

## **INCJ to sell its shares in Digital Publishing Initiatives Japan**

**Tokyo, February 28, 2017** – Innovation Network Corporation of Japan (INCJ) announced today its decision to sell all its shares in Digital Publishing Initiatives Japan Co., Ltd. (Digital Publishing Initiatives Japan) to Media Do Co., Ltd. (Media Do).

The idea to establish Digital Publishing Initiatives Japan was proposed by 11 publishing companies including Shogakukan Inc., Kodansha Ltd., and Shueisha Inc., and was realized in April 2012 through a joint investment by INCJ, Toppan Printing Co., Ltd., and Dai Nippon Printing Co., Ltd. The company provides brokerage and distribution support and e-book production support for electronic bookstores. INCJ made the decision to invest in Digital Publishing Initiatives Japan in March 2012 and has been supporting the development of infrastructure to expand the electronic publishing business market. In September 2015, INCJ sold a portion of its shares in Digital Publishing Initiatives Japan and has since been considering leadership from the private sector.

Media Do is engaged in improving the e-book environment as well as Digital Publishing Initiatives Japan. Its electronic publishing initiatives for small and medium-sized publishing companies and its services for libraries are positioned as the pillars of its future business strategy, which is consistent with Digital Publishing Initiatives Japan's vision. INCJ believes that Media Do is the right company to entrust with the management of Digital Publishing Initiatives Japan as it seeks to develop its business further, and as such has decided to transfer all its shares in Digital Publishing Initiatives Japan to Media Do.

### **Reference**

INCJ issued the following news releases:

1. *"INCJ to invest in Digital Publishing Initiatives Japan Co., Ltd., company conducts infrastructure development for the electronic publishing business"* March 29, 2012 (Japanese only)  
URL: <http://www.incj.co.jp/PDF/1417676037.01.pdf>
2. *"INCJ to partially divest shares in Digital Publishing Initiatives Japan Co., Ltd."* September 1 2015, (Japanese only)  
URL: <http://www.incj.co.jp/PDF/1441072277.03.pdf>

### **About Digital Publishing Initiatives Japan Co., Ltd.**

Established	April 2012
Business Outline	E-book distributor, production support, infrastructure development for electronic publishing business
Headquarters	Chiyoda-ku, Tokyo
Representative	Shin Niina
URL	<a href="http://www.pubridge.jp/">http://www.pubridge.jp/</a>

### **About Media Do Co., Ltd.**

Established	April 1999
Business Outline	Distribution and delivery of digital content, system development and provision, internet advertising, media consulting
Headquarters	Chiyoda-ku, Tokyo
CEO	Yasushi Fujita
URL	<a href="http://www.mediado.jp/">http://www.mediado.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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