

April 28, 2022  
Endeavour United Co.,Ltd.

## **ADDIX to Acquire PEACS**

We announced today that ADDIX Inc. (“ADDIX”), a portfolio company owned by Endeavour United II Investment Business Limited Partnership, a fund under the management of Endeavour United Co., Ltd. (“EU”), has acquired PEACS Inc.(“PEACS”), on April 28, 2022.

Based on the intellectual properties related to hobbies and lifestyles such as “PEAKS”, “EVEN”, “Bicycle Club” and “Randonée”, PEACS develops diverse business models both in B2C including magazine publishing, digital media management and e-commerce related to lifestyle products and in B2B providing digital marketing and digital service as well.

ADDIX and PEACS pursue synergies for growth; ADDIX will offer its experience and expertise in DX implementation support to expand PEACS’s e-commerce business in B2C business, while PEACS will offer its marketing planning and production to enhance ADDIX’s DX implementation support menu in B2B business.

While respecting current both companies’ philosophies, EU will support enhancing business infrastructure as well as implementing a new growth strategy with the management and employees to contribute to their further growth as one group.

### <PEACS, Inc.>

Company Name: PEACS, Inc.  
President and CEO: Manabu Shirato  
Chairperson of the Board: Katsuhiko Handa  
Company Address: 15F, Toranomon Hills Business Tower, 1-17-1, Toranomon,  
Minato-ku, Tokyo, Japan

### <ADDIX, INC.>

Company Name: ADDIX, Inc.  
President and CEO: Daisuke Sakai  
Company Address: 7F, Minamiaoyama NBF Bldg., 3-1-31, Minamiaoyama,  
Minato-ku, Tokyo, Japan