

INCJ to invest in Oh My Glasses Inc.

Startup company is engaged in manufacture and sales of eyeglasses

Tokyo, August 4, 2014—Innovation Network Corporation of Japan (“INCJ”) today announced its decision to invest in Oh My Glasses Inc. (“Oh My Glasses”), a company engaged in the manufacture and sales of eyeglasses, primarily produced in Sabae City, Japan. The investment will provide Oh My Glasses with a maximum of ¥900 million in capital required for future business expansion.

Oh My Glasses will also receive new investment from Revamp Ventures Ltd. and further funding from existing investors Nissay Capital Co., Ltd. and SMBC Venture Capital.

Oh My Glasses is engaged in the online sales of prescription eyeglasses and sunglasses and boasts a lineup of more than 20,000 items and 400 brands, including in-house brands. Oh My Glasses partners with companies in the eyeglasses industry in Sabae City, Fukui Prefecture—a region renowned for producing high-quality eyewear—and handles nearly 80 Sabae brands.

Oh My Glasses allows customers free home try-on service up to five pairs of glasses for five days and customers may then choose. The company has formed business alliances with 13 companies with a total of approximately 1,200 eyeglasses retail stores nationwide to provide after service, such as repairs.

Cheaper eyeglasses have become pervasive in the Japanese market in recent years, but Oh My Glasses primarily targets the segment of the market that demands a high-quality product that meets personal preferences. Oh My Glasses aims to create a rich purchasing experience, centered on online shopping, whereby customers can find glasses that better suit their tastes. Through its free fitting service and extensive product lineup, Oh My Glasses makes it easier for customers to find “the perfect eyeglasses.” Furthermore, through owned media, the company is actively disseminating information on high-quality eyewear.

Through this funding, Oh My Glasses will bring the manufacturing value chain in-house and establish a comprehensive production system in Sabae to design and manufacture eyeglasses that better meet consumer needs. Specifically, by strengthening cooperation with specialized producers in Sabae, Oh My Glasses is looking at ways to streamline management of the supply-chain such as by shortening the lead time from production to sales. Furthermore, the company will remain sensitive to customer tastes and the latest trends and rapidly reflect them in its design and manufacture in Sabae.

Oh My Glasses is also pursuing business alliances with major retailers with a view to developing omni-channel sales, making use of both online and brick and mortar stores. By integrating online and in-store sales channels, Oh My Glasses can provide a level of convenience for customers and provide enhanced service above what has been available in the past. For example, the better data management between online shop and brick and mortar store enables customers to purchase products which were not available where you visited.

INCJ will provide Oh My Glasses with the funding required for future business development, while also providing managerial support such as dispatching external directors, establishing a framework for future overseas expansion, and further deepening collaboration between Oh My Glasses and the Sabae eyeglasses industry. In particular, INCJ focuses on the cooperation between Oh My Glasses and Sabae eyeglasses industry as an innovative show-case of Japanese local craftsmanship expanding worldwide.

About Oh My Glasses Inc.

Established:	July 2011
Business outline:	Design and manufacture of original-brand eyeglasses and online sales of eyeglasses
Headquarters:	Shinagawa-ku Tokyo
Representative Director, President:	Tadayasu Kiyokawa

About Innovation Network Corporation of Japan (INCJ)

INCJ was established in July 2009 as a public-private partnership 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 ¥2 trillion (approx US\$20 billion).

To date, INCJ has invested approximately ¥750 billion in a total of 72 projects and is currently focused on a broad range of areas from green energy, electronics, IT and biotechnology to infrastructure-related sectors such as water supply. INCJ maintains a hands-on approach to investment, engaging in the business development of cutting-edge core technologies through intellectual property funds, expansion of venture companies and aggressive overseas development through initiatives such as restructuring and mergers of tech businesses and acquisitions of foreign companies.

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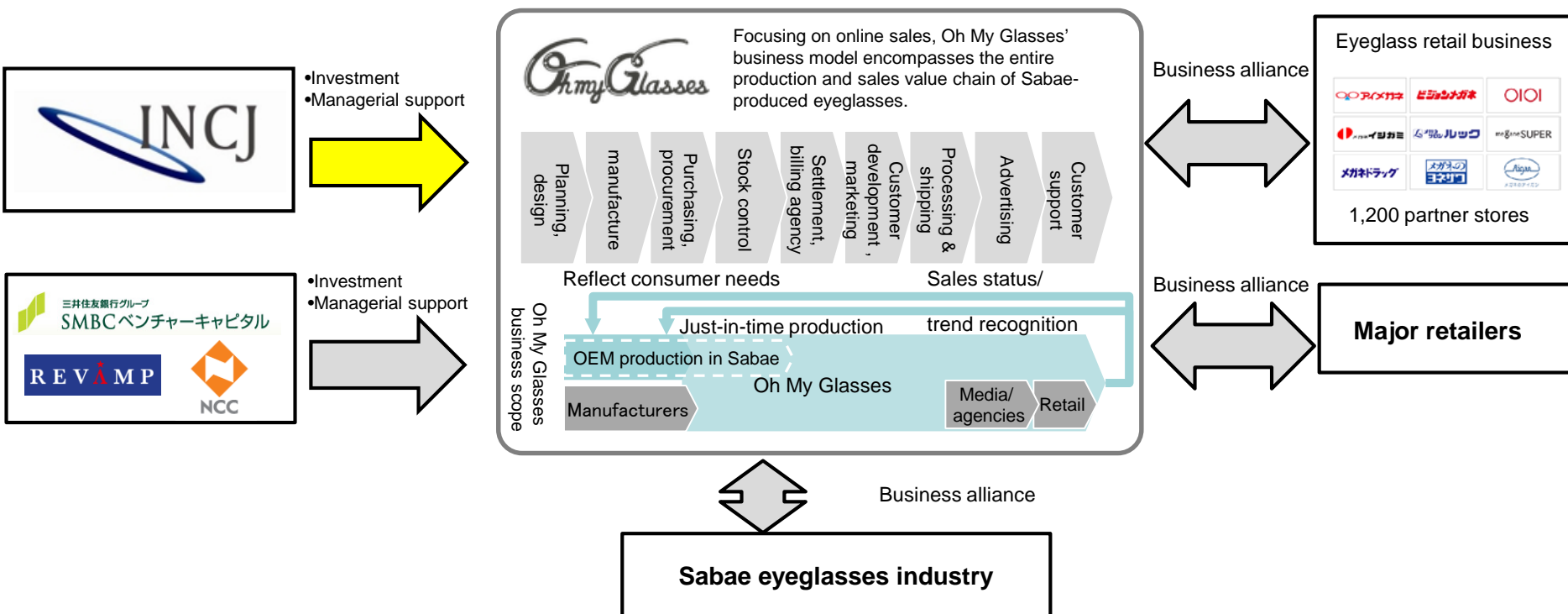
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[Appendix]

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Target: Oh My Glasses Inc.
Outline: Design and manufacture of original-brand eyeglasses and online sales of eyeglasses
Investment: ¥900 million (maximum)



- Change the rules of the game by realigning the existing industry and value-chain framework
- Materialize global expansion of local craftsmanship supported by technological capabilities