



January 30, 2026
Endeavour United Co.,Ltd.

Capital Partnership between TAKAKKEI and “and tokyo”

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 and tokyo inc. (“and tokyo”).

Founded in August 2013, and tokyo is a brand strategy and design company guided by its mission, “CULTURAL REALITY.” The company develops brand strategies rooted in brand philosophy and worldview, drawing on a deep understanding of people, culture, and social context. and tokyo provides brand strategy, brand design, and promotion planning that reflects the real context of consumers and communities, turning cultural insight into a core creative capability.

TAKAKKEI is a holding company established to build a group of companies with distinctive expertise in the advertising and creative fields. Under the concept of “Collaboration Alchemy,” TAKAKKEI brings together group companies specializing in advertising planning, video production, casting, and generative AI and related technology.

Through the addition of and tokyo, the TAKAKKEI group strengthens its brand design capabilities, creating an integrated structure that seamlessly connects strategy, planning, and execution across the group. This enables the delivery of faster, higher-quality creative solutions that integrate brand design and promotion, while supporting clients’ business growth through a comprehensive, end-to-end approach.

We will continue to strengthen and expand TAKAKKEI’s solutions by pursuing capital alliances with companies that offer high-level creative services, to address the increasingly diverse needs of advertisers and advertising agencies.



<TAKAKKEI>

Company Name: TAKAKKEI Inc. (Holdings)

Company Address: Shibuya Scramble Square 39F, 2-24-12 Shibuya, Shibuya-ku
Tokyo, Japan

Business: Control and management of group companies

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



<and tokyo>

Company Name: and tokyo inc.

Representative: Toyoki Tanizaki

Company Address: 2F Shibuya SR Building, 1-20-26 Shibuya, Shibuya-ku
Tokyo, Japan

Business: Brand strategy/design, Promotion planning