

INCJ sells holding in ClipLine

Tokyo, April 13, 2022 — The Innovation Network Corporation of Japan (“INCJ”) has announced that it has completed the transfer of a portion of its shareholding in ClipLine, Inc. (“ClipLine”) to IF Growth Opportunity Fund No.1, L.P., which is managed by Incubate Fund KK, and the remaining shares to ClipLine.

About ClipLine

Established : July 2013
Headquarters : Shinagawa-ku, Tokyo
Representative : Hayato Takahashi, President
Business outline : Development and operation of "ClipLine," a video-based management system that enhances organizational execution, and management consulting business
URL : <https://corp.clipline.com/>

About Incubate Fund KK

Established : May 2010
Headquarters : Minato-ku, Tokyo
Representative : Toru Akaura, Masahiko Homma, Keisuke Wada, Yusuke Murata, Paul McNerney
Business outline : Fund management
URL : <https://incubatefund.com/en/>

About INCJ, Ltd.

INCJ, Ltd. was established in September 2018 via company split from Innovation Network Corporation of Japan (INCJ). INCJ was established in July 2009 with the aim of overcoming boundaries between companies and industries, creating and nurturing key industries via open innovation for the prosperity of future generations. Following revisions to its governing law—the Industrial Competitiveness Enhancement Act—the continuing company changed its name to Japan Investment Corporation (JIC) and began new activities. INCJ, Ltd. is mandated until March 2025 to pursue the activities of the original Innovation Network Corporation of Japan, engaging in “Value Up” initiatives at portfolio companies, making additional and milestone investments, and developing exit strategies from investments in portfolio companies.

URL: <http://www.incj.co.jp/english/>

【別紙】 Appendix

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Overview of investment

- Announcement date : March 13, 2018 / September 4, 2020
- Authorized investment : JPY400 million (maximum) / JPY100 million (maximum)
- Amount invested : JPY500 million
- Press releases:
INCJ to invest in ClipLine, Inc.: Company develops an autonomous learning system that uses video and audio clips
https://www.incj.co.jp/english/newsroom/upload/docs/E_PressRelease_INCJ_Clipline_20180313.pdf
INCJ to make follow-on investment in ClipLine, Inc.: Company develops services to improve productivity of multi-store businesses through video and cloud operations
https://www.incj.co.jp/english/newsroom/upload/docs/E_PressRelease_INCJ_clipline_20200904.pdf

1. Background of investment

Established in July 2013, ClipLine is a SaaS (Software as a Service) startup that has developed an autonomous learning system using short video clips, offering its cloud-based services mainly to businesses in the restaurant industry. ClipLine specializes in video shooting technology and editing technology for shortening videos to promote intuitive comprehension, as well as consulting with a deep understanding of the service industry, contributing to improving the productivity of multi-store businesses. The service industry accounts for around 70% of Japan's total GDP and boosting productive efficiency, in addition to improving work environments and working conditions, have been longstanding social issues. Confident that ClipLine would contribute to resolving these issues, INCJ announced in March 2018 that it would invest up to JPY 400 million in the company.

2. Business progress

Since INCJ's investment, ClipLine has continued to implement their services in major corporations and multi-store operators in a variety of industries, including restaurant, retail,

nursing care, and lifestyle services. Their one-stop solution to various issues prevalent in corporate organizations, including improving labor productivity, has been very well received and the company is steadily expanding its reach in terms of store presence, video views and the total number of learners. INCJ therefore announced its decision to make a follow-on investment of JPY100 million in September 2020 to support ClipLine's business expansion, which includes introducing them to new potential clients.

3. Reason for exit

Four years after INCJ's initial investment, ClipLine's business performance remains strong. INCJ has decided that the best way to support ClipLine's future growth is to transfer a portion of its shareholding to the company's largest investor, Incubate Fund KK and the remaining shares to ClipLine.

Press Contacts

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