



July 5, 2021

J-STAR Co., Ltd.

Acquisition of Free Spark by Mattrz

We are pleased to report that Mattrz Co., Ltd (formerly known as Periplus Co., Ltd., a portfolio company of Funds that J-STAR provide investment-related services (*1), the “MTZ”) completed the acquisition of Free Spark Inc. (Headquarters: Minato-ku, Tokyo; Company Representative: Toshimitsu Takahashi; URL: <https://f-spark.com/>; the “FS”).

FS develops and provides a SaaS assists web-marketing called “MATTRZ CX”. As a subscription service, MATTRZ CX provides multiple functions to support online customer service and improve customer defections at a low price, with strong customer supports. Currently, MATTRZ CX has been installed in over 400 enterprises.

MTZ is a prominent media group in Japan through the merger of 3 different media companies. In addition, MTZ started a new line of business to support their client companies’ web marketing by introducing owned-medias. Through this acquisition, MTZ can now assist user conversion and retention in addition to the marketing.

J-STAR will continuously support MTZ to become the company that can provide optimal solutions leveraging their expertise in web marketing to clients and users facing problems to be solved.

For this acquisition, we obtained the cooperation of AnDus Inc., Inte Group Inc., Smart Capital Inc., and Nagashima, Ohno & Tsunematsu.

(*1) J-STAR Co., Ltd. provides investment-related services including investigation, investment opportunity introduction, or support for portfolio companies to the Funds (J-STAR No.3 SS, LP, etc.), respectively.

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