



May 8, 2025
Endeavour United Co.,Ltd.

Capital Partnership between TAKAKKEI and ALL BLUE

We announced today that TAKAKKEI Inc. (“TAKAKKEI”), a portfolio company of Endeavour United III Investment Business Limited Partnership, a fund managed by Endeavour United Co., Ltd., has formed a capital partnership with ALL BLUE Inc. (“ALL BLUE”)

ALL BLUE, with its corporate vision of 'Update Company' is a company that leverages strategic promotions and creative ideas to transform industries such as advertising, entertainment, media, food, and apparel. Through content marketing utilizing a wide range of intellectual properties, ALL BLUE offers integrated promotion services covering strategy, planning, and execution — all provided as a one-stop solution.

TAKAKKEI is a holding company established with the aim of forming a group of companies with outstanding individuality and expertise in the advertising and creative fields. Under the concept of "Collaboration Alchemy", TAKAKKEI has a group of companies with a strong edge in advertising planning, video production, casting, and generative AI/technology.

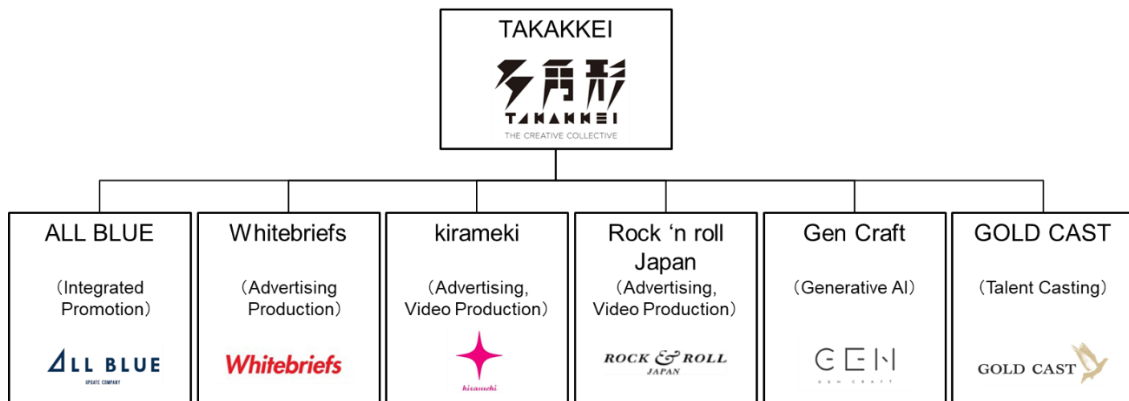
With the capital partnership with ALL BLUE, TAKAKKEI will be able to support clients' promotion strategies from an earlier stage, starting with its core 'integrated promotion.' Through collaborative partnerships with the diversified group, the company will deliver faster and higher quality creative solutions, ranging from promotion strategy to creative planning and production.

We will continue to strengthen and expand TAKAKKEI's business, by forming capital alliances with companies that provide high-level creative services, enabling it to meet the diverse needs of the clients.

ENDEAVOUR

<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
Group Companies: ALL BLUE Inc., Whitebriefs, kirameki inc., GenCraft Inc., Rock'n roll Japan Co.,Ltd., GOLD CAST Co.,Ltd., kirameki inc.



<ALL BLUE>

Company Name: ALL BLUE, Inc.
Representative: Taisuke Sukeno
Company Address: 3F Path Omotesando C, 5-6-4 Jingumae, Shibuya-ku, Tokyo
Industry: Promotion, Marketing Agency