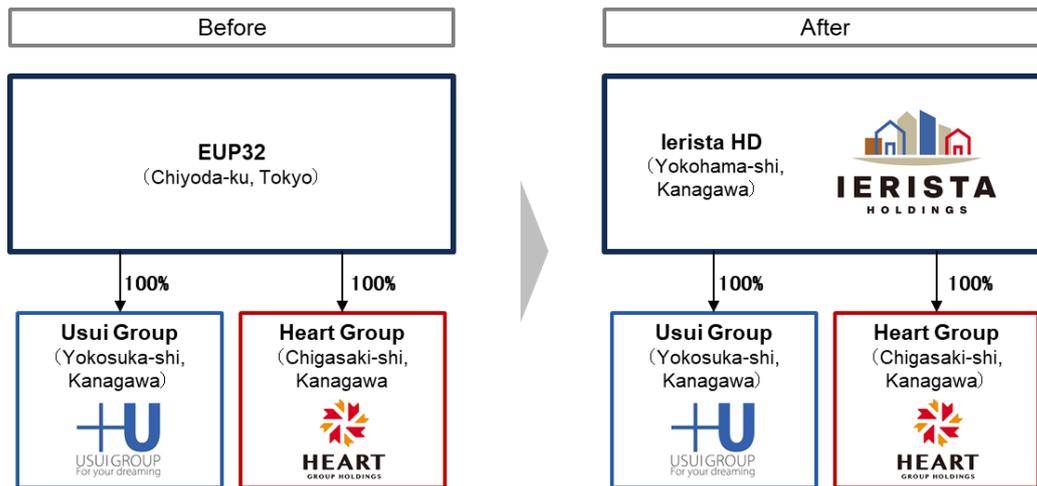


Endeavour United Announces Launch of Ierista Holdings

We announced today that a special purpose company, EUP Co., Ltd. (“EUP32”) invested by Endeavour Investment Business Limited Partnership, a fund managed by Endeavour United Co., Ltd. (“EU”), has changed its name to Ierista Holdings Co., Ltd. (“Ierista HD”). Additionally, the company has relocated its headquarters to Yokohama City, Kanagawa Prefecture, effective April 1, 2024, to enhance its management as a group company. There will be no changes to the group company structure.



[Company Name Change and Relocation]

EUP32 is a shareholder of both Usui Group, whose parent company is Usui Holding Co., Ltd. (“Usui HD”), and Heart Group, whose parent company is Heart Holdings Co.,Ltd. (“Heart HD”). Both groups provide wide range of real estate services in Kanagawa Prefecture. We believe this alliance will enhance brand value and create synergies that will accelerate business expansion. As part of this strategic initiative to sophisticate its management as a group company, we have decided to change the company name and relocate the headquarters.

[Ierista’s Management Policy]

In alignment with Ierista Group’s new corporate vision, “Creating homes that harmonize and connect people and cities,” the Group aims to offer high-quality housing



and enriching living experiences to our customers. The name "Ierista", combining the words "Ie (家-Home)" and "Barista" reflects our aspiration to be real estate professionals in the industry. We are committed to contributing to the community and becoming the leading real estate group in Kanagawa Prefecture.

EU will continue to strive for further improvement of Ierista Group's corporate value with the dedicated efforts of the management and employees.

<Ierista Holdings Co., Ltd.>

Company Name: Ierista Holdings Co., Ltd.
President: Koichi Kibe
Company Address: 4-4-2, Minatomirai, Nishi-ku, Yokohama-shi,
Kanagawa

<Usui Home Holdings Co., Ltd.>

Company Name: Usui Home Holdings Co., Ltd.
President: Koichi Kibe
Company Address: 2-2-3, Kurihama, Yokosuka-shi,
Kanagawa

<Heart Group Holdings Co., Ltd.>

Company Name: Heart Group Holdings Co., Ltd.
President: Ryo Shimazaki
Company Address: 3F, Yohoku Bldg., 13-45, Shinei-cho, Chigasaki-shi,
Kanagawa