

FOR IMMEDIATE RELEASE:

Notice of T-Garden's Acquisition of Hotelovers Co., Ltd.

T-Garden Co., Ltd., ("T-Garden") the company in which Integral Corporation and its related funds (collectively called "Integral") made an investment on March 26 2020, has acquired all shares of Hotelovers Co., Ltd. (the company which had succeeded the contact lens business of SMbrand Co., Ltd. by way of absorption-type company split, hereinafter called "Hotelovers"), from its parent company SMbrand Co., Ltd..

Hotelovers operates an e-commerce site "HOTEL LOVERS", which holds a top-class market share in the color contact lens e-commerce market. Hotelovers excels in SNS marketing, and in recent years has expanded its business scale at a high growth rate, mainly due to the influx of young generation via SNS.

T-Garden will build a strong partnership with Hotelovers, together with Rise UP Inc., ("Rise UP") which became a wholly owned subsidiary of T-Garden as of July 1, 2021, and the three companies will work together to pursue synergies and achieve growth for the group as a whole.

Integral is committed to working with Hotelovers to support the further growth and development of the entire group, including T-Garden and Rise UP, by making use of its accumulated management know-how, "i-Engine" function that supports various management themes, and its network.

Please Contact Integral for Additional Information

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About Integral

Integral (Representative Director: 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.