



November 17<sup>th</sup>, 2025

Dear everyone.

2-15-1, Shibuya, Shibuya district, Tokyo  
**Soft create holdings Co.**  
 Chairperson, Representative Director  
**M a s a r u H a y a s h i**  
 (Code No : 3371 TSE Prime)  
 Contact information :  
 Director and Managing Executive Officer Jun Sato  
 Tell : 03-3486-0606 (representative)  
 (URL <https://www.softcreate-holdings.co.jp/>)

## Notice about starting to consider acquiring MGR, Inc.' s issued stock.

We inform you that we contract basic agreement about starting to consider acquiring MGR, Inc. (headquarters: Chuo-ku, Tokyo, President: Kentaro Tashiro, writing "MGR, Inc." below)' s issued stock around 80% (writing "this acquisition" below).

### Description

#### 1. Reasons of considering this acquisition

Backgrounded continuously changing and expansion of e-commerce market, our group places e-commerce solution services, "ecbeing", constructing package of e-commerce site, mainly, as strategic business area and aims to become an excellent company which promotes business expansion to the core of e-commerce solution business, settles more profitable business basis, develops stability increasingly.

MGR, Inc is a company which develops and operates mainly "MGR," application marketing platform.

"MGR" is a hybrid type platform which has high flexibility and scalability to support developing, maintaining, and analyzing of mobile application. It integrates customer data such as off-site shops and online shops obtaining through application, supports to achieve 1 to 1 marketing by utilizing data, assists to promote OMO (Online Merges with Offline) of manufacturer centralized in retail business and retailer, and also it supports all along from developing, operating to analyzing mobile application.

We consider it prospects to expand more service development and business areas of our groups by strengthening basis of channel, achieving more expansion of business operations, and strength profitability.

#### 2. Information of this acquiree

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(1)	n a m e	MGR, Inc.	
(2)	a d d r e s s	ROOM706 FPG links KYOBASHI 2-7-8 Kyobashi, Chuo-ku, Tokyo	
(3)	P o s t , n a m e o f r e p r e s e n t a t i v e	President, Kentaro Tashiro	
(4)	b u s i n e s s	Develop, operate of “MGR,” application marketing platform	
(5)	c a p i t a l	100,000,000 yen	
(6)	F o u n d e d d a t e	June 1 <sup>st</sup> , 2007	
(7)	M a j o r s h a r e h o l d e r s	Kentaro Tashiro, venture capital, others	
(8)	Relationship between issued company and this c o m p a n y	Capital relation	It has connection with ecbeing corp., our consolidated subsidiary.
		H u m a n relation	No applicable.
		Business relation	No applicable.
(9)	Operating performance and financial condition in l a t e s t 3 y e a r s	Disclose this when we contract stock transfer.	

#### 3. Prospects ongoing

Regarding the consideration of acquiring MGR, Inc.' s issued stock, we are currently under due diligence. Provided notified issues occurred, we will disclose it timely.

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