

October 4, 2022
Endeavour United Co.,Ltd.

Endeavour United Announces Closing of Sale of JOETSU

We announced today that Endeavour United Investment Business Limited Partnership, a fund under management of Endeavour United Co., Ltd. (“EU”), has closed the sale of JOETSU Co.,Ltd. (“JOETSU”) to the fund under management of Gunma Regional Advanced Solution Partners, Inc. (“GRASP”), a wholly-owned subsidiary of The Gunma Bank, Ltd., on September 30.

Based on their philosophy “Supporting the client companies to solve their problems in the relationships with their customers by providing the most appropriate information at the most appropriate timing to convey client companies’ sincerity“, JOETSU provides high quality services related to O2O marketing.

Since our investment in October 2017, JOETSU successfully archived business succession and management improvement, transforming into an integrated marketing company from its original printing business by striving for projects such as roll-up investment and business partnership as well.

Having Gunma Bank group, who promotes digitalization as a new partner, we are convinced of further JOETSU's contribution to local digitalization and revitalization through enhancement of supporting business to data utilization and digital marketing promotion of local businesses and public institutions.

<JOETSU Co., Ltd.>

Company Name: JOETSU Co., Ltd.
CEO, Representative Director: Norihiro Seki
Company Address: 2-2-1 Owatari-machi, Maebashi-shi,
Gunma, Japan

<GRASP>

Company Name: Gunma Regional Advanced Solution Partners, Inc.
Chief Executive Officer: Hideo Kagamiyama
Company Address: 194 Motosoja-machi, Maebashi-shi,
Gunma, Japan