

February 25, 2022

Premium Group Invests in SaaS Company Evolany

Name	Premium Group Co., Ltd. (Securities Code: 7199)
Overview	Premium Group conducted joint investment with NETSTARS in Evolany, which operates OMO tools that realize marketing automation of companies through omnichannel including phone, e-mail, SNS and apps.
Details	<p>Recently, while many companies centering on large companies are promoting digital transformation, privately owned companies and small and medium enterprises that have limited financial and managerial resources are unable to fully make progress in digitalization and automation. Evolany provides a marketing automation omnichannel service that can be easily introduced even for those without programming knowledge and development experience. The service is a digital transformation support system that aims for streamlining of operations of companies.</p> <p>Premium Group positions promotion of digital transformation as one of its growth strategies and proactively promotes digitization not only of the company but also the entire industry. Premium Group decided to conduct the investment with an aim to contribute to Evolany's business growth, having expectations in the superiority of the company's service, its executives well versed in the SaaS domain and the future growth capacity of digital transformation tools. The impact of the investment on Premium Group's business performance is minimal. Evolany will not fall under Premium Group as a consolidated subsidiary or a company accounted for by the equity method.</p>
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