

## **INCJ sells its shares in Shift One, Inc.**

**Tokyo, August 7, 2017** – Innovation Network Corporation of Japan (INCJ) announced today that it has sold all its shares in Shift One, Inc. (Shift One) to GMO AD Partners Inc. (GMO AD Partners). The transfer of shares is expected to be completed on August 9, 2017.

Shift One was established in 2012 and provides motion comics, which are produced by combining static images to create video content. Initially, Shift One established its business based on motion comics and video solutions, however it has continued to expand its business to entertainment communications, releasing app which is a video production with voice guidance, “SUTV”.

In February 2014, INCJ announced its decision to invest in Shift One, and provided management support including through the dispatch of external directors and developing business plans.

INCJ determined that selling all its shares in Shift One to GMO AD Partners would facilitate Shift One’s future business development under GMO AD Partners’ management.

### **Reference**

INCJ issued the following news release:

*“INCJ to invest in New Co., Ltd., a company which promotes the commercialization of motion comics”* February 20, 2014 (Japanese only)

(In June 6<sup>th</sup> 2014, New Co., Ltd. changed its name to Shift One, Inc.)

URL: <http://www.incj.co.jp/PDF/1418035243.01.pdf>

### **About Shift One, Inc.**

Established	May 2012
Business Outline	Development and sales of video content
Headquarters	Chiyoda-ku, Tokyo
CEO	Hiroyuki Taniguchi
URL	<a href="http://shiftone.jp/">http://shiftone.jp/</a>

### **About GMO AD Partners Inc.**

Established	September 1999
Business Outline	Integrated internet media and advertising, media and ad tech, and agency businesses
Headquarters	Shibuya-ku, Tokyo
President	Makoto Hashiguchi
URL	<a href="https://www.gmo-ap.jp/">https://www.gmo-ap.jp/</a>

### **About Innovation Network Corporation of Japan (INCJ)**

INCJ was established in July 2009 as a public-private investment company that provides financial, technological and management support for next-generation businesses. INCJ specifically supports those projects that combine technologies and varied expertise across industries and materialize open innovation. INCJ has the capacity to invest up to JPY2 trillion (approx. US\$20 billion).

INCJ's management team is drawn from the private sector with diverse experience in investment, technologies and management. Through its Innovation Network Committee, INCJ assesses investment opportunities that contribute to industrial innovation in Japan in line with criteria set by the government.

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