

January 20, 2022

Investment in mighty myT, Inc. by NSSK

Nippon Sangyo Suishin Kiko ("NSSK"; www.nssk-japan.com/) is pleased to announce that a company controlled by investment partnerships managed by NSSK affiliates completed its majority investment in mighty myT, Inc. ("mighty myT" or the "Company"; www.mighty2.com).

The Company was founded in 1994 and is headquartered in Minato-ku, Tokyo. It is engaged in Digital PMO (encompassing the meaning of both "Promotion & Marketing Outsourcing" and "Project Management Office") services to support clients in their implementation of DX (Digital Transformation) and digital marketing strategies. These services are provided primarily to industry leading clients in the pharmaceutical industry and include the construction and operation of medical information portal sites, support in the implementation of marketing efforts leveraging digital technology such as web-based symposiums and the distribution of mail magazines, and administrative functions that work with client marketing departments in executing marketing activities. The Company also offers website development/operation-related support services to other general companies, centering on those in the healthcare industry.

Building on the business foundation that mighty myT has built, NSSK will provide its unique NSSK Value-up Program ("NVP"), its business expertise, and domestic and international networks, working with the current management team so that the Company can achieve more robust growth in its next stage of development. NSSK will support the planning and implementation of business improvement measures such as expanding the number of client companies and service lineup with the aim of achieving further sales growth, and assist in the introduction of business management methods, which include establishment of KPIs, strengthening of governance and compliance systems, enhancing labor management systems, disseminating corporate philosophy, and promoting ESG activities. NSSK is partnering with the current management team, who will continue to manage the Company.

NSSK's mission is to build a leading alternative asset investment business in Japan by investing in attractive Japanese companies in partnership with management and contributing to the Environment, Society and Governance of Japan and beyond. NSSK's investment strategy is to generate superior outcomes by applying global investment discipline, operating expertise and human capital to Japanese companies originating from our proprietary and differentiated sourcing network.

For more information, please contact:

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Investor Name:	Nippon Sangyo Suishin Kiko (www.nssk-japan.com/)
Founded:	December 2014
Headquarters:	Atago Green Hills MORI Tower 17F 2-5-1, Atago, Minato-ku, Tokyo, Japan
Representative :	Jun Tsusaka
Overview:	NSSK is an independent Japanese alternative investment management company with a focus on Japan. NSSK pursues superior outcomes by applying global investment discipline, operating expertise and human capital to attractive Japanese companies and contributing to the Environment, Society and Governance of Japan and beyond.

Company name:	mighty myT, Inc. (www.mighty2.com)
Founded:	May 1994
Headquarters:	4-15-5 Minamiaoyama, Minato-ku, Tokyo
Overview:	mighty myT provides services supporting the implementation of digital marketing initiatives to healthcare companies with a particular focus on those in the pharmaceutical industry. It is a leading player in digital marketing for the healthcare industry, providing comprehensive services such as website construction and operation, web symposiums, mail magazine distribution, and administrative function operation that integrates with client company marketing departments.