

## Business Incubator Support Accelerates in Osaka Umeda

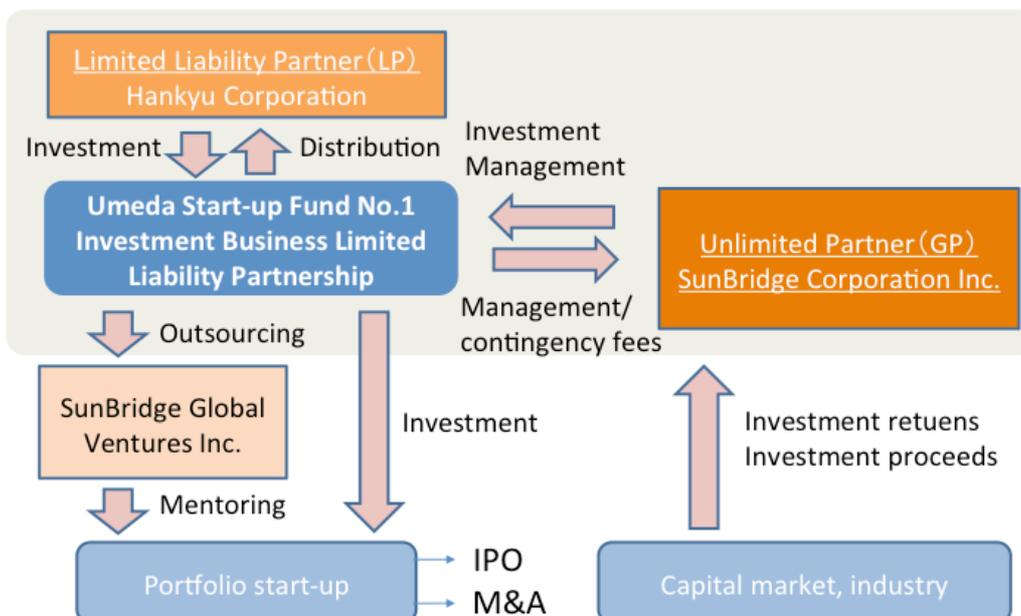
### 200 Million Yen Investment for “Umeda Start-up Fund No.1” Financial Boost for Newly Founded Start-ups

Hankyu Corporation is investing in the “Umeda Start-up Fund No.1 Investment Business Limited Liability Partnership,” a fund specializing in newly founded “seed stage”<sup>\*1</sup> start-ups (emerging pro-growth companies) based in the Kansai region and active in the Osaka Umeda area. This is the first time the company has invested in a start-up fund exclusive to the region.

As a first step toward supporting start-ups with the aim of establishing new businesses that will lead to regional vitality and the creation of new industries, Hankyu Corporation established a members’ start-up office “GVH#5”<sup>\*2</sup> in Umeda last November. Recently, thanks to the cooperation of the SunBridge Group<sup>\*3</sup>, with which we have an alliance concerning the management of that office, a fund was launched to provide project capital with which to invest. Furthermore, this fund will be managed by SunBridge Group’s core company, SunBridge Corporation Inc., which has a proven track record in the development of investors based in Tokyo, Osaka and North America’s Silicon Valley.

Investors and investing institutions that provide capital for start-ups and, in particular, newly founded start-ups known as “seed stage,” are concentrated in the Tokyo region, but Hankyu Corporation endeavors to vitalize start-up activities in the Kansai region, with the aim of attracting human resources dedicated to business incubation, to Umeda.

From now on, business support and community formation of the members’ start-up support office “GVH#5” shall proceed and project capital shall be provided through the “Umeda Start-up Fund No.1.” The establishment of businesses in Umeda shall be facilitated by means of a multifaceted support system in conjunction with investor development programs carried out by SunBridge Global Ventures Inc. in Japan and overseas, contributing to the improvement of the function of the Kansai region’s first seed accelerator<sup>\*4</sup>.



■ Outline of Umeda Start-up Fund No. 1

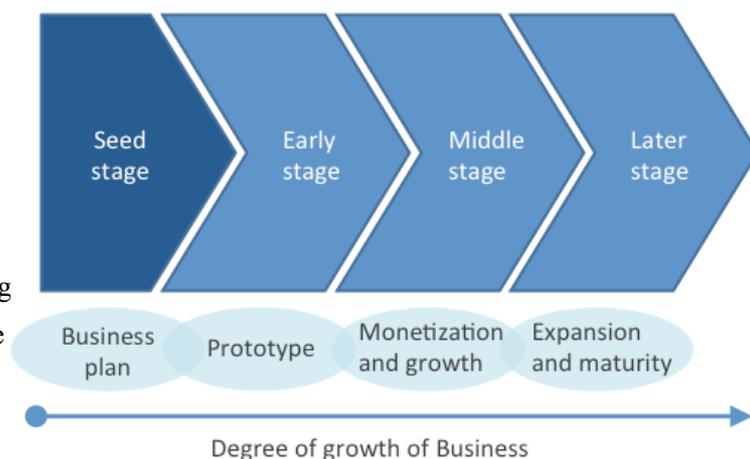
Name	Umeda Start-up Fund No.1 Investment Business Limited Liability Partnership (Legal basis: Limited Partnership Act for Investment)
Purpose of establishment	To promote the establishment of a business incubation environment to support the creation of next-generation industries in the Kansai region, and to form a business community to support enterprise activity in the Umeda area.
Subject of investment	<ul style="list-style-type: none"> <li>Seed-stage start-ups with main business bases in the Kansai region</li> <li>Fields that place priority in realms that have an affinity with the business of Hankyu Corporation or its group</li> </ul>
Investors	Hankyu Corporation SunBridge Corporation Inc.
Partnership management body	SunBridge Corporation Inc.
Total investment amount	201 million JPY (of which 200 million will be provided by Hankyu Corporation)
Partnership established	March 16, 2015
Period	March 2015 to March 2023 (8 years)
Other characteristics	Discovery and development of companies subject to investment, through cooperation with the incubation promotion activities implemented by Hankyu Corporation in Umeda, Osaka, and entrepreneur development activities implemented by the SunBridge Group.

