

May 1, 2025

Sale of mighty myT Group by NSSK III

Nippon Sangyo Suishin Kiko (“NSSK”, Headquarters: Minato, Tokyo, <https://www.nsskjapan.com/>) is pleased to announce that investment partnerships managed or provided with services by NSSK affiliates (collectively, “NSSK III”) completed the sale of all shares in NSSK-OO Co., Ltd. (the holding company of mighty myT, inc. (“mighty myT” or the “Company”, Headquarters: Minato, Tokyo, <https://www.mighty2.com/>), and LINICA, inc. (Headquarters: Minato, Tokyo, <https://linica.jp/>) (collectively, “mighty myT Group”).

The Company was founded in 1994 and 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.

Since making its investments in mighty myT Group in January 2022, NSSK has leveraged its proprietary and trademarked management support package, “NVP®” (the NSSK Value Up Program), to support a wide range of initiatives. These include achieving executing growth strategies, introducing management-control methods, strengthening governance and compliance, advancing ESG initiatives, and completing roll-up M&A. Specifically, we lifted corporate value by leveraging the NSSK network to connect new clients and partners, expanding agent networks for talent recruitment, crafting a medium-term plan, sharpening management accounting, and carrying out roll-up M&A of LINICA.

The growth achieved by mighty myT Group to date is due to the outstanding contributions of the management team and all their employees. Deep appreciation is extended for their collaborative efforts during the partnership with NSSK. As this chapter closes and the companies transition from being NSSK Group members, NSSK sincerely hopes that the experience to date will serve as a lasting asset for all involved and that enduring relationships will continue, whether as alumni of NSSK and or through ongoing personal connections.

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 goals 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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IR team

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Investor Name:	Nippon Sangyo Suishin Kiko (https://www.nssk-japan.com/)
Founded:	November 2014
Headquarters:	Atago Green Hills MORI Tower 41F 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 goals 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.