



August 7, 2026
Endeavour United Co.,Ltd.

Capital Partnership between TAKAKKEI and Unique

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 Unique, Inc. ("Unique").

Established in 2019, Unique provides end-to-end marketing solutions, from data-driven marketing strategy development to advertising campaign management. Leveraging its proprietary statistical model to visualize the effectiveness of advertising investments, the company helps clients optimize advertising budget allocation, develop effective marketing initiatives, and execute advertising campaigns. Unique's competitive strengths are its advanced data analytics capabilities and its expertise in developing advertising strategies grounded in hands-on campaign execution.

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 is composed of group companies with strong edges in advertising planning, video production, casting, and generative AI/technology.

With the participation of Unique, TAKAKKEI has strengthened its capabilities by integrating expertise in data-driven marketing strategy development, advertising investment planning, and advertising campaign management. Combined with the PR strategy, creative production, and execution capabilities of its existing group companies, TAKAKKEI is now able to provide an integrated solution spanning the entire marketing value chain, from strategy formulation through campaign execution. This integration allows TAKAKKEI to operate as a comprehensive marketing firm, delivering seamless, end-to-end services spanning strategy, creative development, and advertising operations to support clients' business growth.

Moving forward, TAKAKKEI will continue to strengthen collaboration among its group companies to further enhance the group's corporate value and deliver greater value to advertisers and advertising agencies as an integrated marketing partner.

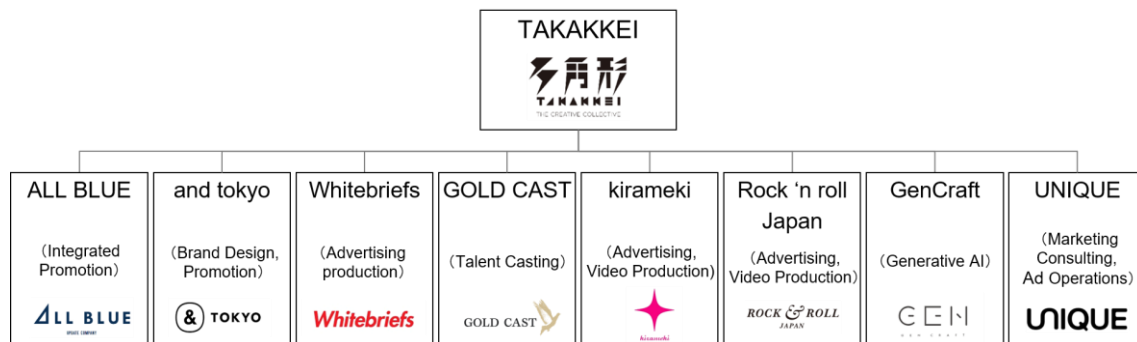
<TAKAKKEI>

Company Name: TAKAKKEI Inc.

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

Industry: Control and management of group companies

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



<Unique>

Company Name: Unique, Inc.

Representative: Kenta Kato

Company Address: 2F Dai-3 Toun Building, 1-13-10 Shibaura, Minato-ku, Tokyo, Japan

Industry: Data-driven marketing strategy development and digital advertising operations