

## Investment in MeLife Co., Ltd. by NSSK

Nippon Sangyo Suishin Kiko ("NSSK"; [www.nsskjapan.com/](http://www.nsskjapan.com/)) is pleased to announce that investment partnerships managed or provided with services by NSSK affiliates formed a capital and business alliance with MeLife Co., Ltd. ("MeLife" or the "Company"; <https://melife.jp/>).

MeLife, founded in 1997, is an operator of e-learning school for personal computers (PCs) skills. It offers courses in an e-learning format using proprietary teaching materials. It operates 126 schools nationwide, in addition to its head office in Osaka and branch office in Tokyo. When opening a new school, the Company uses a unique business model in which it is commissioned by various local Chambers of Commerce and Industry to operate an e-learning school. To date, 113 Chambers of Commerce and Industry across Japan have commissioned the Company. MeLife boasts a high customer retention rate due to the high quality of services provided by its structured human resource development system and its extensive content, such as introductory courses in Windows, Word, Excel, etc., as well as website creation and other engaging courses, upon which it has built a stock-type ("recurring revenue") business model.

Leveraging the business foundation that MeLife 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 the opening of schools and the improvement of education contents and services, with the aim of achieving further sales growth. NSSK will also assist in the introduction of business management methods, which include data-driven management, strengthening of governance and compliance systems, and promoting the Company's corporate philosophy and 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 NSSK's proprietary and differentiated sourcing network.

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<b>Company name:</b>	MeLife Co., Ltd. ( <a href="https://melife.jp/">https://melife.jp/</a> )
<b>Founded:</b>	Aug 1997
<b>Headquarters:</b>	3-1-26, Kyutaromachi, Chuo-ku, Osaka-shi, Osaka, Japan
<b>Overview:</b>	MeLife is an operator of e-learning school for personal computers (PCs) skills. It offers courses in an e-learning format using proprietary teaching materials. It operates 126 schools nationwide.