

Disclaimer: This document is an English translation of the original Japanese language document and has been prepared solely for reference purposes. In the event of any discrepancy between this English translation and the original Japanese language document, the original Japanese language document shall prevail in all respects.

Presentation materials for the group join of FRACTA Inc.



Feedforce Group Inc.

December 17, 2021

Acquisition of Shares

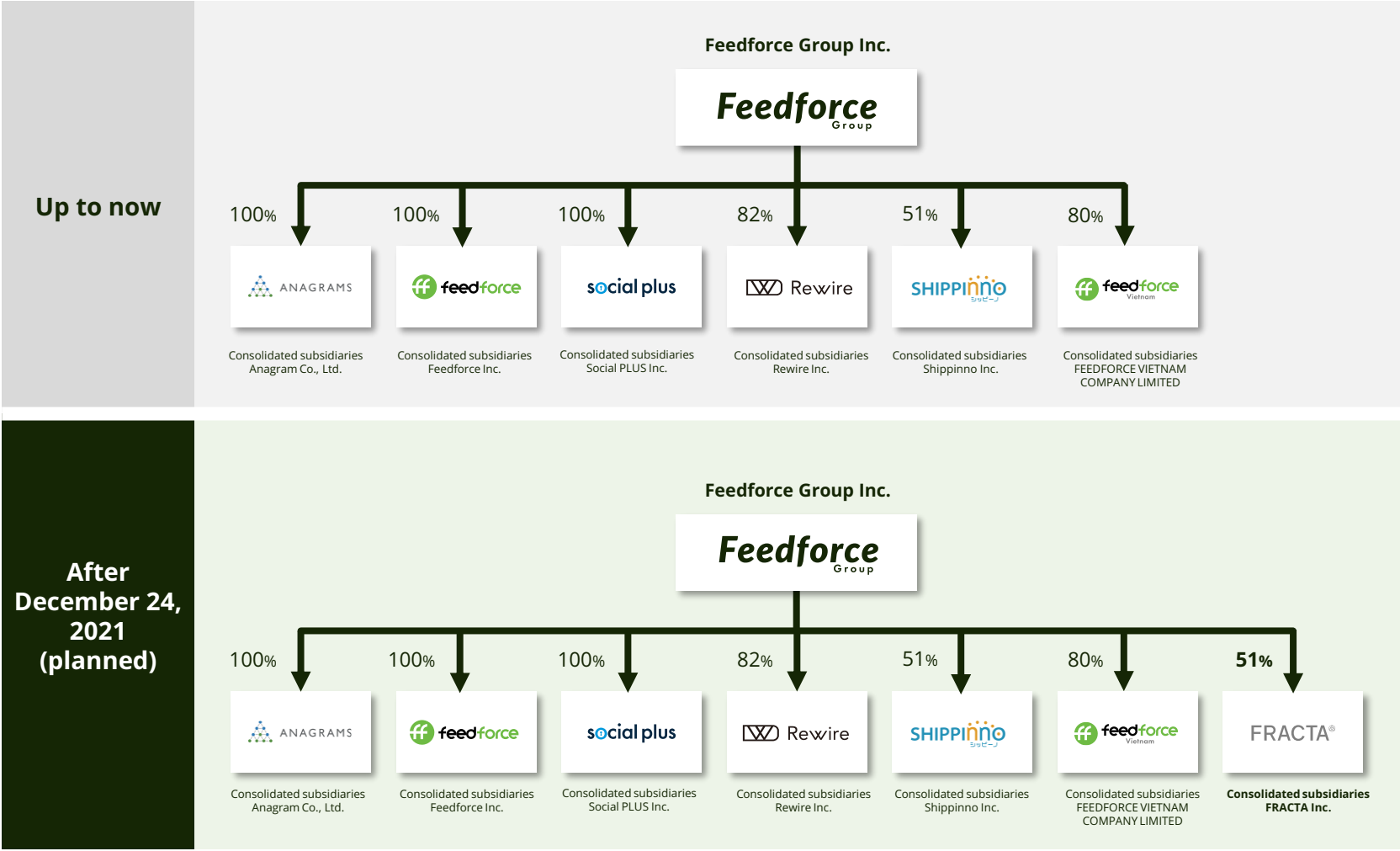
Acquired approximately 51% of
Fracta Co., Ltd. for 619 million
yen in full self-fund

Overview of share acquisition

Target companies	Company name	Location	Representative Director	Main Business
	FRACTA Inc.	Shibuya, Tokyo	Takanobu Kono	Designing brand strategy E-commerce site construction support Creative Production Shopify Consulting, etc.
Method of acquisition of shares, etc.	How to acquire shares		Share acquisition price	The source of funds
	Transfer of shares from existing shareholders 82 shares (Approximately 51.25% of the total number of issued shares)		Share transfer price 615 million yen Advisory expenses 4 million yen Total 619 million yen	Full self-fund
Schedule	December 17, 2021	December 24, 2021 (planned)	After March 2022(planned) (From the fourth quarter of the fiscal year ending May 31, 2022)	
	Date of resolution of the Board of Directors and Contract date	Date of transfer of shares and Payment of share acquisition amount	FRACTA's business results will be reflected in the Company's consolidated statements of income After March 2022	

Chart of major Group companies

FRACTA Inc. joins the Group and becomes an operating company structure of seven companies



FRACTA[®]

BE YOUR TOTAL BRANDING PARTNER.

