

September 19, 2025
Marunouchi Capital Inc.

Notice Regarding Acquisition of Shares of SMARTCAMP Co., Ltd.

Marunouchi Capital Inc. ("MCAP") is pleased to announce that Marunouchi Capital Fund III ("Fund III"), operated by MCAP has agreed to acquire all shares of SMARTCAMP Co., Ltd. ("SMARTCAMP") through a special purpose company, from Money Forward, Inc. ("Money Forward").

SMARTCAMP provides integrated support for corporate sales and marketing activities under the mission of "enhancing societal productivity through the spread of technology."

Its core businesses include:

- BOXIL, a SaaS comparison website
- BALES, an inside sales outsourcing service aimed at boosting B2B sales efficiency

In addition, SMARTCAMP operates BizHint, Inc. as a subsidiary, which runs BizHint, an information platform specializing in cloud utilization and productivity enhancement. SMARTCAMP is dedicated to promoting the adoption of SaaS as a means to improve labor productivity and streamline business operations.

The investment in SMARTCAMP represents our second investment in the Software and IT sector under MGF III, following ReadSpeaker's. We will continue to explore attractive opportunities in this high-growth field, in addition to our established investment focus areas such as consumer, retail, and manufacturing.

MCAP will inherit strength and corporate culture SMARTCAMP has established under Money Forward, alongside MCAP's accumulated management expertise and Mitsubishi Corporation Group's digital knowledge and global network, to realize long-term growth and development of the business in partnership with SMARTCAMP's employees and senior management team.

Contact

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About SMARTCAMP Co., Ltd.

Main Operations : Operating BOXIL, a SaaS comparison platform, and BALES, an inside sales outsourcing service

Headquarter : 5-29-11 Shiba, Minato-ku, Tokyo, Japan

Representative : Shion Hayashi, Representative Director, President

About Money Forward, Inc.

Main Operations : Platform service business
Headquarter : 3-1-21 Shibaura, Minato-ku, Tokyo, Japan
Representative : Yosuke Tsuji, Representative Director, President & Group CEO

About Marunouchi Capital Inc.

Main Operations : Investment and asset management, investment advisory services
Headquarter : 11F, JP Tower, 2-7-2, Marunouchi, Chiyoda-ku, Tokyo 100-7011, Japan
Representative : Masanobu Fujita, President & CEO
Shareholder : Mitsubishi Corporation 100%

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