have begun to form alliances with various companies to diversity our support services that leverage our accumulated expertise and know-how. As part of such collaborative initiative encompassing the VC and start-

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up sectors, we have developed a Salesforce installation support program for seed/ early-stage startup companies under alliances with toBe marketing, a digital marketing agency specializing in Salesforce installation/ utilization support, and ITECS, a one-stop solutions provider offering everything from system development and support.

This program offers JAFCO Group's portfolio companies a free installation support program for the Salesforce package to enable companies to build a system that ensures smooth management of actual versus forecast results at the seed/ early stage of business development.

Program Outline

This program offers a Salesforce package created by JAFCO Group, toBe marketing and ITECS to JAFCO Group's portfolio companies. Leveraging JAFCO Group's expertise accumulated by supporting the IPOs of 1,009*² startup companies, the package comes with number fields necessary for business administration towards IPO and organized dashboards often required by the management team. By using this package, numerical data entered by field personnel of startup companies are processed into a form required by the management team, allowing smooth numerical data management. The installation support program for the Salesforce package is provided free of charge.

*² Cumulative number of portfolio IPOs as of December 2020

Details of Salesforce installation support program

1. Salesforce package
2. Free initial installation support
 - Data cleansing and migration to Salesforce
 - Management of sales status and the number of opportunities in line with operation blueprint

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. <http://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)

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About toBe marketing inc. <https://tobem.jp/>

Company name: toBe marketing, inc.
President & CEO: Tomokazu Koike
Location: Ebisu Business Tower, 1-19-19 Ebisu, Shibuya -ku, Tokyo
Established: June 2015

About ITECS CORPORATION <https://www.itecs.co.jp/company/>

Company name: ITECS CORPORATION
President & CEO: Kuninori Aoki
Location: FRONTIER Higashi-Nihonbashi, 2-7-1 Higashi-Nihonbashi, Chuo-ku, Tokyo
Established: April 1993
No. of employees: 105 (as of July 2019)