Since 2013

FRACTA Inc.

As a total branding partner,
We support everything from brand launch
to implementation to brand business self-
propelled.
Shopify Plus partners.

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- MOUSEION

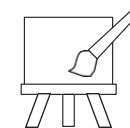
COMPANY PROFILE

Location	22-14 Sakuraokacho, Shibuya-ku, Tokyo 150-0031N.E.S Building N5F (Lab S5F)
Establishment	November18, 2013
Capital	48,500,000YEN
The representative name	Representative Director Takanobu Kono
TEL	+81-3-4530-3788 (representative)
E-mail	contact_jp@fracta.co.jp



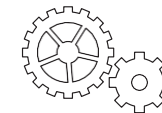
Brand building support and rebranding

We support the definition of brand value through consideration of the raison d'etre of products and brands.We support from the planning to implementation of brand strategies.



Creative Production

We offer a wide range of creative productions regardless of medium, such as visual production, copy development, promotional materials, and experience events.



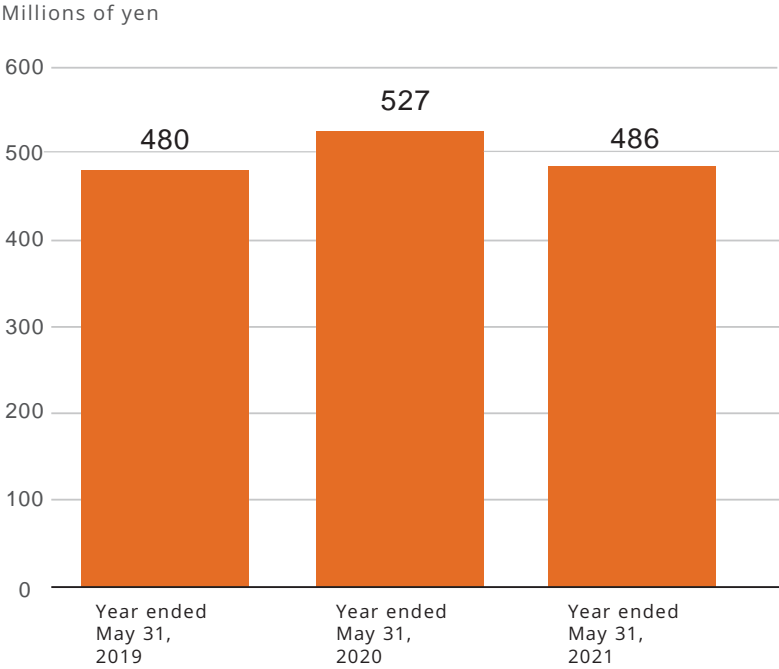
E-commerce construction and operation support

We provide e-commerce technical direction, construction, various operational directions, education and training of personnel, etc.

Performance Trends

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- MOUSEION

Sales Trends



- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- MOUSEION

1 Research Analysis & Business Concept

- Interview
- Market/Consumer Survey/Analysis
- Quick verification
- Discover business opportunities
- Service Blueprint

2 Brand strategy

- Organizing brand cores
- Brand concept planning
- Business design
- PL plan
- Product development

3 Communication planning

- Touch point arrangement
- Communication design
- Brand regulations
- Symbolic experience definition

4 Implementation

- Visual production
- EC renewal
- Production of various promotional materials
- Reflection in product planning
- Value chain development
- OMO implementation

