



September 29, 2026
Endeavour United Co., Ltd.

Corporate Name Change and Transition to New Management Structure of Portfolio Company

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. ("EU"), will change its corporate name to ALLBLUE GROUP Inc. ("ALLBLUE GROUP") in October 2026, and Taisuke Sukeno will assume the position of Representative Director and CEO.

TAKAKKEI was established in 2022 as a group bringing together distinctive expertise and capabilities in the creative field, with a focus on advertising production. In 2025, ALLBLUE Inc., a company providing integrated promotional services ranging from PR strategy and planning to execution, joined the group. This significantly broadened the group's business scope and enabled it to support clients' promotional strategies from the strategic planning stage through to execution.

The new name, ALLBLUE GROUP, reflects the group's evolution and its expanded capabilities. The group aims to provide optimal, one-stop solutions across a broad range of areas, including integrated promotion, creative services, PR strategy, casting, generative AI, and digital marketing. Alongside the name change, the group will also refresh its executive management structure to further accelerate its growth strategy.

ALLBLUE GROUP will combine the expertise and capabilities of its group companies to build optimal teams tailored to each client's needs. As an "Update Partner," the group will work alongside companies and brands to co-create their next stage of growth and support their continued evolution.



<ALLBLUE GROUP>

Company Name: ALLBLUE GROUP Inc. (formerly TAKAKKEI Inc.)

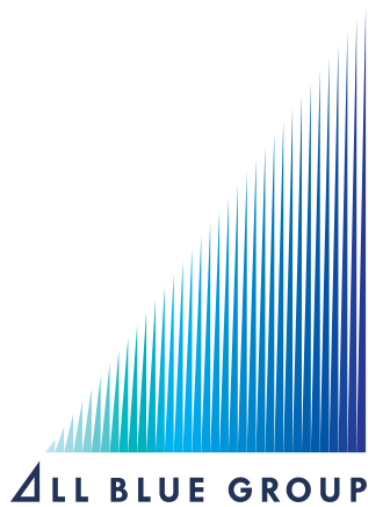
Company Address: Shibuya Scramble Square 39F, 2-24-12 Shibuya, Shibuya-ku,
Tokyo, Japan

Representative: Taisuke Sukeno

Established: December, 2022

Industry: Integrated promotion business

Website: <https://allblue-group.com/>



► Group Companies

ALL BLUE, Inc.
Integrated Promotion

and tokyo Inc.
Community Marketing

Unique, Inc.
Digital Marketing

Whitebriefes Inc.
Creative Agency

GOLD CAST Co., Ltd.
Casting

Kirameki inc.
Video Production

Rock 'n roll Japan Co., Ltd.
Video Production

GenCraft Inc.
Generative AI Creative

- ALL BLUE Group Integrated Promotion -

