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For Immediate Release

New Horizon Capital Co., Ltd.

NHC to Invest in SnSnap Inc.

New Horizon Capital Co., Ltd. (Head Office: Minato-ku, Tokyo; Chairman and President: Yasushi Ando; hereafter NHC), a leading independent private equity fund, announced today that the company's second fund, NH-2, completed a stock-transfer agreement on November 18, 2016 to prepare for its investment in SnSnap Inc. (Head office: Shibuya-ku, Tokyo; Co-chief Executive Officer: Yuta Nishigaki; hereafter SnSnap). SnSnap's main business is its O2O marketing services utilizing social media such as Instagram and Facebook. As SnSnap is entering a phase of further growth, NHC's investment aims to support and strengthen SnSnap's progress and corporate governance.

SnSnap's vision is to "Value real experiences and create long-loved digital content." Its objective is to create and provide services that attract and retain user interest. Through the provision of its services, SnSnap will enhance customer engagement with a variety of surprises and, through visual and experiential technologies, utilize user experiences to stir their emotions. The company is able to impress users both by surprising them and by engaging their emotions.

What is special about SnSnap is: 1) Former talented members of major IT and electronic companies play major roles by providing 1. high-quality technologies used to develop hardware and software, 2. strategic planning abilities to meet specific customer needs, 3. development capabilities that multiply technologies, and planning abilities to create services based on user experience (UX), and 4. marketing capabilities to deliver services to a great number of customers. 2) "#SnSnap," the company's O2O marketing service and SnSnap's SNS photo-print service, have been utilized on more than 350 occasions, with customers that include many large enterprises, since its launch one and one-half years ago. 3) SnSnap's marketing field, which centers on actual events and social media, is expected to grow. SnSnap has a proven track record and repeated customers, and leads the O2O marketing field for real events and shops.

NHC will support the achievement of a corporate vision for SnSnap and assist in its further business growth.

【About NHC】

New Horizon Capital (NHC) is a top-tier Japanese PE fund targeting small- to mid-cap buyout deals, with approximately 14 years of experience and a cumulative AUM of 250 billion yen. NHC was spun off from Phoenix Capital, which was founded by Yasushi Ando. NHC has been managing two funds since its foundation and eight funds in total as Phoenix Capital and NHC. The NHC team has an excellent equity-investment track record of more than 30 firms, including Mitsubishi Motors Corporation, Teac Corporation, Tokyu Construction, Hitachi Housotec, Mag2, iae Holdings, Marumo Industry, Tachikichi, Takeda Industry and Shade3D. NHC's record includes more than 90 firms, including 36 equity investments.

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