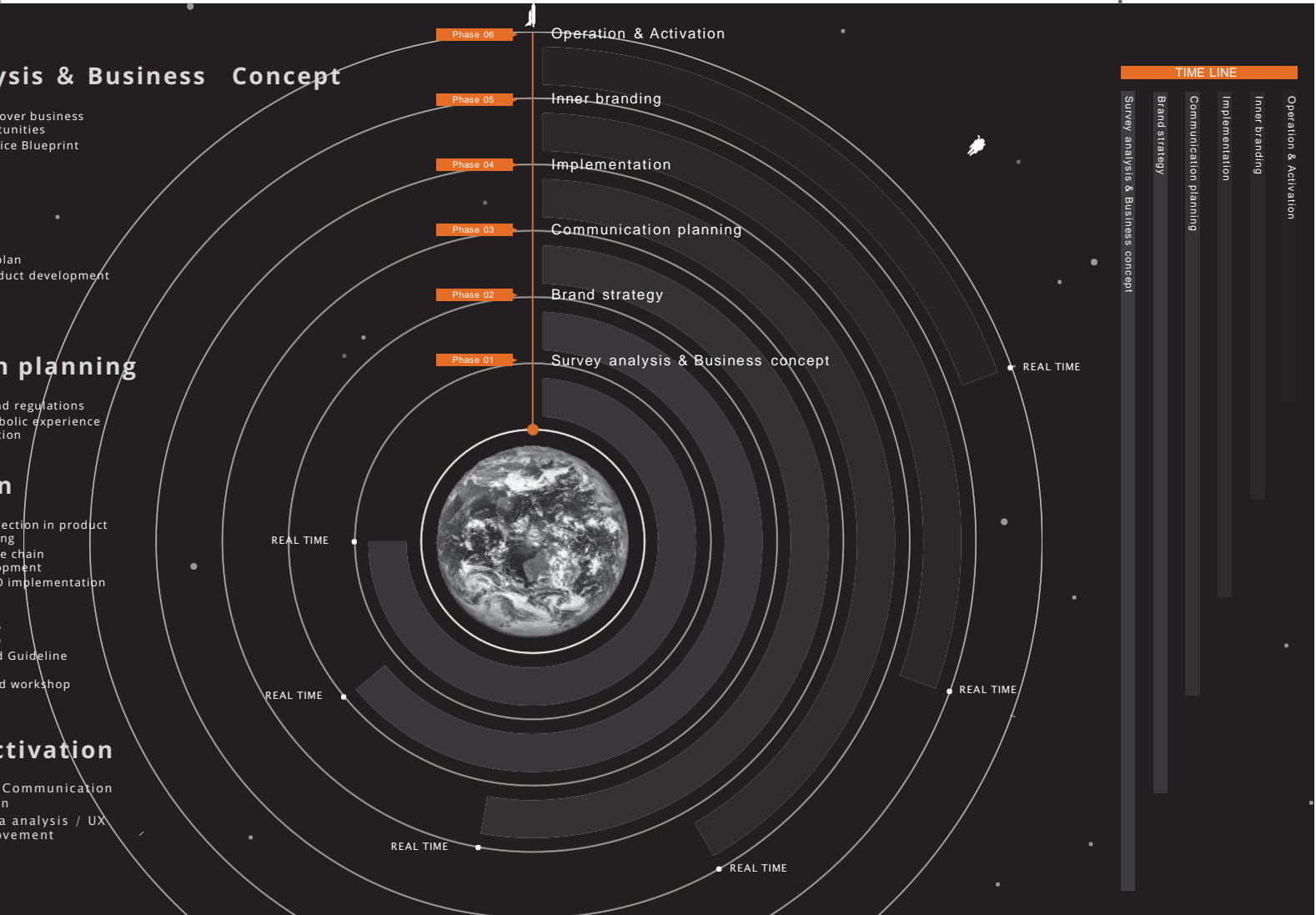
5 Inner branding

- Formulation of action guidelines/ cultural formulations
- Formulation of internal evaluation guidelines
- Brand Guideline Design
- Brand workshop

6 Operation & Activation

- Human resource development
- Pr policy planning
- SNS Communication Design
- Data analysis / UX improvement

SOLUTION AREAS



- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- MOUSEION



01 Survey analysis Business concept

Based on scalp care, we conducted a separateization based on various information such as market trends and hair growth mechanisms at that time referring to data and research provided by clients.

02

Brand strategy

With the goal of "sophisticated male scalp care," the project members of FRACTA, which has been launched by the manufacturer side, product production side, and brand launch, exchanged various discussions and worked together to develop it.

03

Planning

We designed a trusted hairdresser as the axis of promotion and a plan for sales channels and distribution channels with The Company.

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- MOUSEION



04

Development

We will develop the brand name "Depth", design logos and basic colors. In Depth, the design of the product plays an important role, so while utilizing the company's 3D printer, we have verified it many times and created the current form.

05

Creative

In addition to the development (design development) of e-commerce, which is a sales channel, we designed the system in total, from site operation, warehouse management, and order management.



"Depth" is a scalp care brand created through joint development between Albion and pharmaceutical company NanoCarrier. I have been involved in a wide range of activities, including concept development, target and VI formulation, product development, design of packages and various tools, KV and EC production, sales and operation support.