Footnote

\*1: Seed stage

Indicates the preparation period of – or situation immediately after – the establishment of a start-up.

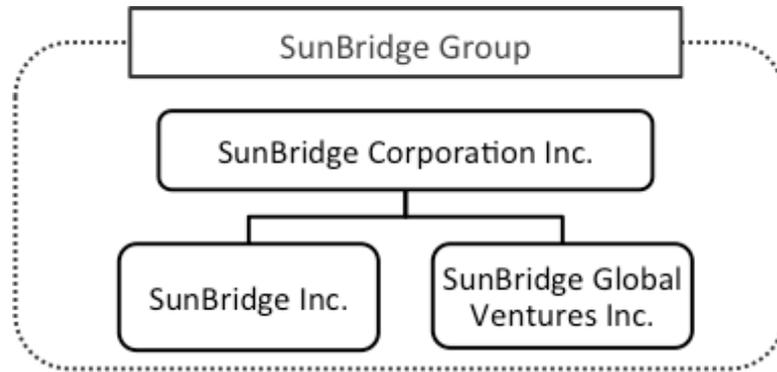
Generally, start-ups can be divided into “early stage,” “middle stage” and “later stage” according to the stage of growth of business. The seed stage is the stage before – or the initial period of – the early stage.



\*2: GVH#5

A Hankyu Corporation operated membership-system office for start-ups that was established in the Hankyu Five Annex Bldg. in Umeda, Osaka in November 2014. As well as providing support for start-ups aiming to establish new businesses, in the form of office space such as co-working space and rental offices, various other support services are provided, including the creation of a place to meet new business partners based in the same facility.

\*3: SunBridge Group



- SunBridge Corporation Inc.

SunBridge Corporation Inc. is the core company of the SunBridge Group, under which SunBridge Inc. and SunBridge Global Ventures Inc. also operate. As well as managing the group companies, it is also involved in investment, including the establishment of joint ventures with leading overseas companies.

- Address: Ebisu Minami 1-5-5, Shibuya-ku, Tokyo
- Established: September 30, 2010
- Capital: 90 million yen
- Representative: Allen Miner, C.E.O.
- Details of business: Group company management and investment business such as the establishment of joint ventures

- SunBridge Global Ventures Inc.

Established in a company split in 2012, based on the knowhow nurtured from 12 years of venture business investment development activities by the SunBridge Group. Carries out investment in promising domestic and overseas start-ups that promote the development of platforms based on the trends represented by the phrase “Software is eating the world.”

Invested in over a dozen companies to date, including globally active start-ups such as “Peatix” social ticketing; “WHILL,” a venture involved in the development and sale of next generation personal mobility; and “AnyRoad,” a platform that links independent tourists with interpreter guides.

- Address: Ebisu Minami 1-5-5, Shibuya-ku, Tokyo
- Established: January 5, 2012
- Capital: 52,640,000 yen
- Representative: Ikuo Hiraishi, C.E.O.
- Details of business: Investment and development of Internet-related start-up incubation and overseas expansion support, development and expansion of new business plans, development of human resources for next-generation innovation

A brief summary of Allen Miner's career

Founder of the SunBridge Group. After being assigned as Oracle Japan's first representative, SunBridge Inc. was established in 1999, with the aim of start-up development. In 2000 he established Venture Habitat, an entrepreneur development facility in Shibuya, and has been involved in a variety of investment development activities for start-ups in the U.S. and Japan. In recent years Miner has developed investment and growth projects in North America's Silicon Valley and Umeda in Osaka, providing support for internationalization and growth for start-ups in Japan. In 2007 he was selected as the first venture capitalist to develop businesses primarily in Japan, on the U.S. Forbes magazine's Midas List, a list of venture capitalists and angel investors who are seen to have made remarkable contributions to increasing the venture value of start-ups. He was one of the founding members of the Japan Venture Capital Association, to which he currently acts as an advisor.

\*4: Seed accelerator

A person or organization that provides start-up support in the form of not only the supply of funds for investment, but also support with regard to entrepreneur and start-up development functions, such as the supply of office space, technology & management advice, mentoring and the like. Many implement short-term intensive entrepreneur development programs that last approximately 3 months. Globally, *Y Combinator*, *500 Startups* and the like in North America, and *MOVIDA JAPAN*, *Samurai Incubate Inc.* and the like in Japan are famous.

Release distributed to Kinki Dentetsu Press Club, Seito Club