

FOR IMMEDIATE RELEASE:

### **Notice of T-Garden's Acquisition of Rise UP Inc.**

T-Garden Co., Ltd., the company in which Integral Corporation and its related funds (collectively called "Integral") made an investment on March 26<sup>th</sup> 2020, has acquired shares of Rise UP Inc. ("Rise UP") from its current shareholders by way of share transfer. In the process, Integral has made an additional investment in T-Garden by way of third-party allotment.

Rise UP is both a wholesaler and an EC platformer specialized in colored contact lenses, and is a leading company of the industry with a top-class market share. In its wholesale business, Rise UP has established itself as a market leader in variety shops such as Don Quijote and drug stores. Additionally, Rise UP operates a website called "MORE CONTACT," which is the No.1 EC website specialized in colored contact lenses with the outstanding sales and name recognition.

T-Garden, a planning and marketing company, and Rise UP, a wholesaler and an EC platformer, have been doing business together as partners, and collectively have helped shape and lead the colored contact lenses industry. T-Garden and Rise UP will work on further strengthening their partnership, and will pursue synergy effects to grow as a group.

The current President and Representative Director of Rise UP, Shinya Tanaka, will continue to lead the business as the Chairman and Representative Director of Rise UP, and will drive the company to achieve their corporate vision of "Becoming an entertainment company that connects the world."

Integral will make use of "i-Engine," which is a management support function, and its business networks to achieve further growth and expansion of T-Garden and Rise UP as a group.

#### **Please Contact Integral for Additional Information**

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## **About Integral**

Integral (Representative Directors: Nobuo Sayama and Reijiro Yamamoto) was founded in September 2007 as an independent Japanese private equity company investing in listed and unlisted companies in Japan. “Integral” stands for “integral calculus – accumulation over time” meaning that the company will strive to establish a relationship of highest trust with the management of invested companies and will aim to accumulate the highest wisdom over time. Integral makes equity investments from a long-range perspective through its unique “hybrid investment” approach, utilizing both principal and fund money for investment. Subsequent to investment, Integral will provide optimal support in terms of management and finance through the “i-Engine” corporate value enhancement team and will collaborate with the invested company sharing the same objectives and time horizon and seeing eye-to-eye with its management. Integral aspires to be a trusted investment fund, contributing to society through the success of the invested companies.