06

Activation

We continue to support in terms of production, such as pop-up stores at department stores, creation of exclusive gift bosses, and implementation of various campaigns.

ANYTIME, ANYWHERE.

FRACTA's project style enables connections across locations and distances. We utilize various communication tools to create meaningful time, promote organic information exchange, and activate projects.

Online
communication
tools



GOOD PROCESS is GOOD OUTPUT

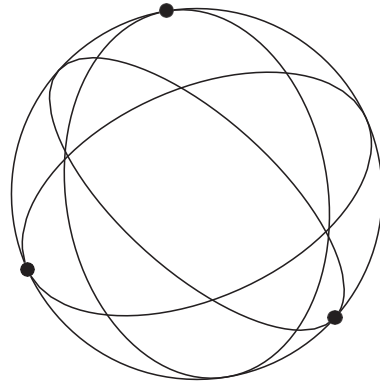
Attractive projects and great outputs require the process of exchanging opinions and studying, as well as the transparency of consideration. Holding regular meetings. Stackable process materials. In order to increase the level of satisfaction and relevance of the project, we value the process of providing a variety of discovery opportunities and working together as a team.

START ——— LAUNCH

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- MOUSEION

WORK
STYLE

Three plans offered by FRACTA

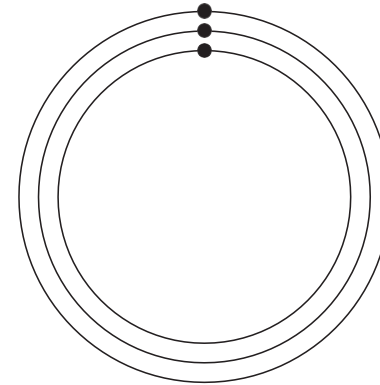


01

One by One

Brand Consulting

Build a "dedicated brand team" and accompany the brand to proceed with the project

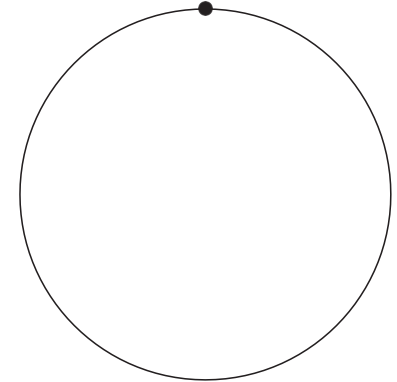


02

Star Tracker

Branding Online Service

Promote brand self-propelled by providing centralized tools and know-how related to brand management



03

Branding Camp

Branding and E-Commerce Education

Promote brand revitalization through branding and e-commerce knowledge education

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- **SERVICE PLANS**
- PROJECT SYSTEM
- OUR VISION
- MOUSEION

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- **PROJECT SYSTEM**
- OUR VISION
- MOUSEION



About “RI” research institute

FRACTA has an in-house organization "RI" dedicated to research and research with the mission of implementing brand business.

Providing the latest information and information that can be used in the “on-site”, Responsible for data analysis and service development, We provide logistical support to the members and clients who carry out the project.

Without ending the designed plan with a theory on the desk, "Implement" your brand. The implementation, which is the strength of FRACTA, is supported by “RI”.

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- MOUSEION

VISION

Bring your brand to the culture of the future.

- We believe in the infinite possibilities of our brand.
- The new thought that has sprung up in this world, value, individuality, surely advance society. When people meet brands, ten people's love spreads,
- A colorful future is born.
- With the power of marketing, branding, technology and design, we will continue to work together until the bold challenges of the brand are implemented as the culture of the future.

MISSION

**Become the greatest understanding, the best companion,
and implement the brilliance of the brand in society.**

- COMPANY OVERVIEW
- SOLUTION AREAS
- PROJECT STEP
- WORK STYLE
- SERVICE PLANS
- PROJECT SYSTEM
- OUR VISION
- **MOUSEION**



MOUSEION

This space was designed and designed by FRACTA staff based on the concept of MOUSEION, the etymology of the museum. It was designed with the aim of becoming a place of experience and practice, such as museums and museums. We hold offline events and workshops in-house, and our clients use it as a place for product shooting and online distribution as a studio.

- | | |
|---|---|
| <input type="checkbox"/> Microphone | <input type="checkbox"/> Three feet |
| <input type="checkbox"/> Microphone Stand | <input type="checkbox"/> Connection adapter |
| <input type="checkbox"/> Stand Lighting | <input type="checkbox"/> projector |
| <input type="checkbox"/> Light box | ※Other consultation |
| | ※I can bring it in |

Examples of use
Apparel exhibition / Product photography /
Talk event with guests / Online live streaming venue

FIN.

THANK YOU FOR
YOUR ATTENTION.

FRACTA®

<https://fracta.co.jp>