

Launch of TAKAKKEI,inc

We announced today that Endeavour United Partners 28 Co.,Ltd. (“EUP28”), a special purpose company funded by Endeavour United III Investment Business Limited Partnership, a fund managed by Endeavour United Co., Ltd., has changed its name to TAKAKKEI,inc (TAKAKKEI) to strengthen the management of the group.



[Overview]

TAKAKKEI is a holding company established with the aim of forming a group of companies with outstanding individuality and characteristics in the advertising and creative fields. It currently consists of four companies: kirameki inc. (advertising), GOLD CAST Co.,Ltd. (talent casting), Rock 'n' Roll Japan Co.,Ltd. (advertising), and Whitebriefs (advertising) and provides one-stop creative solutions including advertising planning and video production.

In February 2025, TAKAKKEI established Gen Craft, a new company specializing in planning and production of creative content using generative AI. With this addition, TAKAKKEI aims to drive initiatives that significantly expand the possibilities of existing advertisement.

[Management Policy]

The logo for ENDEAVOUR features a dark blue horizontal bar above the word "ENDEAVOUR" in a bold, dark blue, sans-serif font.

Based on its concept of “Combining Differences to Create Something Amazing”, TAKAKKEI approaches issues from multiple perspectives and provide fast and effective creative solutions by assembling the most suitable combination of specialists, including advertising planning, video production, casting, AI, and technology.

We will continue to strengthen and expand TAKAKKEI’s solutions, by forming capital alliances with outstanding creative service providers, enabling us to meet the diverse needs of advertisers and advertising agencies.



<TAKAKKEI>

Company Name: TAKAKKEI,inc
Company Address: Shibuya Mark City West 22F, 1-12-1 Dogenzaka, Shibuya-ku,
Tokyo, Japan
Industry: Control and management of group companies

<kirameki>

Company Name: kirameki inc.
Representative: Yoshiki Ishii
Company Address: 3-7-16 Takanawa, Minato-ku, Tokyo, Japan
Industry: Advertising

<GOLD CAST>

Company Name: GOLD CAST Co.,Ltd.
Representative: Naoki Onadaka
Company Address: Aoyama Ando Bldg. 2F, 4-17-11 Minamiaoyama, Minato-ku,
Tokyo, Japan
Industry: Talent casting agency

<Rock 'n' roll Japan>

Company Name: Rock 'n' roll Japan Co.,Ltd.
Representative: Yohei Kawasaki
Company Address: Motoyo Bldg. 2F, 1-17-9 Tomigaya, Shibuya-ku, Tokyo, Japan
Industry: Advertising

<Whitebriefs>

Company Name: Whitebriefs
Representative: Shinpei Terada / Atsuki Yukawa
Company Address: Koike Bldg. 201, 3-25-10 Shibuya, Shibuya-ku, Tokyo, Japan
Industry: Advertising