

JAFCO Group Co., Ltd. (Ticker: 8595)
1-23-1 Toranomom, Minato-ku,
Tokyo 105-6324 Japan
<https://www.jafco.co.jp/english/>

Contact: Investor Relations
Tel: +81-50-3734-2025
ir@jafco.co.jp

October 1, 2020

JAFCO Group Introduces New Logo
Launch of Owned Media “& JAFCO POST” offering information for entrepreneurs

JAFCO Group Co., Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Shinichi Fuki) has announced today that it has changed its corporate logo to strengthen its corporate branding. With that, JAFCO will communicate its aims to be a closest partner for entrepreneurs in realizing their aspiration. Along with this, the Company has redesigned its corporate website and launched its owned media “& JAFCO POST.” The Company name has been changed from JAFCO Co, Ltd. effective October 1, 2020.

JAFCO

Your closest partner

The new corporate logo expresses the Company’s desire to understand and appreciate entrepreneurs’ will and determination and to commit to realize their vision together, and also its determination to face and overcome difficulties with them. By formulating a brand slogan “Your closest partner” and a concept word “& JAFCO”, the Company expresses its corporate stance of standing by entrepreneurs to contribute to their success.

The Company’s owned media “& JAFCO POST.” will offer information for entrepreneurs, such as interviews with entrepreneurs that the Company supports, including “Visions of Entrepreneurs Creating New Generation” (interview between Yosuke Tsuji, CEO of Money Forward, and Soichiro Minami, CEO of Visional) and “Proving the Potential of Creators – Bonds of ‘Buddies’ Sharing Vision” (Kazuki Kamata, CEO of UUUM & JAFCO).

< Corporate website >

Corporate website <https://www.jafco.co.jp/>

Owned media “& JAFCO POST” <https://www.jafco.co.jp/andjafco-post/> (Japanese only)

Since the establishment in 1973, the Company has worked together with leading-edge entrepreneurs. In March 2020, it closed a largest-scale fund as a domestic VC firm with ¥80 billion in capital commitments. Cumulative capital commitments to its domestic and overseas funds have exceeded ¥1 trillion with the number of portfolio IPOs reaching 1,008.

Amid drastic changes in the environment surrounding start-up companies, the Company will continue to be entrepreneurs’ closest partner in realizing their aspiration.