

May 22, 2019

Investment in Edge Innovation by US.Mart Corporation, an NSSK group company

Nippon Sangyo Suishin Kiko ("NSSK"; www.nsskjapan.com/en) is pleased to announce that US.Mart Corporation ("US.Mart"; www.kidsusland.com), an NSSK group company, completed its investment in Edge Innovation Co., Ltd. ("Edge Innovation" or the "Company"; edge-innovation.co.jp).

Edge Innovation was founded in 2015 and is headquartered in Suita City, Osaka Prefecture. The Company's slogan is to "Transform entertainment by changing how we play!" Edge Innovation has been a pioneer in promoting a new format for "survival games" referred to as "airsoft", which is a competitive team shooting sport deploying soft pellet, air guns. Since its founding, the Company has launched 4 airsoft indoor playing sites in major metropolitan areas including Osaka, Saitama, Tokyo and Nagoya. The Company has transformed what was originally designed for hard core military enthusiasts to a Japan-originated entertainment format targeting a broad customer base. Today, Edge Innovation has built a reputation as a leader in this fast growing entertainment category of airsoft games. It has well designed interiors depicting various formats of fictitious battle scenarios (similar to those found in video games) and has created broad customer appeal that includes women and first time players.

US.Mart is a leading operator of indoor playground facilities (Kid's US. LAND) in more than 140 shopping centers nationwide with approximately 3.6 million customers annually. The demand for indoor playgrounds is increasing year after year as they are safe and secure places where children can play freely regardless of weather and experience extraordinary exercises. In addition, US.Mart's all-you-can-play system of 100 yen for 15 minutes makes its facilities more attractive and affordable places to go on the weekends for many families.

In order to accelerate the next stage of growth of Edge Innovation, NSSK will provide NSSK's Value Up Program ("NVP") to implement global best business practices in all relevant areas, including accounting, finance, compliance and governance, while driving customer base expansion and penetration and broadening products and services that lead to strong top line growth of the Company. In addition, by leveraging a multi-store development and operation know-how of the indoor amusement facilities cultivated in US.Mart, significant synergies are expected in areas such as store operation and management as well as procurement and distribution.

NSSK's mission is to build a leading alternative asset investment business in Japan by investing in Japanese attractive companies in partnership with management. NSSK's investment strategy is to generate superior outcomes by applying global investment discipline, operating expertise and human capital to Japanese companies originated through proprietary and differentiated sourcing network.

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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.

Company name:	US.Mart Corporation (www.usmart.co.jp or www.kidsusland.com)
Founded:	July 1948
Headquarters:	Ise Wholesale Center 2691-27, Uejicho, Ise-shi, Mie, Japan
Overview:	A leading owner and operator of amusement facilities located in malls and shopping centers and a franchisor of 100 Yen stores. US.Mart operates about 140 indoor playgrounds under the “Kid’s US.LAND” brand throughout Japan.

Company name:	Edge Innovation (edge-innovation.co.jp)
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Founded:	January 2015
Headquarters:	Nikko building 9-15, Toyotsucho, Suita-shi, Osaka, Japan
Overview:	Edge Innovation was founded in 2015 and is headquartered in Suita City, Osaka Prefecture. The Company's slogan is to "Transform entertainment by changing how we play!" Edge Innovation has been a pioneer in promoting a new format for "survival games" referred to as "airsoft", which is a competitive team shooting sport deploying soft pellet, air guns.