

## **INCJ sells holding in GROOVE X**

Tokyo, March 15, 2022 — The Innovation Network Corporation of Japan (“INCJ”) announced that it has sold its entire holding in GROOVE X, Inc., (“GROOVE X”) to the Maezawa Fund Inc. (“Maezawa Fund”).

### **About GROOVE X**

Established: November 2, 2015  
Headquarters: Chuo-ku, Tokyo  
Representative: Hayashi Kaname, CEO  
Business outline: Developing “LOVOT,” a new home robot that stirs your instinct to love.  
URL: <https://groove-x.com/en/>

### **About Maezawa Fund Inc.**

Established: February 2020  
Headquarters: Minato-ku, Tokyo  
Representative: Maezawa Yusaku, CEO  
Business outline: Venture investment fund established by Mr. Maezawa using his personal assets, investing in entrepreneurs and organizations whose business theme has to do with "solving social issues" or "pursuing hobbies."  
URL: <https://www.mzfund.co.jp/index.html>

### **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/>

## Appendix

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### **Overview of investment**

Announcement date: December 4, 2017  
Authorized investment: JPY 3.5 billion (maximum)  
Amount invested: JPY 3.5 billion (Three separate investments)  
- Press releases:  
INCJ to invest in GROOVE X, creating new generation household robot "LOVOT™"  
[https://www.incj.co.jp/english/newsroom/upload/docs/E\\_PressRelease\\_INCJ\\_GROOVEX\\_20171204.pdf](https://www.incj.co.jp/english/newsroom/upload/docs/E_PressRelease_INCJ_GROOVEX_20171204.pdf)

### **1. Background of investment**

GROOVE X was established in 2015 with the aim of developing next-generation home robot that can improve people's performance and quality of daily life by acting as a companion and providing comfort, as opposed to robots that substitute human work. In December 2017, INCJ announced that it would invest up to JPY 3.5 billion to support GROOVE X. Population aging, the shift towards nuclear families and an increase in dual-earner households are accelerating, as are mental health issues and the negative effects of living alone, which are all becoming increasingly prominent social issues. Through this investment, INCJ expects GROOVE X's products to effectively contribute to solving these issues through healthcare, mental health care and monitoring support.

### **2. Business progress**

Following INCJ's initial investment, GROOVE X made a product announcement in December 2018, publicly launching "LOVOT," a new home robot that stirs instinct to "LOVE," with sales beginning in August 2019. Since the launch, LOVOT has won numerous awards, both domestically and internationally, and has been highly acclaimed for its concept and the value it provides.

In recent years, LOVOT has attracted significant attention from the perspective of mental health care in the coronavirus pandemic, emotional learning and programming education, and it has seen particular uptake in schools including nurseries, kindergartens and elementary schools, as

well as in nursing care facilities and corporations nationwide.

### **3. Reason for exit**

Four years have passed since INCJ's initial investment in GROOVE X, and following repeated discussions regarding the company's future growth, Maezawa Yusaku showed a strong interest in the concept of a home robot as providing a solution to social issues, expressing his desire to participate. INCJ concluded that Maezawa's involvement would be most beneficial for developing this innovative business further, and so decided to sell its entire holding in GROOVE X to the Maezawa Fund, which he acts as CEO of.

#### **Press Contacts**

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